

Online Survey on the perception of images

Dear respondents,

Thank you very much for your interest in this online survey! This survey is part of my master's thesis on image perception. Your participation is crucial for my analysis.

This survey should take about 10 minutes to complete and includes approximately 20 questions. Your contribution, which is entirely voluntary and anonymous, is essential for the success of this research. No personal information will be disclosed, ensuring the confidentiality of your data.

Thank you in advance for your time and valuable help. If you have any questions or concerns, please do not hesitate to contact me.

Romain Dupont.

* Indique une question obligatoire

Section 1: Demographic Information

1. Age *

Une seule réponse possible.

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

2. Gender *

Une seule réponse possible.

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

3. Ethnicity *

Une seule réponse possible.

- ☐ Native American
- ☐ White American
- ☐ African American
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ Autre : _____

4. Education Level *

Une seule réponse possible.

- ☐ High School or less
- ☐ Some College
- ☐ Bachelor's Degree
- ☐ Graduate Degree

5. Sports Fandom Level: *
- How often do you watch sports?

Une seule réponse possible.

- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Very Often

Section 2: Visual Content Exposure and Evaluation (NFL Team Content)

You will now be shown content related to NFL teams. Please watch it carefully and remember it, as you will be asked to answer questions about it in other sections.

The Team's content includes name, logo and mascot.

Team A: Name

"The Commanders"

Team A: Logo



Team A: Mascot



6. How would you describe your initial reaction to the visual content of Team A: *

Une seule réponse possible.

- ☐ Very positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative

7. Please describe your feelings or thoughts after viewing the content. *

10. Do you recognize any of the following stereotypes in the visual content? *

Bloodthirsty Warrior = "having a fighting spirit and being aggressive, brave, stoic, proud, and persevering"

Noble Savage = "living closed to nature, primitive, with great value, pure"

People of the Past = "related to ancient traditions/rituals, not contemporary"

Plusieurs réponses possibles.

☐ Bloodthirsty Warrior

☐ Noble Indian

☐ People of the Past

☐ Not sure

☐ No

☐ Autre : _____

Team B: Name

"The Chiefs"

Team B: Logo



Team B: Mascot



11. How would you describe your initial reaction to the visual content of Team B: *

Une seule réponse possible.

- ☐ Very positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative

12. Please describe your feelings or thoughts after viewing the content. *

13. Rate the offensiveness of this content: *

Une seule réponse possible.

1 2 3 4 5

Not Offensive

☐ ☐ ☐ ☐ ☐

Extremely Offensive

14. "The content is related to Native Americans." *

Une seule réponse possible.

1 2 3 4 5

Strongly Disagree

☐ ☐ ☐ ☐ ☐

Strongly Agree

15. Do you recognize any of the following stereotypes in the visual content? *

Bloodthirsty Warrior = "having a fighting spirit and being aggressive, brave, stoic, proud, and persevering"

Noble Savage = "living closed to nature, primitive, with great value, pure"

People of the Past = "related to ancient traditions/rituals, not contemporary"

Plusieurs réponses possibles.

☐ Bloodthirsty Warrior

☐ Noble Indian

☐ People of the Past

☐ Not sure

☐ No

☐ Autre : _____

Team C: Name

"The Redskins"

Team C: Logo



Team C: Mascot (unofficial)



16. How would you describe your initial reaction to the visual content of Team C: *

Une seule réponse possible.

- ☐ Very positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative

17. Please describe your feelings or thoughts after viewing the content *

18. Rate the offensiveness of this content: *

Une seule réponse possible.

1 2 3 4 5

Not Offensive ☐ ☐ ☐ ☐ ☐ Extremely Offensive

19. "The content is related to Native Americans." *

Une seule réponse possible.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

20. Do you recognize any of the following stereotypes in the visual content? *

Bloodthirsty Warrior = "having a fighting spirit and being aggressive, brave, stoic, proud, and persevering"

Noble Savage = "living closed to nature, primitive, with great value, pure"

People of the Past = "related to ancient traditions/rituals, not contemporary"

Plusieurs réponses possibles.

☐ Bloodthirsty Warrior

☐ Noble Indian

☐ People of the Past

☐ Not sure

☐ No

☐ Autre : _____

Section 3: Comparison of the Teams' Perceptions

Here you will be asked to answer questions based on the previously watched content. Just to make sure you remember it correctly, we provided you a brief reminder.

Teams' content reminder



21. How does the portrayal of Native American imagery in Team A differ from Team C ? *

Une seule réponse possible.

- ☐ Team A's imagery is more offensive
- ☐ Team C's imagery is more offensive
- ☐ Both are equally offensive
- ☐ Both are equally not offensive

22. How does the portrayal of Native American imagery in Team B differ from Team C ? *

Une seule réponse possible.

- ☐ Team B's imagery is more offensive
- ☐ Team C's imagery is more offensive
- ☐ Both are equally offensive
- ☐ Both are equally not offensive

Section 4: Rebranding Impact

23. Did you know that the Washington Commanders (Team A) were formerly the Washington Redskins (Team C)? *

Une seule réponse possible.

- ☐ Yes
- ☐ No

24. What is your opinion on the Washington Redskins' rebranding? *

Une seule réponse possible.

1 2 3 4 5

Strongly Support ☐ ☐ ☐ ☐ ☐ Strongly Oppose

25. How do you think this rebranding of "The Washington Redskins" to "The Washington Commanders" has impacted your view of the team's imagery? *

Une seule réponse possible.

- ☐ Improved it
- ☐ Worsened it
- ☐ No impact
- ☐ Autre : _____

26. What is your opinion on the Chiefs (Team B) not changing their name and logo?

*

Une seule réponse possible.

1 2 3 4 5

Strongly Support

☐ ☐ ☐ ☐ ☐

Strongly Oppose

27. Why do you think the Chiefs have not changed their branding? *

Plusieurs réponses possibles.

- ☐ Tradition
- ☐ Lack of Public Pressure
- ☐ Financial Reasons
- ☐ Lack of Awareness on the matter
- ☐ Not Offensive
- ☐ Honorable
- ☐ Autre : _____

28. How important do you consider the following factors in a team's decision to rebrand? From More Important (1) to Less Important (5) *
- A number can be associated with only one factor. In other words, there should be only ONE factor ranked as number 1, ONE factor ranked as number 2 etc.

Une seule réponse possible par ligne.

	1	2	3	4	5
Financial Considerations	☐	☐	☐	☐	☐
Public Pressure	☐	☐	☐	☐	☐
Media Coverage	☐	☐	☐	☐	☐
Native American Advocacy	☐	☐	☐	☐	☐
Historical Context	☐	☐	☐	☐	☐

Section 5: Cultural and Ethical Considerations (Last Section)

29. "Using Native American imagery in sports is a form of cultural appropriation." *

Une seule réponse possible.

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

30. How important is it to respect Native American cultures in team imagery? *

Une seule réponse possible.

	1	2	3	4	5	
Not Important	☐	☐	☐	☐	☐	Extremely Important

Thanks a lot for your great contribution to my Thesis!

In accordance with the General Data Protection Regulation (GDPR), we inform you that the information collected in this survey will be stored in a computer file by Mr. Romain Dupont. The data will be used exclusively for his Master's Thesis in multilingual communication.

The data collected will be communicated only to the following recipients: Mr. Dupont and Mrs. Opello, his supervisor. The data will be retained for a maximum of 5 years for legal reasons related to exam regulations.

If you wish to access your data, correct it, request its deletion, or limit its processing, you can contact Mr. Dupont by email at the following address: romain.dupont@student.uclouvain.be

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