Software Developers’ Online Presence

Start of Block: Consent

[REDACTED FOR REVIEW]

C3 **Do you understand and consent to these terms?**

* I agree (4)
* No thanks, I do not want to participate in this survey (5)

End of Block: Consent

Start of Block: Demographics

D1 Approximately, how many years have you worked at <Company name>? (decimals okay)

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D2 Please select all that apply.

* I am a self-taught programmer (4)
* I have worked in a start-up (5)
* <Company name> is the first company I have worked for (7)
* ⊗None of the above (6)

D3 How many years have you been programming?

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D4 What is your age in years?

* 18-24 years (1)
* 25-29 years (4)
* 30-34 years (11)
* 35-44 years (5)
* 45-54 years (6)
* 55-64 years (7)
* 65-74 years (8)
* 75 years or older (9)
* Prefer not to report (10)

D5 What is your gender?

* Woman (3)
* Man (4)
* Non-binary / gender diverse (5)
* Prefer to self-describe (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to answer (7)

SM1 Which social media platforms do you use?

* Facebook (14)
* Instagram (16)
* LinkedIn (5)
* Medium (15)
* Myspace (13)
* Pinterest (17)
* Snapchat (12)
* TikTok (9)
* Twitch (10)
* Twitter (7)
* YouTube (11)
* Others (Please Specify) (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SM2 What do you use your social media platforms for?

* Posting about personal information and friends (1)
* Posting professional opinions, critiques, or reviews (2)
* Sharing technical skills, career advice (3)
* Sharing lifestyle related information (4)
* Sharing other personal projects or hobbies (5)
* Building personal brand/company (6)
* Browsing through others' posts (7)
* Networking with others through replies and direct messages (8)
* Staying updated about colleagues and people you know (9)
* Other (Please specify any other use) (10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SM3 What type of content do you post on social media?

* Long text like blogs or articles (1)
* Short text or image posts (3)
* Short videos or gifs (2)
* Long videos (4)
* Other (Please Specify) (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* ⊗I don't post on social media (6)

SM4 What kind of content would you like to see from **software developers on social media platforms**?

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SM5 Have you watched videos on YouTube related to "developers" or "software development"?

* Yes (1)
* Maybe (2)
* No (3)

Display This Question:

If Have you watched videos on YouTube related to "developers" or "software development"? = Yes

Or Have you watched videos on YouTube related to "developers" or "software development"? = Maybe

SM6 What was the last video you watched (even partially) on YouTube related to "developers" or "software development"?

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Display This Question:

If Have you watched videos on YouTube related to "developers" or "software development"? = Yes

Or Have you watched videos on YouTube related to "developers" or "software development"? = Maybe

SM7 What effect did the video have on you (or your work)?

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A1 Typically, in any day of your life, how much time do you spend doing these activities?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | None (1) | < 15 mins (4) | 15 - 29 mins (6) | 30 mins - 1 hour (9) | Between 1 - 2 hours (7) | 2 - 4 hours (8) | > 4 hours (2) |
| Health related activities (workout, meditation) (1) |  |  |  |  |  |  |  |
| Spend time on lifestyle related activities (browsing through gadgets and technology, spending on home improvement and accessories, planning and travelling) (2) |  |  |  |  |  |  |  |
| Spend time on finding and using apps to increase productivity, make collaboration easier, organizing your day etc. (3) |  |  |  |  |  |  |  |
| Investigating and designing a solution to a problem (9) |  |  |  |  |  |  |  |
| Work on coding and reviewing (your or others') code (5) |  |  |  |  |  |  |  |
| Work on code related activities (like testing, refactoring, debugging, documentation etc.) (6) |  |  |  |  |  |  |  |
| Have meetings (planned or unplanned) and hallway chats (10) |  |  |  |  |  |  |  |
| Spend time talking to colleagues through video calls, emails and messages (11) |  |  |  |  |  |  |  |
| Doing administrative tasks like scheduling and organizing events and meetings (12) |  |  |  |  |  |  |  |
| Mentoring and helping others around you (13) |  |  |  |  |  |  |  |
| Taking breaks in between work (14) |  |  |  |  |  |  |  |
| Working on your personal projects (game/app development, home improvement, music production, anything you are passionate about) (15) |  |  |  |  |  |  |  |
| Networking with people outside of circle, building your personal brand (16) |  |  |  |  |  |  |  |
| Spend time with friends and family (game night, social hours, trips etc.) (17) |  |  |  |  |  |  |  |

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A2 How often do you think other developers do these activities?

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|  | None (1) | < 15 mins (4) | 15 - 29 mins (6) | 30 mins - 1 hour (9) | Between 1 - 2 hours (7) | 2 - 4 hours (8) | > 4 hours (2) |
| Health related activities (workout, meditation) (1) |  |  |  |  |  |  |  |
| Spend time on lifestyle related activities (browsing through gadgets and technology, spending on home improvement and accessories, planning and travelling) (2) |  |  |  |  |  |  |  |
| Spend time on finding and using apps to increase productivity, make collaboration easier, organizing your day etc. (3) |  |  |  |  |  |  |  |
| Investigating and designing a solution to a problem (9) |  |  |  |  |  |  |  |
| Work on coding and reviewing (your or others') code (5) |  |  |  |  |  |  |  |
| Work on code related activities (like testing, refactoring, debugging, documentation etc.) (6) |  |  |  |  |  |  |  |
| Have meetings (planned or unplanned) and hallway chats (10) |  |  |  |  |  |  |  |
| Spend time talking to colleagues through video calls, emails and messages (11) |  |  |  |  |  |  |  |
| Doing administrative tasks like scheduling and organizing events and meetings (12) |  |  |  |  |  |  |  |
| Mentoring and helping others around you (13) |  |  |  |  |  |  |  |
| Taking breaks in between work (14) |  |  |  |  |  |  |  |
| Working on your personal projects (game/app development, home improvement, music production, anything you are passionate about) (15) |  |  |  |  |  |  |  |
| Networking with people outside of circle, building your personal brand (16) |  |  |  |  |  |  |  |
| Spend time with friends and family (game night, social hours, trips etc.) (17) |  |  |  |  |  |  |  |

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A3 You and your team are working on a video about **"A day in the life of a software engineer".**   
Through the video, ${e://Field/motivation}.

[Motivation options were randomly assigned among the three options (1) you want to build and expand your personal brand (2) you want to promote diversity in software engineering through causes #womenintech, race and ethnicity representation etc. (3) you want to create awareness about software engineering as a career choice  
  
  
Compared to how frequently these activities occur in your life, how would you show these activities in the video?

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|  | Don't show at all (1) | Show less frequently (4) | About the same (2) | Show more frequently (3) |
| Health related activities (workout, meditation) (1) |  |  |  |  |
| Spend time on lifestyle related activities (browsing through gadgets and technology spending on home improvement and accessories, planning and travelling) (2) |  |  |  |  |
| Spend time on finding and using apps to increase productivity, make collaboration easier, organizing your day etc. (3) |  |  |  |  |
| Investigating and designing a solution to a problem (9) |  |  |  |  |
| Work on coding and reviewing (your or others') code (5) |  |  |  |  |
| Work on code related activities (like testing, refactoring, debugging, documentation etc.) (6) |  |  |  |  |
| Have meetings (planned or unplanned) and hallway chats (10) |  |  |  |  |
| Spend time talking to colleagues through video calls, emails and messages (11) |  |  |  |  |
| Doing administrative tasks like scheduling and organizing events and meetings (12) |  |  |  |  |
| Mentoring and helping others around you (13) |  |  |  |  |
| Taking breaks in between work (14) |  |  |  |  |
| Working on your personal projects (game/app development, home improvement, music production, anything you are passionate about) (15) |  |  |  |  |
| Networking with people outside of circle, building your personal brand (16) |  |  |  |  |
| Spend time with friends and family (game night, social hours, trips etc.) (17) |  |  |  |  |

A4 What other activities would you include in your "A day in the life of a software engineer" video? 

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A5 Do you agree with the following statements about a developer's work and life?

|  |  |  |  |  |  |  |
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|  | Strongly agree (16) | Somewhat agree (18) | Neither agree nor disagree (19) | Somewhat disagree (20) | Strongly disagree (22) | N/A (23) |
| Open Source Contributions are not as important as contributions to company codebase (1) |  |  |  |  |  |  |
| Traditional SDLC (agile, waterfall) are not used anymore (4) |  |  |  |  |  |  |
| Front-end developers are not critical to software development (5) |  |  |  |  |  |  |
| Closed office spaces are in the trend (6) |  |  |  |  |  |  |
| Real developers don’t use editors. Vim/Emacs and key bindings rule! (7) |  |  |  |  |  |  |
| Freelance/Start-up isn’t as important as working in a tech company (2) |  |  |  |  |  |  |
| Most online content about developers' life and work are inaccurate (3) |  |  |  |  |  |  |
| Developers tend to focus on healthy eating and working out (8) |  |  |  |  |  |  |
| Developers tend to use multiple screens (9) |  |  |  |  |  |  |
| Developers don't use code snippets from stack overflow (or other similar forums) (10) |  |  |  |  |  |  |

End of Block: Demographics