

Dy, Angela Carmina Martinez (2010) A Conceptual Framework of Internet Contributions to Young Adult Entrepreneurship. [Dissertation (University of Nottingham only)] (Unpublished)

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Qualitative Questionnaire – Aggregated Responses
06 Sep 2010

1. Do you feel comfortable searching the Internet for information? If so, how long were you using the Internet regularly before you reached this level of comfort with the search process?

- A. Yes. I don't remember a time when I didn't feel comfortable searching the internet, because I have been using it since 2nd grade.
- B. Yes - people didn't really search the internet very much when I started, so I suppose it just came about as search engines matured. It was not a learning process.
- C. Yes 10 years
- D. I am very comfortable with most aspects of network research. I've been using the internet since 1990, before there was a world wide web
- E. I feel very comfortable searching the Internet for information. I suppose I was using the internet for maybe a year before I felt very comfortable.
- F. Yes 10 years
- G. Yes. Probably about a year to become technically comfortable, but several years before the data transfer rates were high enough to want to use it regularly.
- H. Yes 9 years
- I. yes i feel comfortable, it is the first source to look up information.i cannot recall how long but it didn't take me long, i use it since i started college 9 years ago.

2. Do you consider the Internet your primary source of information? If so, for what reason(s)? If not, why not, and what is your primary source?

- A. Yes, the internet is my primary source of information, because it has all types of information. Information about people (facebook), businesses, history, common knowledge (yahoo answers) and if you can't find it, you can ask and get a quick response.
- B. Yes - it has most other sources of information.
- C. yes because I can use it to get different sources of info at the same time - i.e reports, news,google can all be analysed in the same sitting without moving. its convenient
- D. Absolutely. I use the internet for two primary reasons. Speed of delivery and price. I pay a simple flat rate to access the world's information and it comes very swiftly.
- E. I do consider the internet to be my primary source of information. It's a lot quicker to consult than books. It's a lot more up to date than other sources. I'm also able to ask questions if I'm unable to immediately find the information I need.
- F. Yes because there is a lot of information present on the net which can be accessed for free. Moreover, any extra information can be accessed by building networks online.
- G. Depends on the type information. For news and entertainment, yes. For educational material, it's still mostly print for me.
- H. Yes it is , firstly I can have access to the info I need without travelling , it makes life easier ,helps you to save time (when you go to the library ,you don't know which book you need but on Internet you can find reviews of Books , then you know exactly what you want), the google search system is faster so you can find whatever you need in a short time . Everything is accessible today from Internet (Market reports , British library , articles , ebooks etc ...) . When I searched on the CEO of a company I could find info on him through linkedin , that would not be possible without internet .
- I. No, books and journals mainly, but the internet is the way as a lot of them are online, if not, it leads me to them easily. the internet itself as web pages, i should be very careful specially if am doing a scientific research as you can create a website easily, so the information is not reliable unless it is a trustworthy website or what i need information for is not sensitive and the information i get just to fill in spaces or draw outline for the subject.

3. Is there information you would like to have that is presently unavailable on the Internet? If so, what is it and why might it be unavailable?

- A. Nothing comes to mind right away. Sometimes I look for people's phone numbers or addresses or current emails, and I'm frustrated that I can't find it. But I guess that is good so creepers can't do that to me.

- B. Not that I know of yet, although people are always making more information available that you don't know you need until it is available. e.g. google maps
- C. Information relating to a company's internal strategy (for competitor analysis). This is unavailable because companies do not want other competitors to know what they intend to do
- D. I would love to be able to see industry sales numbers, and general budgets for individual industry niches. This information is unavailable because marketing companies still make millions of dollars selling this information. They have no current motive to make it available.
- E. There is some information that is presently unavailable on the Internet but I sort of have it as a business website idea so I'd prefer not to say what. I think it's unavailable as it's very specific information and the people who would use the information are unlikely to then put it on a website
- F. The information I need is very much available on the internet but is very expensive and unaffordable
- G. I think it's more a question of accessibility than availability for me. I feel confident that most of what I'm looking for is somewhere online, but it's the chore of trying to find it that's challenging.
- H. There are information that can be found in Chamber of Commerce in London but are not available online . I think it is a kind of protection , then the info on industries in UK can be protected from any foreign companies.
- I. if there is something that is not available then it would be works, books or researches i have to pay for to get. this is to protect the author's publishing rights. it might disappointing not to get what you need for free online, but it's there right after all. i would like people to pay for my effort if they need it. just not so much money because science and knowledge is natural human right.

4. What is the importance of Google or other major search engine (please specify which you use) to how you look for information on the web?

- A. ESSENTIAL. I use google for everything.
- B. Google - very.
- C. I use google, because its the quickest and has simplest interface. its important because i can search for exact phrases of ideas and results to those queries will come up. It allows me to analyse whether someone has a similar idea or is doing something already. It allows me to filter vast information held on the web to a specific area that would otherwise be lost in a vast maze of data and information. Google is the best because it filters queries quicker and more accurate than anyone else - they are the best at guestimating what you are looking for and what you want.
- D. I use google exclusively. I was a yahoo user for a long time, but when I began marketing my own web sites, I notice google would index them more swiftly and accurately. Therefore, wanting the most swift and accurate information myself, I switched to their service.
- E. Google is the main search engine that I use and is nearly always the initial place I use to look for information. However, I quite often use google to search for information that I know is likely to be found on another website (for example I'll type in "something wiki" if I want the Wikipedia page)
- F: I prefer Google since the information is retrieved is quick in UK as well as in India and most of the times I get what I am looking for in the first page itself.
- G: Of primary importance, although doing word and phrase searches on social media sites (twitter, facebook) tends to give more immediate, relevant links.
- H: I use Google , when I need to search something I type it and then select the most appropriate one.
- I: google of course, it's very powerful searching engine with different servers that gets you the closest website to your location and you can change the server if you want (www.google.com, or www.google.com.eg)i can get anything from it or at least guide me to it effectively. it's so powerful that a new verb is introduced to the english language when you want to refer to searching action (google it)

5. After searching for a topic on a search engine, describe the process you use for going through the information it returns. Which links do you choose to click on and which do you pass over? Why?

- A. I click on the link to wikipedia. I ignore the advertised links because I'm skeptical they're just trying to sell me something.
- B. If it seems relevant based on the website and description

- C. I tend to ignore links that are associated with chatrooms and forums and tend to follow links from reputable companies or organisations such as news sites, market report sites or companies doing a similar idea. Before i even click a link I read the extract below the heading to filter whether the page is worth looking at.
- D. I link to hits that look like they contain information rather than advertisements. I look for bits of objective pros in the hits and move forward from there.
- E. I look at surrounding words to the ones I've bolded and see if they seem to be relevant. If I've come across a website before (such as yahoo answers), I'd be more likely to click that. I nearly always pass over highlighted links because often they don't have the specific information I'm looking for but only are there to advertise something related.
- F. Google gives a small abstract of the web pages retrieved. I go through this information to decide whether I want to access the site or not. Generally I select known websites or websites which look authentic.
- G. Well-cited sources or being a credible publication helps. If neither are present, a good, clean design and overall functionality of the webpage goes a long way to convincing me the information is legitimate.
- I: basically i choose the like that matches 100% of all the key words am searching with, next i look to the 2 lines brief, unless my searching keys are not precise so i open all i can afford it new tabs and scan the page in seconds then rephrase my key words and starts again.

6. After choosing links and browsing sites, how do you determine which items are most useful and relevant? How do you determine what is not?

- A. Uh, whatever answers my question the fastest.
- B. Depends on what I'm searching for.
- C. Depending on what i'm looking for I will try and read the relevance to my search. I tend to scan the webpage and quickly view whether the information is relevant or not
- D. The most useful items are those backed by an authority which I have read about in another form of media. This type of vetting whittles out some companies which I feel don't have adequate research committees. I am also willing to accept information with multiple foot notes leading back to other trusted sources.
- E. They're useful if I find the information I'm looking for and not useful or relevant if I do not? If I find related information and a website has the opportunity to ask questions then I might do that. That would still be a useful website.
- F. I compare the material provided on the websites and bookmark the ones which match my requirement the most and have good information. I reject the websites which do not have complete information or are remotely relevant to the topic.
- H: I determine what is relevant or not , first by checking the source and secondly it depends on the content .

7. Besides major search engines, what other sites, tools or networks do you use to help you navigate the information available online (e.g. social networking sites, social bookmarking, linked blogs, specialized search engines, and many more.)?

- A. I use blogs and facebook, but not when I'm looking for information. I use google when looking for information. I use facebook and blogs if I am bored or curious once I have answered my questions.
- B. All of the above. e.g. twitter, facebook, blogs I frequent, google scholar, web of science, news sites
- C. Facebook
Wikipedia - I read information on the subject area and then read the references and citations and go to these links to get a more in depth and accurate interpretation of a subject area
- D. Honestly i have stayed away form social networking for a very long time. I have had a mysapce page for about five years. I have never found it to be a useful source of income or even good will generation. My own web sites are a much better source and get more hits from the public. I have recently embraced facebook for the localization services.
- E. I read blogs (which I follow through google reader). I ask questions on twitter and click a lot of interesting looking links that my friends post. I use Facebook and do the same. Sometimes I might go specifically to a website such as flickr.
- F. I refer sites like Scridb, Horsemouth, Search PDF and utorrent application to download materials

G. Social networking: Twitter, Facebook, Tumblr, YouTube, Vimeo, Myspace. I also browse WikiPedia regularly and read a lot of news sites that I have bookmarked. I am increasingly using RSS subscriptions in an RSS reader (NetNewsWire) to

H. I also use specialized search engines that are specific to the website (Euromonitor, YouTube, Facebook etc ...)

8. Do you ever find there to be just “too much” information on the Web? If so, does this make it difficult to navigate and find the information you seek? Please explain.

A. Yes. For example, it seems like if there are a thousand different food blogs or recipe websites, it is hard to evaluate which one is the best. I usually conclude that they are all decent and just use whichever ever comes to the top of Google, which is usually cooks.com, because I often search with "easy recipe". I don't actually think cooks.com is a very good place for recipes, because they use a juvenile font and the website does not look very professional. However, I have never actually had a disaster with one of their recipes, so I keep using it because it is the easiest. As for other types of information, I don't feel very overwhelmed. I usually look up factual things on Wikipedia, and social things on Facebook. I don't often look for news on the internet, I prefer newspapers.

B. No.

C. Sometimes but this is the reason I use Google to search because I use the search options to filter what I am looking for. Google is good because it uses trends and other people's historical searches when fulfilling a request so that information that comes up is as relevant as possible. I would rather have too much information than too little.

D. No. I don't believe there is such a thing as too much information. One must keep developing one's ability to discern.

E. Personally, I don't find there is 'too much' information on the internet. Sometimes it can take a while to find the information I'm looking for, but if I'm looking for something very specific then I appreciate there is so much information.

F. Most discussed topics (like pharmaceutical or hardware/software, business related topics etc), or topics in news have a lot of information on the net and sometimes it becomes difficult to navigate through them. This also confuses me sometimes when deciding what information to use and what to dispose. But information on other topics like shoe material, for example, are very difficult to find and I have been trying to build networks to get the information I am looking for.

G. Yes, but that's a good thing. I navigate selectively. I remember when very little information was available compared to today, and when it was all text-based browsers and how slow it was. So I'd rather browse through an overwhelming amount of info, where the info I seek may or may not be, than browse a small amount of info where the info I seek probably isn't anywhere to be found.

H. Yes, when I search for something, Google will show different websites even the ones where the word is mentioned (for ex: in a forum).

I. Yes of course, and repetitive information with different wording only. Yes indeed it makes it difficult to filter the valuable information from it. It requires sometimes time to comprehend and re-organize the information and eliminate the bias.

9. What are the specific sites and/or types of sites you visit most often?

A. Gmail for e-mail, Facebook to talk to my friends, YouTube to listen to music, Google to answer questions.

B. Social networking, news sites (BBC, NYTimes)

C. Google

Facebook - social networking

YouTube

ted.com - idea generation

Gizmodo - technology blog

D. I visit Amazon very often. I read a minimum of one book a week. Not as a rule, it just turns out that way. I am constantly looking for new information on marketing and networking. My home page is Google. I read Wikipedia and CNN daily.

E. Google: I use the search engine, Gmail, reader, calendar and documents on a daily basis.

Social networking: Twitter, Facebook and Tumblr

eBay

PayPal

University email

Forums/message boards for my favourite band

F. Gmail, Facebook, after joining MSc database sites like Business insights, keynotes, etc, online video streaming sites (movie and music), youtube, BBC news

H: I mostly use Facebook , Msn , You tube , BBC website , the website of the uni , Mintel , Euromonitor et c ...

I: google, google scholar, wiki, rapidshared, 4shared.

10. How do you determine the credibility or trustworthiness of a particular website?

A. I normally stick to the sites I listed in number 9. However if I stray, it is usually to some weird blogs or user-generated sites, or to NYTimes online. I'm not skeptical of NYTimes online. However, I am skeptical of blogs. I judge them based on their fonts, color scheme, religious affiliation (I'm more skeptical of overtly christian organizations in general though, not just limited to the internet) and the type of comments that other users leave on the website.

B. Domain name, top level domain, whether I have heard of it before

D. The site must consistently try to provide it's users with information that the find useful without pushing forth that sites own agenda. It must do this without cost, and respect my time. A site must not abuse my time by constantly making me change pages in order to boost their google adword count. Articles must only change pages when the information is so in depth that it requires page changes for organizational and aesthetic purposes, rather than monetary. There needs to be a balance. Ars Technica is probably the best example of this policy.

E. If it's an established website then I generally presume it's credible and trustworthy. Most websites I access though are made up of people posting individually and then it can be harder to tell. Normally it doesn't really matter either way though in such cases.

F. Generally by its popularity and brand value, rely on family and friends or look through the entire site (like info about the site/company) or try to search for reviews of the site.

G: Familiarity (do other people I know use this website too? have i used it before). Good writing and clean design.

H: Like I said before it depends on the Source (reference) and on what I find on other websites (if it says that this website is the best in a particular domain).

11. Would you ever pay to access information online? If so, for what type of information and why?

A. No. Although I do pay to use the internet. So if they eliminated ALL free email services, I would pay for it.

B. Sure, but I don't so far unless you count web of science which the university pays for.

C. If I wasn't a student I would only pay for market reports because the information is almost impossible to find with out working in the industry.

D. I would pay to access information on line only if my analysis of the information's usefulness indicated a direct return on investment of at least 10:1. This is the same formula I use for any business marketing investment. At the tiny level at which I do business, at this time it's not likely to be of benefit but I can see the usefulness of it in the future

E. No. I don't think I would because that is the beauty of the internet, being able to share information freely.

F. Yes. For research type information or business information like costing. I trust Websites with good brand name (research sites like business insights etc) and reputation because of the credibility they have earned over the time they have been in operation.

G. I have though I don't feel that I should have. I.E. paying an agency to dig up information from the hospital I was born at in order to get a new copy of my birth certificate. I also buy music, videos and apps, which counts as information right?

H. No I will not pay to access Information online , for Example in the example of an article unless I do not have other choice and I really need that information .

I. if i cannot get it elsewhere for free and i need it disparately . mainly will be for my research purposes as masters or PHD, not for personal or non-official use.

Business Opportunity Development

1. When did you first become interested in starting a business? What sparked the idea for you? Was the Internet involved in this idea generation? If so, how?

B. Facebook launched its app development kit in May/June 2007, I started developing an app a week later. It was not a planned business, just a hobby.

C. I actually got the idea from another company online so the internet was vital for my business idea. I was interested in starting a business because I wanted to work for myself and not get told what to do and if I fail I know it because of me and not anyone else.

D. I've always wanted to be comfortable financially. There is no real security in most nine to five jobs. You know you're not going to fire yourself.

F: When I was working in my previous company. My company had a big youth population and I spotted an opportunity. No didn't use the net.

G: Around 2004, when the music group I'm in pressed our first batch of CDs and we started performing for pay. We needed a financial and operational structure. The internet played a minor, but increasing role when we first got started, and is now one of our primary focuses of the business.

H: I started to be interested by starting a Business when I was studying economics (7 years ago), I really feel that I could do you something different , I saw it as a way to do different things (motivated by the money factor too) .

2. What is the main reason you would like to be self-employed?

B. Independence to do what I want to do rather than being told what to do. Ability to work when I want to work. Ability to see new opportunities and exploit them immediately. Possibility of earning significant amounts of money rather than grudgingly being given a mediocre salary with little chance of serious increase. Working with people who are also self-employed. Building up a business over time that has significant value itself. Getting credit for achievements.

C. Independence and be my own boss

D. I am self employed. I have not worked for anyone else since 2004.

F: Independence and freedom to innovate and be creative! No set rules!

G: Time management, working on projects that I feel a personal connection to.

H: I want to control the business and to be independent and this is also to accomplish something as a person (recognition) .

3. Has the Internet been helpful to you in pursuing your business idea? If so, how? Please be specific; for example, has it helped you research the idea, find suppliers, reach customers, and/or determine competitors?

B. The business idea is on the internet, it would not exist without it.

C. I am doing an e-business so without the internet i would not be able to pursue my idea. The internet has helped me determine whether anyone else was doing a similar idea through search engines, Online market reports were used to determine whether there was a market and also the value of the market. Social networks have been invaluable to carry out surveys on buyer behaviour and validating the idea.

D. If it wasn't for the internet I couldn't even run this business. 90% of my sales come from the internet, and of those 50% through itunes. Without this new method of delivery I would have to work for a larger label instead of run my own.

F: Yes the internet has been very helpful for my present business idea. I have been able to do a lot of my primary research on internet like find manufacturers, conduct survey, find competitors and put together a market research.

G: Yes, very helpful. From research to networking to reaching an audience and potential consumer base and engaging with listeners and informing them about tours and releases. To utilizing the press and multimedia potential of the internet (i.e. music videos, behind the scenes shots, photos).

H: Yes it has been helping for the reports and Business plan that I am writing now.

4. What specific sites or types of sites are most helpful to you in pursuing your business idea?

B. It is on Facebook.

D. I have several different businesses that each make a tiny bit of money that adds up. For the record label, cdbaby is the most useful site. It provides marketing advice, physical and digital album distribution, generation of necessary international song codes (ISRC), barcode generation, credit card sales processing and more. Next year I am going into film and so far I have found the blogs of true indie film makers to be of amazing value. I have already saved thousands of dollars by building pieces of equipment on my own. I learned these techniques through film DIY blogs. Examples of devices I am able to build on my own include follow focus and steadicam

F: Trade sites (sometimes country specific, sometimes general), social networking sites (helped me collect responses for my survey), Database sites (Business insight, keynote for market research), Google in general

G: Having our own site and using e-mail and social networking sites to drive traffic to it.

H: Euromonitor , Mintel , Keynote , BBC , Statistic's websites, Government 's website and Business Link.

5. Would you still consider self-employment if the Internet did not exist?

B. Not at my age. Without the ability to reach people online it's virtually impossible to set up a business without knowing people beforehand. Hence why most entrepreneurs are in their 30s as they've had a chance to grow their network.

C. No

D. I would consider it, but not before I finished a business degree. The network has been able to save me years of college, and although I am planning on returning this winter to finish my degree, it's more for the purpose of providing a good example to my children and family. I don't think it will increase my income

F: Yes, I spotted an opportunity in my office. The cafeteria didn't have a good variety and so I spotted an opportunity to have junk food introduced for evening snacks!

G: Yes.

H: Yes I would still consider being self-employed.

Stance on the Internet

1. What do you think is the relationship between the Internet and the post-industrial capitalist economy of today?

A. I think the internet is an essential tool for businesses and any player in our economy. If they don't utilize the internet, someone else will, and they will suffer.

B. Sounds like philosophical bullshit.

C. The post industrial capitalist economy needed the internet because of the need for information to be transferred quickly, conveniently and efficiently. Our whole economy is built around the internet and the various services it offers such as email, and the rapid transfer of knowledge. The post industrial capitalist economy we live in today is highly centered on immediacy and speed and the internet facilitates this. Knowledge is more important today than it was before therefore there is a need for more knowledge to be transferred quicker than before hence the race for quicker broadband speeds will never end because there is a never ending need for more and more data and information to be transferred quicker.

D. The network of computers will actually lead to the demise of extreme poverty. Information really is power and when people are able to learn anything they want at all then they will craft for themselves the ability to create micro economies. These micro economies link with one another to exchange resources and we begin losing the mega aggregators. Almost any company in the world can do business with any other company due to the near instant transfer of large volumes of information.

F: I guess the service industry can promote their services better and reach more people through internet, like the banking industry. Am not sure about this question.

G: It makes capitalism possible on a scale never seen before, similar to the printing press during the transition from feudalism to capitalism in Europe, then the rest of the world. But along with it, like the aforementioned leap in info

technology (and others before it), comes new forms of communication that have the potential to usher in a shift in economic production relations.

H: There is a relation , it makes knowledge transfer easier and to take an example with the scriptural money , it is easier to use internet any company can do banking operation online . Investments are also easier for companies and investors .

2. Do you support, oppose, or feel conflicted towards the Internet as it exists today? Please explain.

A. I totally support the internet as it exists today. I think it is a great tool. I wish everyone could use it. I also feel lucky that I have learned how to discern good sites from bad ones and use it intelligently, I wish the same for others.

B. Support. Support more openness, less government interference except to guarantee future openness.

C. I am conflicted because the internet helps me a lot in terms of being an entrepreneur and I am able to access information that would otherwise be hard to find and time consuming or very costly. However I do not like the internet because it has become a lawless free for all where people are doing things they would otherwise not do in the real world such as steal films, music, etc. Another example would be the rise child exploitation, digital theft and fraud which have all been facilitated by the lack legal enforcement on the web – criminals on the web are far more advanced and way ahead of the law enforcement. Furthermore the lack of privacy worries me especially on social networking sites. However, what gives the internet its value is its freedom and many of the great ideas, websites and companies would never have started if the web were as controlled and restrictive as the real world.

D. I am conflicted about the internet of today. I oppose the dissemination of private information without the permission of private citizens. I oppose the entire system of credit rating worthiness which has been enabled by the network. I love the ability to access information on businesses but it seems large corporations have more privacy rights than real people. I have a problem with that.

E. I love the internet and fully support it. My life is the way it is because of the internet, and to be honest I couldn't imagine my life without the internet. Sometimes I'd like to take life a bit slower and I find the internet forces a more immediate response, but that is perhaps my only really opposition.

F. I completely support the way internet is today! I could sit in India and look at universities (with 3D view and all) and get opinion of people who had studies before. Book a place to stay and basically was all set before starting the course. Moreover u can sit in one place, use internet to analyze absolutely anything!

G. I support it, but not as a substitute for the world that actually exists outside of it.

H. I support the Internet that Exist today but it should be monitored strictly to not have anything illegal online . It could facilitate illegal activities.

I. NO, every weapon has two edges. as internet, can be very useful. and very lethal

3. How has the Internet affected the current landscape of business opportunities?

A. Uh, I don't feel very qualified to answer this question because I'm not very familiar with the landscape. However from my uneducated, uninvolved viewpoint, I think the internet has made it easier to open businesses, because you can operate from a remote location and reach a wider customer base.

B. Made new ones because of efficient information transfer. Changed how traditional businesses are marketed.

C. It has made businesses easier to conceive and build. The internet has not only increased the speed and quality of search and discovery but also the speed of validating and implementing the business. You can start a company without even leaving your room and begin trading in a couple of hours and reach customers through a virtual store that can be built cheaper and quicker than real life. Hence it has exponentially sped the process of entrepreneurship in my opinion. However it may have actually closed certain business opportunities that may have been linked to the old ways of doing business before the internet such as the yellow pages/director enquiries. Another example could be the decline of the news publishing industry which has declined due to the ability to access free quick information online. The internet has devalued information and business opportunities linked to the facilitation of information before the internet have declined after the internet.

D. Nearly anyone can discover how to enter any field. Most people seem not to have realized this power, but with growing unemployment people seem to be looking at running their own businesses more frequently. Not to

mention that there is an entire industry based around monetizing web site content. there are people who are living off of this alone.

E. I think it's made business a lot more accessible to people. People can reach customers more directly, utilise social networking to advertise and easily get help from people in a similar situation.

G: It has, for services and products with a large consumer base that is regularly online, made it very difficult to succeed without an online presence. Not to say that small businesses are impossible without it. But it's a tool that, when used properly, can help greatly.

H: It has affected it in the way that right from the beginning with the research an entrepreneur can find whether an idea exist or not and then to check whether it is viable or not .

I: widen the market tremendously.

4. What do you perceive will be the result of an increasingly corporatized Internet (no net neutrality)?

A. I did not know the internet was becoming increasingly corporatized. I interpret this phrase as meaning that large corporations are owning more and more of the internet websites that I frequently visit, such as I think how facebook was going to be sold to some big company? I think the result will be that I am exposed to different information, images and resources than previously, and this will affect my thoughts and actions.

B. Hopefully it does not happen. If it does then it will stifle innovation

C. An increase in the value of information once again.

D. I don't agree with the premise. Although corporations are making their presences felt they still don't own the backbone of the network. They have lots of money for paid ads, but they have always had that, and it didn't ruin magazines and newspapers. I don't see net neutrality disappearing.

F: I am not sure about this question. Do you mean something like Google? Like how google has corporatized search engine?

G: I predict that a non neutral Internet will suffer the same fate that has befallen or is currently befalling corporatized sites like Myspace and Yahoo (or even network television): programmers and web developers who oppose such things will create an alternative, and people will slowly migrate away from old and flock to the new.

5. How would you say the Internet has affected your personal "stock of knowledge"?

A. My stock of knowledge has grown a little bit. I know some people who learn and read so much on the internet, but I have a more moderate relationship with internet knowledge.

B. Not necessarily. I don't think people necessarily need to have a large "stock of knowledge" - they need to be able to know how to find the knowledge that they need for whatever they want to do, as quickly and as efficiently as possible. I don't know how to do a lot of things, but if someone asked me to do them then I am confident that I could find out how quickly.

C. It has increased it tremendously. It has also allowed me to archive and share this knowledge in a way that I could not before through blogs, etc. It has also allowed me to pick up and throw away knowledge much easier - which has affected my memory. Where before I would try and remember as much information as possible in fear of forgetting it, now I don't mind because I know I can check the internet again for information because it is always there when I need it. For instance, I don't need to remember the number for a store I can just find it online.

D. I have been able to learn how to fix cars, build computers, record records, build web sites and by a house, all from the internet. Most of that knowledge would have cost me a couple of years of school APIECE before the late nineties. I am so grateful to live in the age that we live in.

E. I would say that the internet has increased my personal stock of knowledge hugely. When I consider the things that I "know", the vast majority have derived from the internet in one way or another.

F. A lot. Since I can search anything and everything just sitting in one place and have access to enormous data.

G. Greatly, mostly as far as the knowledge of and about other people I have direct contact with online, having conversations otherwise not possible and working on projects over vast geographical distances.

H. It has enabled me to have knowledge in diverse domains , you can have these information for free so i can read news articles online and learn more about the world.

I. very much, at least am confident whom to ask if i wanted to know anything. cannot live without the internet.

6. How would you say the Internet has affected the global or human “stock of knowledge?”

A. There is not more knowledge, but simply better sharing of knowledge- for those with the money to afford the technology which allows this.

B. Made it more available to find. Not necessarily sure that it has increased the stock to any significant extent.

C. The internet can be viewed as a dynamic archive of human stock of knowledge. Unlike offline where knowledge is kept on books that were written and read by a few people the internet has allowed more people to access knowledge and interpret and change this knowledge than before - i.e. Wikipedia. Where before certain people formulated knowledge in specific areas now everyone can formulate knowledge associated with a specific area because there are less barriers.

D. Although the days of Galileo, where a person could know everything there was to know about the world, have long passed, we now have computers that can store and access limitless information. The ability to understand has begun to bring people out of the dark ages of ignorance. There is a long way to go, but now people are not so afraid of one another's superficial differences. People are really beginning to embrace difference. This is a great thing.

E. I'd guess that overall it has hugely increased the global stock of knowledge and changed people's perceptions of knowledge. It's so quick and easy to find out information on a global scale. It's certainly made the world smaller, and I'm not sure if that's a good or bad thing for the global 'stock of knowledge'.

F. That would depend on the perspective of people. Generally people tend to use internet to gather information about a field they are familiar with. So I feel the stock of their knowledge would increase in that field only.

G. Same as 5. The internet has changed many people's lives the same way it has mine. But it's only as valuable to humanity as the number of people who know how to navigate it.

H. It has enabled us to know more about other countries to be more open minded .