

苏州博物馆增强现实（AR）体验调查\nSuzhou Museum

Augmented Reality (AR) Experience Survey

1.

请选择您的性别。

Please select your gender.

[单选题] *

☐ 男 Male

☐ 女 Female

☐ 其他 Other _____

☐ 不愿透露 Prefer not to say

2. 您所属的年龄段是?

What age group do you belong to?

[单选题] *

☐ 18 岁以下 Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65 岁或以上 65 or older

3. 请选择您居住的城市：

Please select your city of residence: [填空题] *

4. 您的学历是？

What is the highest level of education you have completed?

[单选题] *

- ☐ 小学 Primary education
- ☐ 中学 Middle school
- ☐ 高中 High school
- ☐ 学士学位 Bachelor's degree
- ☐ 硕士学位 Master's degree
- ☐ 博士或同等学位 Ph.D. or equivalent

5.

请选择您目前的职业。（如果您已退休或目前没有工作，请选择与您职业生涯最相关的职业。）

Please select your current occupation. (If you are retired or currently not working, please select the occupation most relevant to your career.) [单选题] *

- | | |
|---|---|
| ☐ 市场/销售/商务
Marketing/Sales/Business | ☐ 采购 Purchasing |
| ☐ 行政 Administration | ☐ 人力 Human Resources |
| ☐ 产品/运营人员 Product/Operations | ☐ 个体经营者 Entrepreneur/Self-Employed |
| ☐ 财务/会计/出纳/审计
Finance/Accounting/Cashier/Audit | ☐ 企业管理者 Corporate Manager |
| ☐ 律师/法务 Lawyer/Legal Professional | ☐ 设计从业者 Designer |
| ☐ 服务业人员 Service Industry Staff | ☐ 技术开发/工程师 Technical Developer/Engineer |
| ☐ 农林牧渔劳动者
Agricultural/Forestry/Fishing Worker | ☐ 工人劳动者 Manual Laborer |
| ☐ 自由职业（请注明领域）Freelancer
(please specify field) _____ | ☐ 学生 Student |

○老师 Teacher

○科研人员（请注明领域）Researcher
(please specify field) _____

○退休（请注明最相关职业）Retired
(please specify the most relevant
occupation) _____

○医护人员 Medical Staff

○党政机关人员 Government/Party
Official

○其他（请注明）Other (please specify)

6.

您以前知道增强现实（AR）技术吗？这种技术将计算机生成的图像和视频覆盖在我们看到的真实世界之上。例如，美颜相机就是使用AR技术来调整您的面部特征、改变发色或添加有趣的动画效果。此外，网上购物平台利用AR技术，允许购物者在购买前虚拟试穿衣服或在家中虚拟摆放家具，从而提前预览产品效果。简单来说，AR技术通过添加虚拟元素到我们的日常视觉中，使我们的现实世界变得更加丰富和有趣。

Did you know Augmented Reality (AR) before? AR overlays digital data, like images and videos, onto the real world. For instance, BeautyCam uses AR to apply makeup, change hair color, or add fun animations. Additionally, online shopping platforms use AR to allow shoppers to virtually try on clothes or see how furniture would look in their homes before purchasing. AR merges digital content with our surroundings, enhancing reality with interactive experiences.

[单选题] *

○是 Yes (请跳至第7题)

○否 No (请跳至第15题)

7. 在参观博物馆前，您是否使用过AR技术的产品或软件？

Have you ever used products or software with AR technology before visiting the museum? [单选题] *

- 从未使用过 Never used it (请跳至第8题)
- 1-2次 1-2 times (请跳至第9题)
- 3-5次 3-5 times (请跳至第10题)
- 5 次以上 More than 5 times (请跳至第11题)

8. 您了解 AR 技术的功能吗?

Are you aware of what AR technology can do?

[单选题] *

- 是，我了解它的功能但没有使用过。 Yes, I am aware of its capabilities but have not used it. (请跳至第14题)
- 不，我不清楚 AR 技术的功能。 No, I am not sure what AR technology does. (请跳至第15题)

9. 您在多长时间内使用了 1-2次AR 技术？

Over what period did you use AR technology 1-2 times?

[单选题] *

- 在过去的一个月內 Within the last month
- 在过去的六个月內 Within the last 6 months
- 一年前 Over a year ago
- 我不记得了 I do not recall

*填写完该题，请跳至第12题。

10. 您在多长时间内使用了 3-5次AR 技术？

Over what period did you use AR technology 3-5 times?

[单选题] *

- ☐ 在过去的一个月 Within the last month
- ☐ 在过去的六个月 Within the last 6 months
- ☐ 一年前 Over a year ago
- ☐ 我不记得了 I do not recall

*填写完该题，请跳至第12题。

11. 您在多长时间内使用了5 次以上AR 技术？

Over what period did you use AR technology more than 5 times?

[单选题] *

- ☐ 在过去的一个月 Within the last month
- ☐ 在过去的六个月 Within the last 6 months
- ☐ 一年前 Over a year ago
- ☐ 我不记得了 I do not recall

*填写完该题，请跳至第12题。

12. 请选择您使用过的AR产品/软件类型。（可多选）

Please indicate the types of AR applications/systems you have used. (Select all that apply.)

[多选题] *

- ☐ 游戏（例如:宝可梦Go） Gaming (e.g., Pokémon Go)
- ☐ AR滤镜相机（例如:美颜相机、Instagram） AR filter camera (e.g., BeautyCam, Instagram)
- ☐ 教育应用（例如:天文学应用SkyView、解剖学可视化应用） Educational apps (e.g., SkyView for astronomy, anatomy visualization apps)

- ☐ 导航与地图（例如:地图AR步行导航） Navigation and maps (e.g., Google Maps AR walking directions)
- ☐ 购物与零售（例如:虚拟试穿、宜家家居） Shopping and retail (e.g., virtual try-on, IKEA Place)
- ☐ 艺术与展览（例如:博物馆或画廊的AR导览） Art and exhibitions (e.g., AR tours in museums or galleries)
- ☐ 运动与健身（例如:AR健身） Sports and fitness (e.g., AR workouts)
- ☐ 其他（请具体说明） Others (please specify) _____
- ☐ 我不确定 I'm not sure

*填写完该题，请跳至第13题。

13. 您每次使用AR时平均花费多少时间？

On average, how much time did you spend during each AR session?

[单选题] *

- ☐ 少于10分钟 Less than 10 minutes
- ☐ 10至30分钟 10 to 30 minutes
- ☐ 30分钟至1小时 30 minutes to 1 hour
- ☐ 1 小时以上 More than 1 hour

*填写完该题，请跳至第18题。

14. 请选择您所了解的AR产品/软件类型。（可多选）

Please select the types of AR technology you have known. (Select all that apply.)

[多选题] *

- ☐ 游戏（例如:宝可梦Go） Gaming (e.g., Pokémon Go)
- ☐ AR滤镜相机（例如:美颜相机、Instagram） AR filter camera (e.g., BeautyCam, Instagram)

- ☐教育应用（例如:天文学应用SkyView、解剖学可视化应用）Educational apps (e.g., SkyView for astronomy, anatomy visualization apps)
- ☐导航与地图（例如:地图AR步行导航）Navigation and maps (e.g., Google Maps AR walking directions)
- ☐购物与零售（例如:虚拟试穿、宜家家居）Shopping and retail (e.g., virtual try-on, IKEA Place)
- ☐艺术与展览（例如:博物馆或画廊的AR导览）Art and exhibitions (e.g., AR tours in museums or galleries)
- ☐运动与健身（例如:AR健身）Sports and fitness (e.g., AR workouts)
- ☐其他（请具体说明）Others (please specify) _____
- ☐我不确定 I'm not sure

*填写完该题，请跳至第18题。

15.

您有兴趣了解 AR 技术吗？Would you be interested in learning about AR technology?

[单选题] *

- ☐是 Yes (请跳至第16题)
- ☐否 No (请跳至第17题)

16. 尽管以前不了解 AR 技术，但现在您有兴趣了解 AR 技术的哪些方面?(可多选)

Despite not being previously aware of AR technology, which aspects of AR technology would now interest you to learn about? (Select all that apply.)

[多选题] *

- ☐AR技术的基本原理及其运作方式（以获得基本理解）The underlying principles and how AR technology operates (to gain a basic understanding)
- ☐AR 在日常生活中的实际应用Practical applications of AR in everyday life

- ☐ AR 在教育和学习环境中的作用 The role of AR in education and learning environments
- ☐ AR 在娱乐和游戏中的应用 How AR is used in entertainment and gaming
- ☐ AR 在艺术和博物馆中的应用 The use of AR in art and museums
- ☐ AR 技术的最新进展和未来潜力（了解下一步发展方向） Upcoming advancements and the future potential of AR technology (to learn about what's next)
- ☐ 我仍然不确定 I am still not sure
- ☐ 我对AR技术仍然不感兴趣 I am still not interested in AR technology
- ☐ 其他方面（请具体说明） Other aspects (Please specify) _____

*填写完该题，请跳至第17题。

17. 您之前未了解AR技术的主要原因是什么？（可多选）

What are the main reasons you were not aware of AR technology before? (Select all that apply.)

[多选题] *

- ☐ 从未接触过相关信息 Never came across any information about it
- ☐ 对新技术不感兴趣 Not interested in new technologies
- ☐ 我的设备不支持AR应用 My devices are not compatible with AR applications
- ☐ 认为AR技术太复杂，难以理解或使用 Thought it was too complex to understand or use
- ☐ 认为AR技术与我的需求无关 Assumed it was not relevant to my needs
- ☐ 担心隐私和数据安全 Concerns about privacy and data security
- ☐ 探索成本过高（例如，需要特定的硬件） It seemed too expensive to explore (e.g., needing specific hardware)
- ☐ 我对AR技术仍然不感兴趣 I am still not interested in AR technology
- ☐ 其他（请具体说明） Others (please specify) _____

*填写完该题，请跳至第18题。

18. 在您参观博物馆之前，您是否知道苏州博物馆的手机AR应用程序（云观博）？

Were you aware of the Suzhou Museum's mobile AR application (AR Museum) before your visit?

[单选题] *

- ☐ 知道 Yes (请跳至第19题)
- ☐ 不知道 No (请跳至第21题)

19. 您是如何得知苏州博物馆的手机AR应用程序（云观博）的？（可多选）

How did you become aware of the Suzhou Museum's mobile AR application? (Select all that apply.)

[多选题] *

- ☐ 博物馆网站或新闻简报 Museum's website or newsletters
- ☐ 社交媒体（如微博、小红书等） Social media (e.g., Weibo, Little Red Book)
- ☐ 周围人推荐 Recommendation from people around
- ☐ 宣传材料（如传单、博物馆海报等） Promotional materials (e.g., flyers, posters at the museum)
- ☐ 新闻报道或在线评论 News articles or online reviews
- ☐ 博物馆工作人员的介绍 Museum staff during the visit
- ☐ 偶然在应用商店中发现 I stumbled upon it by chance in the app store
- ☐ 其他（请具体说明） Other (Please specify) _____

*填写完该题，请跳至第20题。

20. 您是如何了解手机AR应用程序的功能？（可多选）

What actions did you take to learn about the app's features? (Select all that apply.)

[多选题] *

- ☐从应用程序商店下载并阅读说明 Downloaded and read the app description from the app store
 - ☐阅读关于应用的在线评论或文章 Read online reviews or articles about the app
 - ☐观看有关应用的教程或演示视频 Watched tutorials or demo videos about the app
 - ☐询问使用过该应用的其他人 Asked others who have used the app
 - ☐其他（请具体说明） Other (Please specify) _____
 - ☐没有查找有关应用的信息 Did not seek out information about the app
- *填写完该题，请跳至第24题。

21. 您主要通过哪些途径了解博物馆展览和藏品?(可多选)

What are the main ways you typically learn about museum exhibitions and collections?
(Select all that apply.)

[多选题] *

- ☐博物馆官方宣传（如新闻通讯、宣传册等） Museum's official communication (e.g., newsletters, brochures)
- ☐网上在线搜索（如搜索引擎、博物馆评论） Online research (e.g., search engines, museum reviews)
- ☐社交网络（如微博、小红书） Social networks (e.g., Weibo, Little Red Book)
- ☐他人推荐（来自朋友、家人、导游等） Recommendations (from friends, family, guides, etc.)
- ☐其他（请具体说明） Other (Please specify) _____
- ☐我很少了解博物馆展览或藏品 I seldom research museum exhibitions/collections

*填写完该题，请跳至第22题。

22.

如果您通过任何渠道了解到博物馆手机AR应用程序，您是否会下载该软件用于参观?

If you were informed about the AR app through any source, would you download it for your visit?

[单选题] *

- ☐ 会 Yes (请跳至第23题)
- ☐ 不会 No (请跳至第30题)

23. 您在参观时下载并使用了该AR软件吗?

Did you download and use the app during your visit?

[单选题] *

- ☐ 是 Yes (请跳至第24题)
- ☐ 否 No (请跳至第30题)

24.

请根据以下陈述表达您的同意程度：1（非常不同意）/2（不同意）/3（中立）/4（同意）/5（非常同意）

Indicate your agreement with the following statement: 1 (Strongly disagree)/2 (Disagree)/3 (Neutral)/4 (Agree)/5 (Strongly agree)

[矩阵单选题] *

	1	2	3	4	5
手机AR应用程序的描述和内容清晰易懂。The	☐	☐	☐	☐	☐

description and contents of the AR App were clear and understandable.					
手机AR应用程序界面导览不够直观。 Navigating through the AR app was ambiguous.	○	○	○	○	○
教程或演示视频使我有信心熟练使用手机AR应用程序。 Tutorials or demo videos	○	○	○	○	○

made me confident in using the AR app.					
根据现有的信息，我预期手机AR应用程序对我的参观有帮助。 Based on the available information, I expected the AR app to be useful for my visit.	○	○	○	○	○
手机AR应用程序让我对展品有了更多的了解。 The AR	○	○	○	○	○

app provided additional insights into the exhibits.					
手机AR应用程序提高了我对博物馆展览的参与度。The AR app enhanced my engagement with the museum exhibitions.	○	○	○	○	○
手机AR应用程序会降低博物馆体验的权威性。The AR app would detract	○	○	○	○	○

from the authenticity of the museum experience .					
AR 技术的使用让博物馆展品感觉不那么真实。The use of AR technology made the museum exhibits feel less real.	○	○	○	○	○
AR 技术会分散注意力，而不是提供信息。The AR technolog	○	○	○	○	○

y would be distracting rather than informativ e.					
我认为使用AR技术是博物馆体验的未来。I feel that using AR technology is the future of museum experiences.	○	○	○	○	○
我会推荐身边计划参观博物馆的人使用手机AR应用程序。I will recommend the AR	○	○	○	○	○

app to people around planning to visit the museum.					
如果博物 馆推出 AR 应用的新 功能，我 会尝试使 用。 If the museum introduces new features to the AR app, I will try them out.	☐	☐	☐	☐	☐

*填写完该题，请跳至第25题。

25. 您在参观期间使用手机AR应用程序的频率是？

How often did you use the AR system during your visit?

[单选题] *

☐ 我没有使用过 I did not use it (请跳至第26题)

- 1-2次 1-2 times (请跳至第27题)
- 3-5 次 3-5 times (请跳至第27题)
- 5次以上 More than 5 times (请跳至第27题)

26. 您选择不使用手机AR应用程序的原因是什么？

Why did you choose not to use the AR system?

[填空题] *

*请您填写完本题后结束作答。

27. 如果您使用了手机AR应用程序，您的平均使用时长是多久？

If you used the AR system, how long was your average session?

[单选题] *

- 少于5分钟 Less than 5 minutes
- 5-10 分钟 5-10 minutes
- 11-30 分钟 11-30 minutes
- 30 分钟以上 More than 30 minutes

*填写完该题，请跳至第28题。

28.

请就AR技术体验的以下方面选择您的满意程度：1（非常不满意）/2（不满意）/3（一般）/4（满意）/5（非常满意）

Please select your level of satisfaction with the following aspects of the AR system experience: 1 (Very dissatisfied)/2 (Dissatisfied)/3 (Neutral)/4 (Satisfied)/5 (Very satisfied)

[矩阵单选题] *

	1	2	3	4	5
手机应用程序的总体体验 Overall Experience with the App	☐	☐	☐	☐	☐
AR技术的总体体验 Overall Experience with the AR technology	☐	☐	☐	☐	☐
AR技术的质量（例如：图像清晰度、响应速度） Quality of AR technology (e.g.,	☐	☐	☐	☐	☐

image clarity, responsiveness)					
AR系统提供的信息 Information provided by the AR System	○	○	○	○	○
AR体验的互动性 (例如, 与展品的互动、互动功能) Interactivity of the AR experience (e.g., engagement with exhibits, interactive features)	○	○	○	○	○
AR系统	○	○	○	○	○

对了解展 览的贡献 Contributi on of the AR system to learning about exhibits					
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*填写完该题，请跳至第29题。

29. 您与哪些功能互动最多，为什么？

Which features did you interact with the most and why?

[填空题] *

*请您填写完本题后结束作答。

30. 您不下载该手机AR应用程序的主要原因是什么？（可多选）

What is the primary reason you would not download the app? (Select all that apply.)

[多选题] *

- ☐对 AR 技术不感兴趣 Lack of interest in AR technology
- ☐偏好传统的博物馆体验模式，不想有数字媒体的介入 Preference for experiencing the museum without digital intervention
- ☐担心数据使用或隐私 Concerns about data usage or privacy
- ☐设备存储或技术能力有限 Limited storage or technical capabilities of the device

☐其他（请具体说明） Other (Please specify) _____

*填写完该题，请跳至第31题。

31. 什么可以改变您对在博物馆使用 AR 技术的态度或观点?(可多选)

What could change your attitude or perspective towards using the AR technology in the museum? (Select all that apply.)

[多选题] *

☐提高手机AR应用程序的可访问性和易用性 Improvements in the accessibility and usability of the AR app

☐其他博物馆参观者的推荐 Recommendations from other museum visitors

☐了解到AR技术不会影响传统的博物馆体验 A clear explanation of the app's benefits without detracting from the traditional museum experience

☐手机AR应用程序对设备存储和数据使用的要求较低 The app requiring minimal device storage and data usage

☐确保数据隐私和安全 Assurances about data privacy and security

☐博物馆主办相关活动，介绍并指导如何使用手机AR应用程序 Interactive sessions hosted by the museum to introduce and guide the use of the AR app

☐无；我对在博物馆中使用 AR 技术的态度不太可能改变 Nothing; my attitude towards using AR technology in the museum is unlikely to change

☐其他（请具体说明） Other (Please specify) _____

*请您填写完本题后结束作答。