

## **Annexure B: Instructions that are provided to the participants prior to the Q sorting process**

All 54 statements that you are about to read contain both positive and negative opinions regarding an organisation's corporate Web site. You need to sort them from your own point of view in terms of agreement and disagreement.

Please take note that this is a forced-choice condition of instruction. This means that you should place each card in each block.

1. Please read through the Q sort cards until you are familiar with all the statements.
2. Before placing the Q sort cards on the diagramme before you, sort them into **three** roughly equal piles, to your right, left and middle. This is done to facilitate your placement of the Q sort cards. In the pile to your right, place Q sort cards containing statements with which you agree. In the pile to your left place Q sort cards containing statements with which you disagree. In the middle pile place Q sort cards containing statements about which you feel either neutral, ambivalent or uncertain.
3. If you wish, after you have sorted the cards into these three piles, you may rank-order the statements in **the piles to your right and left** in order of agreement or disagreement. For instance, in the right hand pile, rank-order the cards from those with which you strongly agree, to those with which you also agree, but to a lesser extent. Do the same with the left pile. This will help you with the Q sorting process and finding the Q sorting cards.
4. You are now ready to start with the Q sorting process.
5. Because this is a forced-choice condition of instruction, the Q sort diagram in front of you indicates **exactly** how many Q sort cards you are to place under each column.
6. You may change your mind regarding the placement of Q sort cards at any time.
7. Place the **three Q sort cards** (from the pile to your right) containing statements with which you **most agree** under the +5 column.
8. Place the **three Q sort cards** with which you **most disagree** (from the pile to your left) under the -5 column.
9. Now place **the four Q sort cards** with which you also agree but to a lesser extent than the first three cards, under the +4 column.
10. Now place **those four Q sort cards** with which you also disagree but to a lesser extent than the first three cards under the -4 column.
11. Follow the same procedure until all the piles are Q sorted.