

Q1 What does the word "herp" mean to you?

Answered: 272 Skipped: 1

#	Responses	Date
1	Dat's a nasty STD, yo. Ew!	2/11/2015 11:18 AM
2	Either short for 'herpes' or 'herp de derp'	2/11/2015 8:52 AM
3	Stupid	2/11/2015 8:51 AM
4	Is that even a word? Really?	2/11/2015 7:15 AM
5	to do something stupid	2/11/2015 6:37 AM
6	Herpes?	2/11/2015 1:11 AM
7	Lizard or disease, negative connotation	2/10/2015 9:04 PM
8	Unattractive faces.	2/10/2015 5:39 PM
9	derp	2/10/2015 5:34 PM
10	Short for herpes, or part of "herp de derp"	2/10/2015 5:32 PM
11	A herp is a reptile or amphibian; herpetofauna. Herping is looking for or caring for herps.	2/10/2015 5:19 PM
12	herp=derp	2/10/2015 5:10 PM
13	Don't know, nothing.	2/10/2015 5:02 PM
14	Derp	2/10/2015 4:35 PM
15	singular of herpes	2/10/2015 3:42 PM
16	Herpes	2/10/2015 3:35 PM
17	Short for herpes.	2/10/2015 3:28 PM
18	herpes, derp	2/10/2015 3:10 PM
19	On its own, it means herpes to me.	2/10/2015 2:49 PM
20	?	2/10/2015 2:22 PM
21	derp	2/10/2015 2:16 PM
22	Something Silly	2/10/2015 2:12 PM
23	A communicatable venereal disease	2/10/2015 1:48 PM
24	Herp a derp!	2/10/2015 1:39 PM
25	I don't know, but "herpes" came to mind, so I think it may have something to do with disease or bacteria?	2/10/2015 12:44 PM
26	I don't know	2/10/2015 12:07 PM
27	Association to Herpes; a disease.	2/10/2015 12:02 PM
28	derp	2/10/2015 12:01 PM
29	Mental retardation	2/10/2015 11:57 AM
30	herp derp Just an onomatopoeia for "stupid".	2/10/2015 11:49 AM
31	Slang for herpes	2/10/2015 11:49 AM
32	derpy, kinda clumsy/dumb	2/10/2015 11:48 AM

33	It means dumb or herpes	2/10/2015 11:44 AM
34	Herpes	2/10/2015 11:31 AM
35	It obviously isn't a "real" word, but in my mind it's something like "derp," which is more of a noise referring to someone doing something goofy. In a certain context, I might also assume it's referring to herpes.	2/10/2015 11:27 AM
36	Sounds like herpes, I don't know the definition of herp	2/10/2015 11:24 AM
37	silliness, incompetence, foolishness, derp , mental disability	2/10/2015 11:23 AM
38	herpes	2/10/2015 11:13 AM
39	an expression of confused uncertainty	2/10/2015 11:13 AM
40	herpies	2/10/2015 11:04 AM
41	Reptiles. Or herpes.	2/10/2015 11:03 AM
42	herpes	2/10/2015 10:56 AM
43	It was part of rage comics, and reminds me of 2010-2011.	2/10/2015 10:46 AM
44	Idiocy, STDs	2/10/2015 10:46 AM
45	herp derp	2/10/2015 10:41 AM
46	depends on context. When online or when goofing around it means to do something silly, to mess up. But among my sciency friends it's a shortening of the word "herpetology"	2/10/2015 10:40 AM
47	Derpy.	2/10/2015 10:28 AM
48	Herpes	2/10/2015 10:23 AM
49	Idiocy, brain fart	2/10/2015 10:22 AM
50	Herpes	2/10/2015 10:15 AM
51	derp	2/10/2015 10:13 AM
52	I think that's like an old man's name	2/10/2015 10:10 AM
53	Derp	2/10/2015 10:09 AM
54	meaningless filler word for talking about something dumb	2/10/2015 10:06 AM
55	derp	2/10/2015 9:56 AM
56	Herpes	2/10/2015 9:55 AM
57	derp	2/10/2015 9:47 AM
58	Herpes	2/10/2015 9:43 AM
59	It means nothing to me. I have never heard it.	2/10/2015 9:41 AM
60	Similar to derp was the first reaction	2/10/2015 9:15 AM
61	Nothing really.	2/10/2015 9:05 AM
62	herpes	2/10/2015 9:04 AM
63	herpees	2/10/2015 9:02 AM
64	reminds me of herpes and being an idiot	2/10/2015 8:58 AM
65	Something silly	2/10/2015 8:31 AM
66	First word in the expression "herp derp"	2/10/2015 8:23 AM
67	Herp derp a herpy derpy	2/10/2015 8:14 AM
68	Derp	2/10/2015 8:05 AM
69	stupid 'murica act like they are french and say urb	2/10/2015 7:57 AM

70	Slow, stupid	2/10/2015 7:54 AM
71	I've never encountered this word before	2/10/2015 7:41 AM
72	Herp derp. Reddit term for dumb.	2/10/2015 7:41 AM
73	Proceeds the word "derp" in the expression "Herp derp."	2/10/2015 7:36 AM
74	stupid	2/10/2015 7:25 AM
75	Dumb	2/10/2015 7:23 AM
76	Reptiles	2/10/2015 7:22 AM
77	Herpes	2/10/2015 7:20 AM
78	the prefix of derp	2/10/2015 7:19 AM
79	dump	2/10/2015 7:13 AM
80	it's a silly internet word used as filler for when an idiot is saying something - herp derp	2/10/2015 7:10 AM
81	Derp	2/10/2015 7:02 AM
82	derp	2/10/2015 7:02 AM
83	Derp	2/10/2015 6:57 AM
84	herp derp - herpes	2/10/2015 6:50 AM
85	Nonsense, originating from rage comics where it is sometimes used as a name.	2/10/2015 6:48 AM
86	A moment of stupidity.	2/10/2015 6:35 AM
87	A filler word to use when imitating a dumb person	2/10/2015 6:30 AM
88	Herpes	2/10/2015 6:25 AM
89	short for herpes	2/10/2015 6:23 AM
90	9gag	2/10/2015 6:18 AM
91	Derp	2/10/2015 6:08 AM
92	Derpiness	2/10/2015 6:03 AM
93	Herpies. Like "She got the herp after doing that gloryhole"	2/10/2015 5:49 AM
94	Stupid, a less offensive version of "retard". Usually used as a noun to describe an action rather than a person.	2/10/2015 5:47 AM
95	An expression that indicates someone has done something stupid	2/10/2015 5:46 AM
96	derp	2/10/2015 5:44 AM
97	Stupid	2/10/2015 5:36 AM
98	Goofy or herpes	2/10/2015 5:30 AM
99	Herpes	2/10/2015 5:28 AM
100	Nothing.	2/10/2015 5:26 AM
101	Herpes	2/10/2015 5:23 AM
102	doing something sloppily	2/10/2015 5:12 AM
103	maybe a baby herptile (a baby reptile/amphibian)	2/10/2015 5:11 AM
104	Goofiness	2/10/2015 5:03 AM
105	To do something stupid	2/10/2015 4:55 AM
106	Derp	2/10/2015 4:53 AM
107	Derp	2/10/2015 4:30 AM

108	shitty meme	2/10/2015 4:19 AM
109	what	2/10/2015 4:16 AM
110	derp	2/10/2015 4:15 AM
111	Nothing.	2/10/2015 4:03 AM
112	Herp derp	2/10/2015 4:00 AM
113	slang for herpes	2/10/2015 3:51 AM
114	Comes before derp?	2/10/2015 3:47 AM
115	derp.	2/10/2015 3:23 AM
116	absolutely nothing	2/10/2015 3:20 AM
117	Derp	2/10/2015 3:18 AM
118	Derp	2/10/2015 3:03 AM
119	1. herpes 2. what derps do	2/10/2015 3:01 AM
120	IDK	2/10/2015 2:41 AM
121	Herb	2/10/2015 2:40 AM
122	Short for herpes	2/10/2015 2:36 AM
123	dumb	2/10/2015 2:35 AM
124	Lizard/reptile/amphibian, something a herpetologist studies	2/10/2015 2:33 AM
125	Oops	2/10/2015 2:33 AM
126	Derp	2/10/2015 2:32 AM
127	derp	2/10/2015 2:27 AM
128	its the word that proceeds derp.	2/10/2015 2:26 AM
129	reptiles	2/10/2015 2:11 AM
130	It does not have a specific meaning. "Herp" in "herp a derp" is very similar to "dum" in "dum dee dum". It is commonly used in so called "rage comics" and other memes on the internet.	2/10/2015 2:07 AM
131	akin to "derr", often followed by "derp"; suggests silliness, stupidity, missing something incredibly obvious.	2/10/2015 2:02 AM
132	Herpes	2/10/2015 2:01 AM
133	herpies	2/10/2015 2:00 AM
134	Meme	2/10/2015 1:52 AM
135	derp	2/10/2015 1:50 AM
136	Short for herpes	2/10/2015 1:48 AM
137	herpes	2/10/2015 1:41 AM
138	Often accompanies derp, but also brings the word "herpes" to mind.	2/10/2015 1:35 AM
139	clumsy	2/10/2015 1:33 AM
140	herpaderp	2/10/2015 1:29 AM
141	nothing	2/10/2015 1:28 AM
142	nothing	2/10/2015 1:28 AM
143	weird slang form of the STD	2/10/2015 1:28 AM
144	derp	2/10/2015 1:24 AM

145	Shortened/Slang for herpes? I've never heard it before.	2/10/2015 1:19 AM
146	The beginning of a cold sore, lol	2/10/2015 1:18 AM
147	herpes	2/10/2015 1:16 AM
148	Short form for herpes	2/10/2015 1:15 AM
149	1. short for "herpes." 2. part of "herp derp" a term that was briefly used to mean "i had a dumb moment."	2/10/2015 1:14 AM
150	Goofy	2/10/2015 1:12 AM
151	Plants, I'm thinking of herbs	2/10/2015 1:09 AM
152	The first part of the phrase "herp derp".	2/10/2015 1:06 AM
153	A silly person	2/10/2015 1:03 AM
154	retarded	2/10/2015 12:57 AM
155	herpes	2/10/2015 12:53 AM
156	Dumb memes	2/10/2015 12:50 AM
157	Half of herp derp.	2/10/2015 12:50 AM
158	derp	2/10/2015 12:48 AM
159	Herpes	2/10/2015 12:48 AM
160	herpes	2/10/2015 12:48 AM
161	Herpes	2/10/2015 12:47 AM
162	herpes	2/10/2015 12:45 AM
163	Herpes	2/10/2015 12:41 AM
164	reptile	2/10/2015 12:39 AM
165	Nothing	2/10/2015 12:37 AM
166	Stuffing something up	2/10/2015 12:33 AM
167	herpes	2/10/2015 12:27 AM
168	idiot	2/10/2015 12:21 AM
169	Either herpes or an abashed reaction like herp derp	2/10/2015 12:21 AM
170	something to do with snakes	2/10/2015 12:18 AM
171	First thing that comes to mind is herp derp	2/10/2015 12:14 AM
172	The first word in the phrase "herp derp," Or to act stupid.	2/10/2015 12:13 AM
173	Herpes	2/10/2015 12:12 AM
174	???	2/10/2015 12:05 AM
175	Derp	2/10/2015 12:01 AM
176	Herpes	2/9/2015 11:56 PM
177	herpies ?	2/9/2015 11:52 PM
178	A word people use who cannot think of anything better (of which there are many). Words like whoops or oh no, etc.	2/9/2015 11:48 PM
179	It is an onomatopoeic/mocking word that signifies incompetency and/or a "brain fart" but mostly in a funny way. I pretty much only see it combined with 'derp.'	2/9/2015 11:47 PM
180	It either goes with "derp" like "herp derp", or herpes.	2/9/2015 11:46 PM
181	short for herpes	2/9/2015 11:43 PM

182	STD	2/9/2015 11:41 PM
183	nothing... maybe a person with herpes?	2/9/2015 11:32 PM
184	derp	2/9/2015 11:24 PM
185	Herpes or maybe reptiles.	2/9/2015 11:20 PM
186	Derp	2/9/2015 11:20 PM
187	Herpes	2/9/2015 11:19 PM
188	it's something a retard would say. like "Herp de derp!"	2/9/2015 11:19 PM
189	An onomatopoeia for "sounding stupid." "Herp derp"	2/9/2015 11:13 PM
190	spouting nonsense	2/9/2015 11:08 PM
191	herpes	2/9/2015 11:07 PM
192	An abbreviation for herpes.	2/9/2015 11:07 PM
193	It is the word that precedes "derp".	2/9/2015 11:01 PM
194	Derp	2/9/2015 10:58 PM
195	dumb	2/9/2015 10:58 PM
196	Herpes	2/9/2015 10:56 PM
197	derpy	2/9/2015 10:55 PM
198	Derp	2/9/2015 10:36 PM
199	Herp: the predecessor of derp.	2/9/2015 10:35 PM
200	Herpes.	2/9/2015 10:32 PM
201	What you say when you don't know what you're doing. Sometimes herpes.	2/9/2015 10:32 PM
202	It's a sound that developmentally disabled or otherwise mentally challenged people supposedly make (usually followed by the very similar "derp").	2/9/2015 10:30 PM
203	Derp	2/9/2015 10:27 PM
204	Derp	2/9/2015 10:27 PM
205	Derp	2/9/2015 10:27 PM
206	A reptile or amphibian	2/9/2015 10:22 PM
207	Herpes	2/9/2015 10:16 PM
208	Herpes	2/9/2015 10:14 PM
209	I see it as self-announcement of a mistake a person has been making or is making, or a misunderstanding. See: Derp.	2/9/2015 10:09 PM
210	Did something dumb or about to do something dumb	2/9/2015 10:03 PM
211	Derp.	2/9/2015 9:59 PM
212	herpes	2/9/2015 9:59 PM
213	A reaction to something awkward	2/9/2015 9:59 PM
214	It's the sound a fool makes when he realizes he is foolish	2/9/2015 9:48 PM
215	It means a silly mistake or facial expression.	2/9/2015 9:46 PM
216	Something a person would say to make fun of a mentally impaired person.	2/9/2015 9:44 PM
217	Derp	2/9/2015 9:44 PM

218	Often immediately followed by "derp," a way to point out clumsiness or foolishness (either one's own self deprecatingly or someone else's).	2/9/2015 9:41 PM
219	short for herpes or the first part of "herp derp"	2/9/2015 9:39 PM
220	Nothing	2/9/2015 9:34 PM
221	A reptile or an amphibian	2/9/2015 9:30 PM
222	derp	2/9/2015 9:28 PM
223	A slang contraction of the word 'herpes' as in the condition.	2/9/2015 9:23 PM
224	herpies	2/9/2015 9:17 PM
225	stupid meme for 12 year olds with iPhone apps.	2/9/2015 9:14 PM
226	reptile or amphibian :-)	2/9/2015 9:12 PM
227	Herpes	2/9/2015 9:12 PM
228	sorta like derp or maybe short for herpes	2/9/2015 9:10 PM
229	Part of the phrase "herp derp," an expression meaning "I did/said something amusingly awkward."	2/9/2015 9:10 PM
230	First thought was to extended it to "herpes," but not as a slang term, then "herp derp" like the silly/stupid nonsensical phrase, then "herpetology."	2/9/2015 9:09 PM
231	dumdeedum.	2/9/2015 9:05 PM
232	Silly, dumb	2/9/2015 9:04 PM
233	Reptiles	2/9/2015 8:59 PM
234	herpes	2/9/2015 8:59 PM
235	herpies	2/9/2015 8:54 PM
236	Sick	2/9/2015 8:54 PM
237	Duh	2/9/2015 8:53 PM
238	A sound people make when surprised.	2/9/2015 8:53 PM
239	derp	2/9/2015 8:52 PM
240	A random sound	2/9/2015 8:52 PM
241	Herpes	2/9/2015 8:52 PM
242	Failure	2/9/2015 8:48 PM
243	nothing	2/9/2015 8:37 PM
244	herpie	2/9/2015 8:30 PM
245	Derp	2/9/2015 8:28 PM
246	herpes	2/9/2015 8:28 PM
247	sexual disease	2/9/2015 8:25 PM
248	herpes	2/9/2015 8:22 PM
249	Makes me think of the herps appliance my older brother had to wear with his braces...	2/9/2015 8:21 PM
250	Someone with herpes	2/9/2015 8:20 PM
251	Herpies	2/9/2015 8:18 PM
252	Reptile	2/9/2015 8:12 PM
253	I think it's the derpy way of saying help.	2/9/2015 8:11 PM
254	frog	2/9/2015 8:10 PM

255	A really stank meme, or herpes. Depends on the context	2/9/2015 8:09 PM
256	It is either associated with herpes or herp derp.	2/9/2015 8:05 PM
257	nada	2/9/2015 8:05 PM
258	Herpes	2/9/2015 8:04 PM
259	derp	2/9/2015 8:04 PM
260	Sounds like an STD thing. Like herpies. That's what it reminded me of.	2/9/2015 7:57 PM
261	Reptiles and amphibians	2/9/2015 7:52 PM
262	derp	2/9/2015 7:52 PM
263	cretinism	2/9/2015 7:52 PM
264	Reptiles and amphibians	2/9/2015 7:51 PM
265	Nothing	2/9/2015 7:45 PM
266	derp	2/9/2015 7:43 PM
267	It's part of a word pairing with the word "derp", frequently used on the internet as a way to represent mental clumsiness.	2/9/2015 7:37 PM
268	Herpese	2/9/2015 7:31 PM
269	Shortened version of herpes	2/9/2015 7:25 PM
270	Part of the meme 'herp derp' which is something to do with doing stupid things. Either that or herpes. Depends on the context.	2/9/2015 7:15 PM
271	derpy	2/9/2015 7:07 PM
272	herpes	2/9/2015 6:55 PM

Q2 When you hear or read the word HERP, what is your first reaction?

Answered: 239 Skipped: 34

#	Responses	Date
1	Ew.	2/11/2015 11:19 AM
2	Meh	2/11/2015 8:52 AM
3	Herp a derp	2/11/2015 8:51 AM
4	Herpes? Misspelt Harp?	2/11/2015 7:16 AM
5	HERP A DERP	2/11/2015 6:38 AM
6	Weird name	2/11/2015 1:12 AM
7	I was trying to figure out what context it was being used in.	2/10/2015 9:05 PM
8	I assume someone is making fun of someone else's appeareance.	2/10/2015 5:40 PM
9	derp	2/10/2015 5:34 PM
10	Nothing good	2/10/2015 5:33 PM
11	"Yay, another herpetologist!"	2/10/2015 5:20 PM
12	'derp'	2/10/2015 5:10 PM
13	Reminds me of herp derp.	2/10/2015 5:03 PM
14	Derp	2/10/2015 4:35 PM
15	Herpes. Sores. Weeping sores.	2/10/2015 3:28 PM
16	I think of a guy named Herp. He's like the Derp guy from memes.	2/10/2015 3:11 PM
17	I think of 'herp derp'	2/10/2015 2:49 PM
18	?	2/10/2015 2:23 PM
19	derp	2/10/2015 2:17 PM
20	To sigh	2/10/2015 2:13 PM
21	Does she have it?	2/10/2015 1:48 PM
22	Silly, internet memes	2/10/2015 1:40 PM
23	"What does this mean?"	2/10/2015 12:44 PM
24	Bemeusement.	2/10/2015 12:03 PM
25	HERP DERP DURR	2/10/2015 11:58 AM
26	"heh"	2/10/2015 11:50 AM
27	Slang for herpes	2/10/2015 11:50 AM
28	think of herp derp when someone does something dumb	2/10/2015 11:49 AM
29	I think of someone saying "herp de derp" when mocking someone for being stupid.	2/10/2015 11:45 AM
30	Herpes	2/10/2015 11:31 AM
31	like that? Herpes.	2/10/2015 11:28 AM
32	old meme but funny	2/10/2015 11:24 AM

33	Herpes	2/10/2015 11:24 AM
34	dumb (like herp derp) or having to do with herpes	2/10/2015 11:14 AM
35	it is being said by someone who is of lower intelligence, and is confused (probably from the meme using it as 'herp derp')	2/10/2015 11:14 AM
36	OMG what??	2/10/2015 11:05 AM
37	I think of either lizards or herpes sores.	2/10/2015 11:04 AM
38	herpes	2/10/2015 10:56 AM
39	I related it to derp, and didn't have that much reaction to it.	2/10/2015 10:47 AM
40	"Something a idiot would be thinking"	2/10/2015 10:47 AM
41	funny	2/10/2015 10:42 AM
42	herpetology	2/10/2015 10:40 AM
43	Derpy	2/10/2015 10:28 AM
44	Careless mistakes, idiocy	2/10/2015 10:23 AM
45	There must be a better acronym for this	2/10/2015 10:23 AM
46	Annoyance at shortening a longer word	2/10/2015 10:15 AM
47	DERP	2/10/2015 10:14 AM
48	"That's a stupid sounding word"	2/10/2015 10:11 AM
49	I think about Internet memes	2/10/2015 10:10 AM
50	confusion; did they mean "herp derp" or "herpes?"	2/10/2015 10:06 AM
51	the ensuing material will be exceedingly stupid: avoid at all costs	2/10/2015 9:57 AM
52	Giggle	2/10/2015 9:56 AM
53	derp	2/10/2015 9:47 AM
54	I immediately thought of herpes.	2/10/2015 9:42 AM
55	If it's capitalized like that, I assume it's initialized.	2/10/2015 9:06 AM
56	std treatment	2/10/2015 9:05 AM
57	keep your distance	2/10/2015 9:03 AM
58	ew	2/10/2015 8:58 AM
59	derp	2/10/2015 8:31 AM
60	naivety	2/10/2015 8:24 AM
61	Derpy derp a herp	2/10/2015 8:14 AM
62	Derp	2/10/2015 8:05 AM
63	weed	2/10/2015 7:58 AM
64	Herp-aderp	2/10/2015 7:54 AM
65	No reaction	2/10/2015 7:41 AM
66	(°_°)	2/10/2015 7:37 AM
67	DERP	2/10/2015 7:25 AM
68	Familiarity. Reminds me of my herpetology friends.	2/10/2015 7:24 AM
69	Cringe	2/10/2015 7:23 AM

70	Ew	2/10/2015 7:21 AM
71	say herp derp!	2/10/2015 7:19 AM
72	someone is just blabbing	2/10/2015 7:13 AM
73	thinking of a meme/image macro/silly cartoon. After that I think about herpes.	2/10/2015 7:11 AM
74	Herpes	2/10/2015 7:02 AM
75	DERP	2/10/2015 7:02 AM
76	Derp	2/10/2015 6:57 AM
77	Written like this seems like ah acronym	2/10/2015 6:51 AM
78	It's not really a word	2/10/2015 6:49 AM
79	South park	2/10/2015 6:36 AM
80	Dumb	2/10/2015 6:30 AM
81	that it would either be related to herpes or snake-studying (herpetology)	2/10/2015 6:24 AM
82	No reaction, the capitals remove the association	2/10/2015 6:18 AM
83	Funny	2/10/2015 6:08 AM
84	Another troll -.-	2/10/2015 6:04 AM
85	Snicker	2/10/2015 5:50 AM
86	Without the initial question, probably wouldn't make the connection to the word "herp" (no caps).	2/10/2015 5:47 AM
87	Probably said by an under 25yo.	2/10/2015 5:45 AM
88	Nothing in particular, however I definitely see it as a slang saying	2/10/2015 5:30 AM
89	Derp	2/10/2015 5:26 AM
90	I think of that cat gif where he walks stupidly and the caption reads "herpa derpy derp"	2/10/2015 5:24 AM
91	that it is an acronym, and I associate it with herptiles (reptiles or amphibians)	2/10/2015 5:14 AM
92	Someone is trying to act in a silly way	2/10/2015 5:04 AM
93	Agggghh...	2/10/2015 4:55 AM
94	Derp	2/10/2015 4:30 AM
95	disgust	2/10/2015 4:20 AM
96	pfft	2/10/2015 4:17 AM
97	saying derp	2/10/2015 4:16 AM
98	No reaction.	2/10/2015 4:03 AM
99	You're an adolescent, and an idiot for using this word in conversation to refer to herpes.	2/10/2015 3:53 AM
100	Derp	2/10/2015 3:48 AM
101	Ew.	2/10/2015 3:24 AM
102	herpes	2/10/2015 3:21 AM
103	Derp	2/10/2015 3:03 AM
104	not good. Don't use this acronym.	2/10/2015 3:02 AM
105	Herpes	2/10/2015 2:42 AM
106	herp derp	2/10/2015 2:41 AM
107	Herpes	2/10/2015 2:36 AM

108	"Herp a derp"	2/10/2015 2:34 AM
109	Derp	2/10/2015 2:33 AM
110	herp derp	2/10/2015 2:33 AM
111	to say derp.	2/10/2015 2:27 AM
112	herp derp	2/10/2015 2:27 AM
113	Neutral	2/10/2015 2:12 AM
114	I think "herp a derp" and think of rage comics. When used inside that context I simply accept it. When used elsewhere I wonder why or how it was used like that: is the connection intentional?	2/10/2015 2:10 AM
115	-DERP; and that the same as before	2/10/2015 2:03 AM
116	Ew	2/10/2015 2:01 AM
117	derp	2/10/2015 2:00 AM
118	Hahaha	2/10/2015 1:53 AM
119	4chan/reddit retardedness herpes	2/10/2015 1:50 AM
120	I think of herpes	2/10/2015 1:48 AM
121	negative	2/10/2015 1:42 AM
122	In my mind I'm thinking HURR DURR, but depending on context my mind could stray towards herpes	2/10/2015 1:36 AM
123	something has been done that is clumsy/unintentional	2/10/2015 1:34 AM
124	herpaderp	2/10/2015 1:30 AM
125	It reminds me of herpes.	2/10/2015 1:29 AM
126	disgusted	2/10/2015 1:29 AM
127	meh	2/10/2015 1:28 AM
128	I laugh	2/10/2015 1:24 AM
129	Ewwwwwwwwwww	2/10/2015 1:19 AM
130	I assume it is related to herpes	2/10/2015 1:17 AM
131	oh no!	2/10/2015 1:15 AM
132	depending on the context, one of the two things previously mentioned.	2/10/2015 1:14 AM
133	mocking something/someone goofy	2/10/2015 1:13 AM
134	Uhhhhh. Herp?	2/10/2015 1:10 AM
135	No real reaction.	2/10/2015 1:07 AM
136	Smile	2/10/2015 1:04 AM
137	derp	2/10/2015 12:57 AM
138	Is that an acronym now?	2/10/2015 12:51 AM
139	Ugh	2/10/2015 12:50 AM
140	Someone's got a case of the Herpes	2/10/2015 12:49 AM
141	none	2/10/2015 12:49 AM
142	I automatically think of the word "derp" after it	2/10/2015 12:48 AM
143	Retardation.	2/10/2015 12:48 AM
144	that it stands for herpes; as an acronym, I would think that it was poorly chosen	2/10/2015 12:45 AM

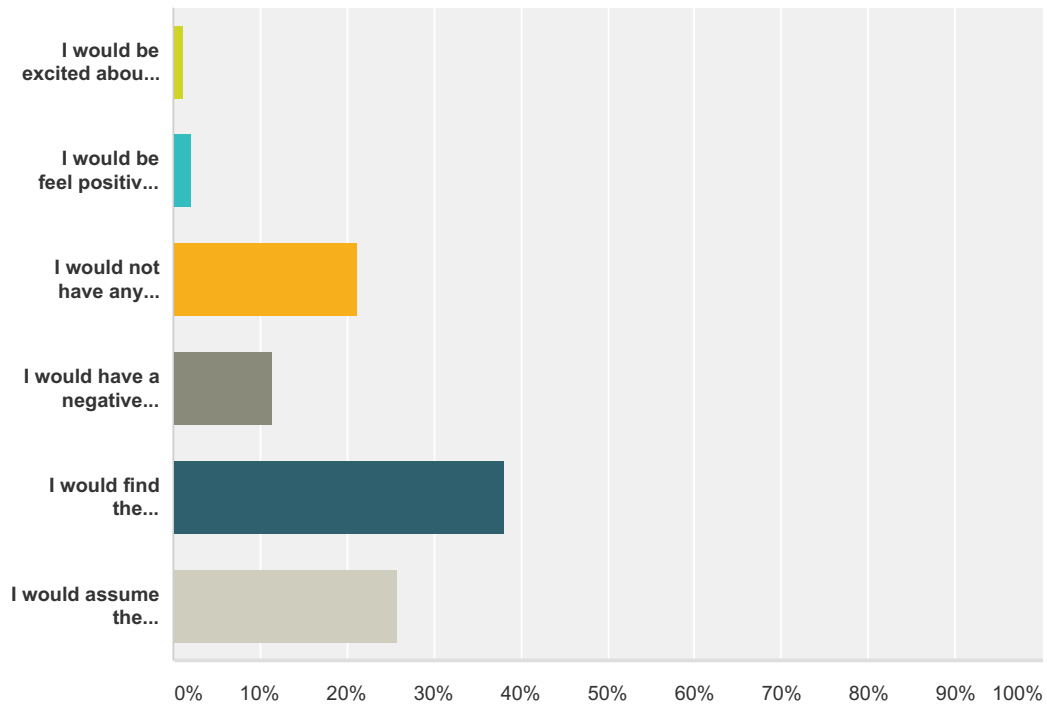
145	It is either a really strange sound effect or maybe an organization, but it reminds me of herpes.	2/10/2015 12:42 AM
146	scaley, edgy fierce	2/10/2015 12:40 AM
147	Internet?	2/10/2015 12:37 AM
148	"-aderp"	2/10/2015 12:34 AM
149	herpes	2/10/2015 12:27 AM
150	Probably herpes virus	2/10/2015 12:22 AM
151	stupid	2/10/2015 12:21 AM
152	snakes	2/10/2015 12:20 AM
153	Someone is derping.	2/10/2015 12:13 AM
154	I giggled!	2/10/2015 12:12 AM
155	???	2/10/2015 12:05 AM
156	Just makes me think of a derp. Or herpes.	2/10/2015 12:02 AM
157	Herpes	2/9/2015 11:56 PM
158	Official	2/9/2015 11:53 PM
159	Webcomic, I was unaffected.	2/9/2015 11:49 PM
160	either giggle or concern, just remembered its STD connotation.	2/9/2015 11:48 PM
161	I think it's funny	2/9/2015 11:47 PM
162	That it is talking about herpes.	2/9/2015 11:43 PM
163	I raised my eyebrow	2/9/2015 11:42 PM
164	sounds kind of gross	2/9/2015 11:32 PM
165	derp	2/9/2015 11:24 PM
166	derp	2/9/2015 11:21 PM
167	I giggled like a middle-schooler.	2/9/2015 11:20 PM
168	Herpes	2/9/2015 11:19 PM
169	I chuckle, or at least grin a little.	2/9/2015 11:19 PM
170	Amusement	2/9/2015 11:14 PM
171	That it was referencing the internet-based phrase, "herp derp."	2/9/2015 11:08 PM
172	DERP	2/9/2015 11:08 PM
173	Visceral annoyance.	2/9/2015 11:02 PM
174	DERP	2/9/2015 10:58 PM
175	dumb	2/9/2015 10:58 PM
176	something is derpy... or it's about herpes...	2/9/2015 10:56 PM
177	Eww	2/9/2015 10:56 PM
178	I hear someone with a squawky voice and intentionally flat affect saying "herp derp" with false smile lines lining their straight lips, like :-I , if the "I" has a serif	2/9/2015 10:38 PM
179	Idk..	2/9/2015 10:37 PM
180	Picture someone making a stupid confused face.	2/9/2015 10:33 PM
181	Gross. Herpes.	2/9/2015 10:32 PM

182	It's offensive.	2/9/2015 10:30 PM
183	I don't know what it means or what it stands for, but because my gut reaction is the word "herpes," there is a negative connotation. Initial reaction is that it's either a disease or related to a disease. If the organization is dedicated to research, I would understand the connotation, but it would still be somewhat fear-inducing.	2/9/2015 10:18 PM
184	Nothing really.	2/9/2015 10:10 PM
185	derp	2/9/2015 10:04 PM
186	A song on YouTube from schmoyo, the chorus starts with "HERP de derp" and is very catchy!	2/9/2015 10:01 PM
187	Depends on the context, sometimes I cringe if someone is trying too hard to sound like they're from the internet or part of le reddit army, but if they don't overdo things, I interpret it as "lol I did something silly and looked like a silly derp. Herp."	2/9/2015 10:00 PM
188	herpes	2/9/2015 10:00 PM
189	GROSS	2/9/2015 9:48 PM
190	To laugh	2/9/2015 9:46 PM
191	Derp	2/9/2015 9:45 PM
192	I laugh.	2/9/2015 9:44 PM
193	Ridicule	2/9/2015 9:41 PM
194	Derp as in the fictional name but it sounds bad.	2/9/2015 9:35 PM
195	I think of worried people discussing something to do with genital herpes	2/9/2015 9:24 PM
196	gross	2/9/2015 9:17 PM
197	not sure, probably that it has to do with reptiles or amphibians though, unless it is an acronym.	2/9/2015 9:13 PM
198	Disgust	2/9/2015 9:12 PM
199	Slight chuckle.	2/9/2015 9:10 PM
200	herp derp, someone screwed up	2/9/2015 9:10 PM
201	In my head, I say "derp"	2/9/2015 9:10 PM
202	To say herp a derp.	2/9/2015 9:06 PM
203	Herp de derp	2/9/2015 9:04 PM
204	duh	2/9/2015 9:00 PM
205	None, really. Reptiles.	2/9/2015 8:59 PM
206	STDs	2/9/2015 8:55 PM
207	Not good	2/9/2015 8:55 PM
208	"De derp."	2/9/2015 8:54 PM
209	Herpes, the sexually-transmitted disease. "You've got the herp, bro."	2/9/2015 8:53 PM
210	Doofus	2/9/2015 8:53 PM
211	derp	2/9/2015 8:52 PM
212	Someone has indigestion.	2/9/2015 8:52 PM
213	Someone watches south park or is a young teen.	2/9/2015 8:48 PM
214	nothing	2/9/2015 8:37 PM
215	Sounds like Herpie, i would laugh.	2/9/2015 8:31 PM
216	Derp	2/9/2015 8:29 PM
217	gross	2/9/2015 8:26 PM

218	herpes	2/9/2015 8:22 PM
219	Steer clear	2/9/2015 8:21 PM
220	Herpes. Stds. Or medical.	2/9/2015 8:21 PM
221	Herpes	2/9/2015 8:19 PM
222	herpetology	2/9/2015 8:11 PM
223	To laugh	2/9/2015 8:11 PM
224	I cringe a bit	2/9/2015 8:10 PM
225	herpese	2/9/2015 8:06 PM
226	Herpes	2/9/2015 8:05 PM
227	DERP	2/9/2015 8:05 PM
228	Someone was being cute and didn't say the whole word "herpes". There's nothing cute about herpes.	2/9/2015 7:58 PM
229	derp	2/9/2015 7:53 PM
230	derp	2/9/2015 7:53 PM
231	I think of herps (reptiles and amphibians)	2/9/2015 7:52 PM
232	Try connecting it to another word: herpes, perp, murp...	2/9/2015 7:47 PM
233	herp derp	2/9/2015 7:43 PM
234	DERP	2/9/2015 7:38 PM
235	This is an old term	2/9/2015 7:32 PM
236	It's Internet speak	2/9/2015 7:25 PM
237	If there was an image associated with the word, then I'd be expecting something funny.	2/9/2015 7:17 PM
238	it's like the word derp.	2/9/2015 7:08 PM
239	herpes	2/9/2015 6:56 PM

Q3 If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

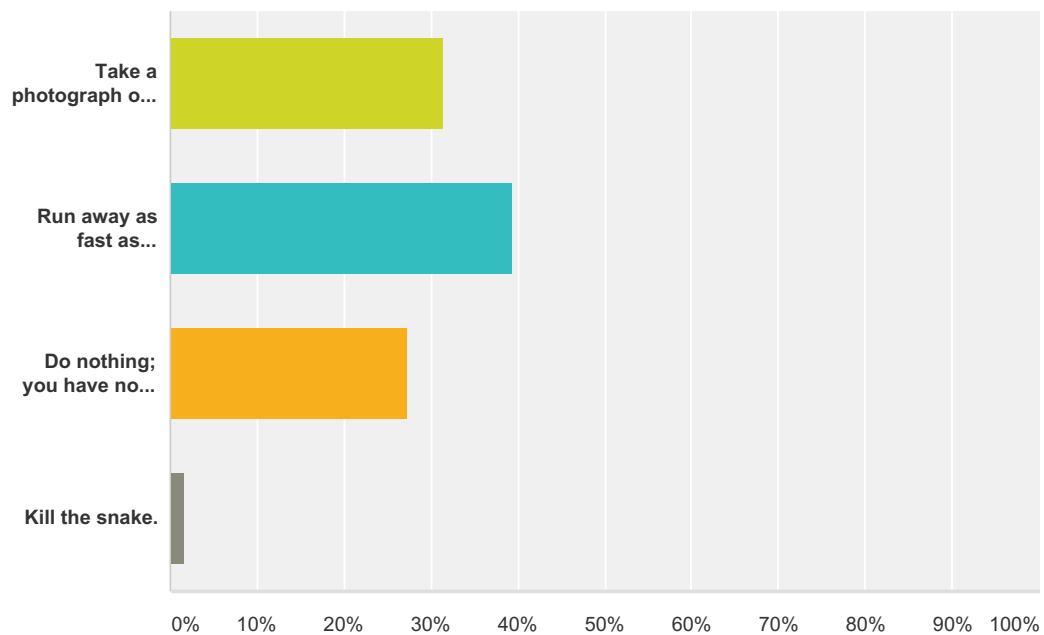
Answered: 244 Skipped: 29



Answer Choices	Responses	
I would be excited about this organization.	1.23%	3
I would be feel positively about the organization.	2.05%	5
I would not have any reaction one way or the other.	21.31%	52
I would have a negative reaction.	11.48%	28
I would find the organization funny or not take it seriously.	38.11%	93
I would assume the organization is a joke or satire.	25.82%	63
Total		244

Q4 If you see a rattlesnake in the wild, what do you do?

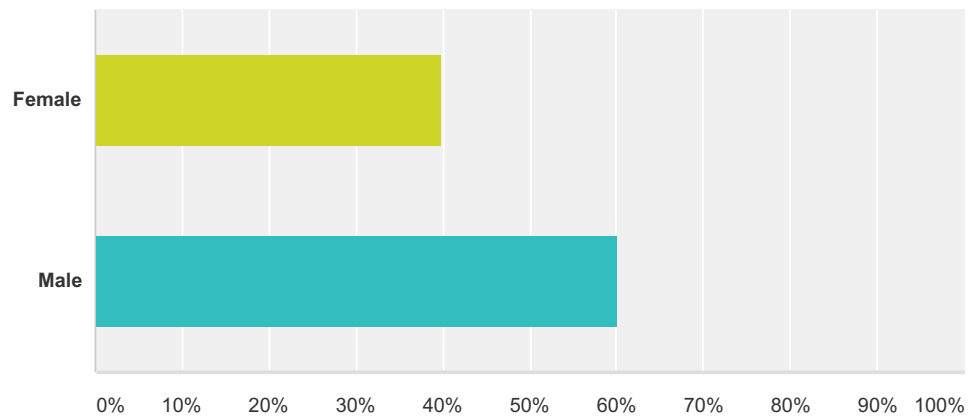
Answered: 238 Skipped: 35



Answer Choices	Responses	
Take a photograph of it and tell people about the experience.	31.51%	75
Run away as fast as possible.	39.50%	94
Do nothing; you have no interest in the snake one way or another.	27.31%	65
Kill the snake.	1.68%	4
Total		238

Q5 Are you male or female?

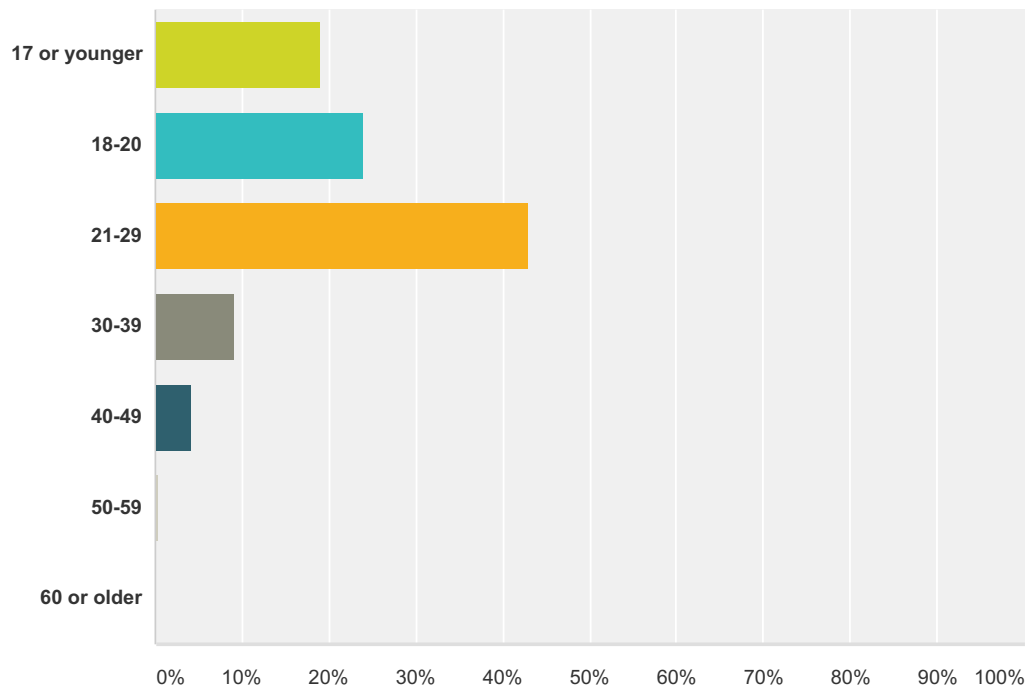
Answered: 236 Skipped: 37



Answer Choices	Responses	
Female	39.83%	94
Male	60.17%	142
Total		236

Q6 What is your age?

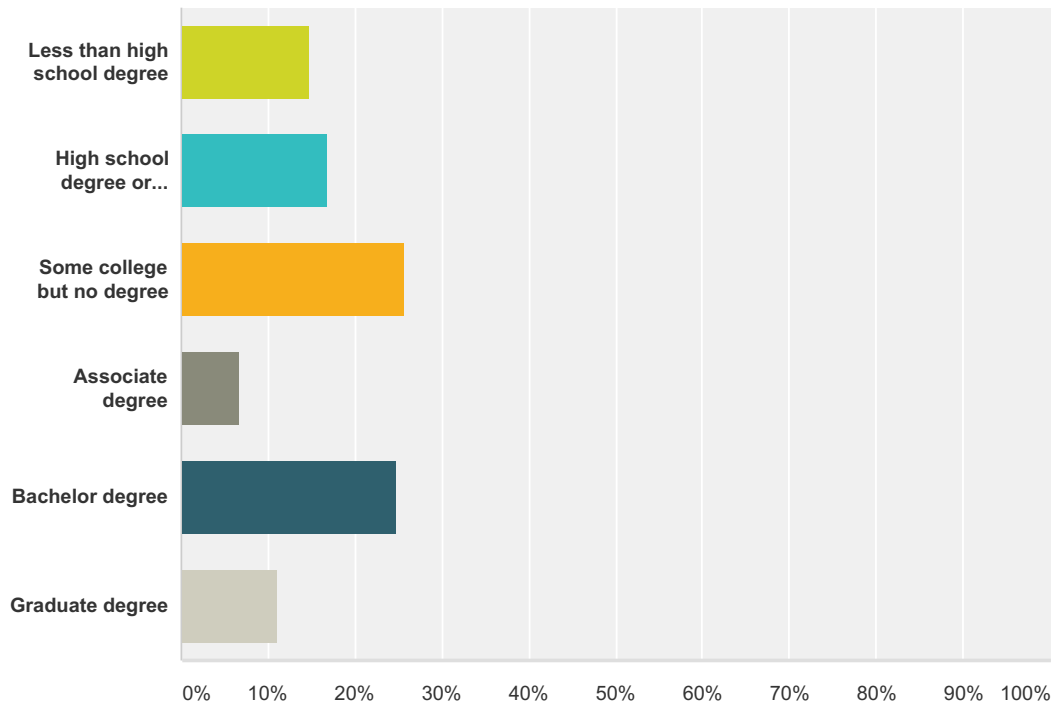
Answered: 237 Skipped: 36



Answer Choices	Responses
17 or younger	18.99% 45
18-20	24.05% 57
21-29	43.04% 102
30-39	9.28% 22
40-49	4.22% 10
50-59	0.42% 1
60 or older	0.00% 0
Total	237

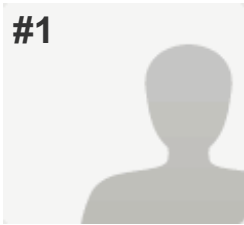
Q7 What is the highest level of school you have completed or the highest degree you have received?

Answered: 237 Skipped: 36



Answer Choices	Responses	
Less than high school degree	14.77%	35
High school degree or equivalent (e.g., GED)	16.88%	40
Some college but no degree	25.74%	61
Associate degree	6.75%	16
Bachelor degree	24.89%	59
Graduate degree	10.97%	26
Total		237

#1

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 5:55:05 PM**Last Modified:** Monday, February 09, 2015 5:55:52 PM**Time Spent:** 00:00:47**IP Address:** 38.104.121.26

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

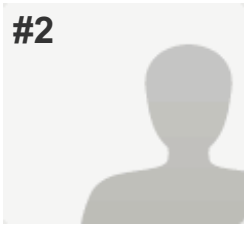
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#2

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:06:56 PM**Last Modified:** Monday, February 09, 2015 6:07:48 PM**Time Spent:** 00:00:51**IP Address:** 76.104.46.118

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derpy

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

it's like the word derp.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

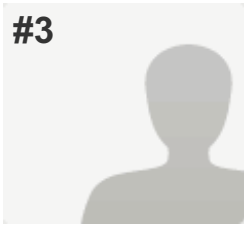
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#3

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:12:40 PM**Last Modified:** Monday, February 09, 2015 6:17:22 PM**Time Spent:** 00:04:42**IP Address:** 122.58.83.58

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Part of the meme 'herp derp' which is something to do with doing stupid things. Either that or herpes. Depends on the context.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

If there was an image associated with the word, then I'd be expecting something funny.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

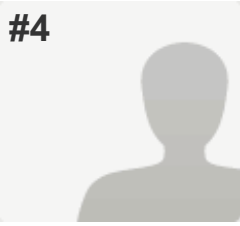
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#4

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:24:45 PM**Last Modified:** Monday, February 09, 2015 6:25:36 PM**Time Spent:** 00:00:51**IP Address:** 70.112.230.207

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Shortened version of herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

It's Internet speak

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

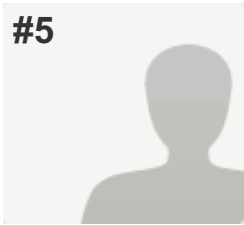
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#5

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:30:21 PM**Last Modified:** Monday, February 09, 2015 6:32:12 PM**Time Spent:** 00:01:50**IP Address:** 208.110.33.248

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpese

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

This is an old term

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

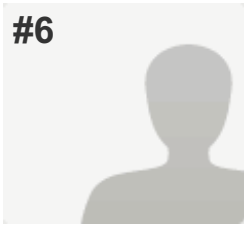
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#6

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:36:39 PM**Last Modified:** Monday, February 09, 2015 6:37:42 PM**Time Spent:** 00:01:03**IP Address:** 67.212.234.164

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It's part of a word pairing with the word "derp", frequently used on the internet as a way to represent mental clumsiness.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

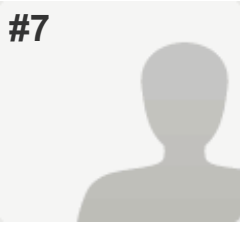
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#7

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:42:26 PM**Last Modified:** Monday, February 09, 2015 6:43:40 PM**Time Spent:** 00:01:13**IP Address:** 173.238.187.153

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herp derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

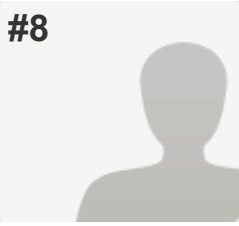
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#8

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:44:46 PM**Last Modified:** Monday, February 09, 2015 6:47:18 PM**Time Spent:** 00:02:32**IP Address:** 108.240.192.36

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Try connecting it to another word: herpes, perp, murp...

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

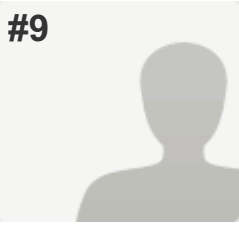
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#9

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:50:32 PM**Last Modified:** Monday, February 09, 2015 6:51:22 PM**Time Spent:** 00:00:50**IP Address:** 173.75.222.68

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptiles and amphibians

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#10

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:50:32 PM**Last Modified:** Monday, February 09, 2015 6:52:34 PM**Time Spent:** 00:02:01**IP Address:** 173.75.222.68

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptiles and amphibians

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of herps (reptiles and amphibians)

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

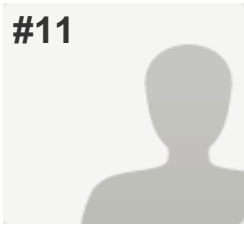
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#11

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:52:12 PM**Last Modified:** Monday, February 09, 2015 6:52:52 PM**Time Spent:** 00:00:40**IP Address:** 76.88.17.89

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

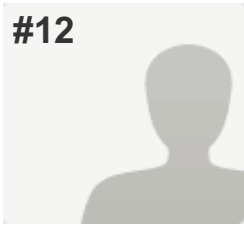
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#12

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:52:06 PM**Last Modified:** Monday, February 09, 2015 6:52:55 PM**Time Spent:** 00:00:48**IP Address:** 193.34.1.1

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

cretinism

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

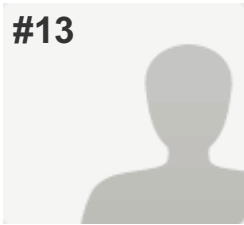
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#13

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 6:56:49 PM**Last Modified:** Monday, February 09, 2015 6:58:20 PM**Time Spent:** 00:01:30**IP Address:** 68.100.230.20

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Sounds like an STD thing. Like herpies. That's what it reminded me of.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone was being cute and didn't say the whole word "herpes". There's nothing cute about herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#14

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:03:57 PM**Last Modified:** Monday, February 09, 2015 7:04:51 PM**Time Spent:** 00:00:54**IP Address:** 74.99.76.130

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It is either associated with herpes or herp derp.

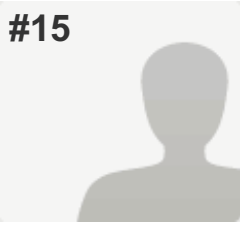
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#15

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:04:19 PM**Last Modified:** Monday, February 09, 2015 7:04:59 PM**Time Spent:** 00:00:40**IP Address:** 66.29.190.53

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

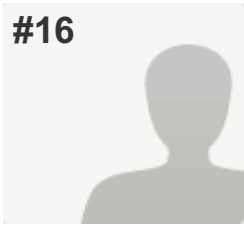
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#16

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:02:15 PM**Last Modified:** Monday, February 09, 2015 7:05:14 PM**Time Spent:** 00:02:58**IP Address:** 37.123.160.22

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

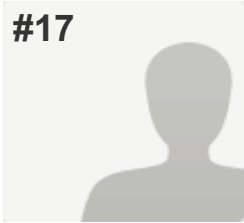
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#17

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:04:55 PM**Last Modified:** Monday, February 09, 2015 7:06:51 PM**Time Spent:** 00:01:56**IP Address:** 180.189.90.120

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

nada

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpese

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

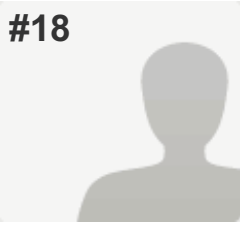
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#18

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:07:55 PM**Last Modified:** Monday, February 09, 2015 7:10:14 PM**Time Spent:** 00:02:19**IP Address:** 83.243.209.19

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A really stank meme, or herpes. Depends on the context

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I cringe a bit

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

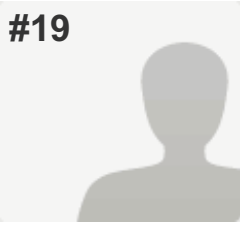
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#19

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:09:43 PM**Last Modified:** Monday, February 09, 2015 7:11:20 PM**Time Spent:** 00:01:36**IP Address:** 24.62.2.154

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I think it's the derpy way of saying help.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

To laugh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

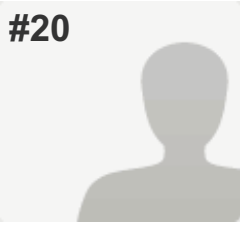
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#20

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:08:49 PM**Last Modified:** Monday, February 09, 2015 7:11:44 PM**Time Spent:** 00:02:55**IP Address:** 76.76.212.11

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

frog

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpetology

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

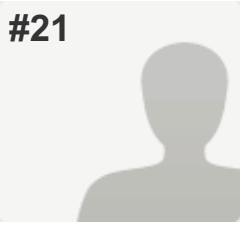
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#21

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:12:06 PM**Last Modified:** Monday, February 09, 2015 7:12:19 PM**Time Spent:** 00:00:12**IP Address:** 174.109.55.156

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptile

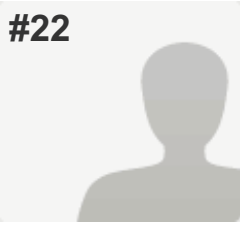
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#22

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:17:11 PM**Last Modified:** Monday, February 09, 2015 7:19:51 PM**Time Spent:** 00:02:40**IP Address:** 96.248.87.247

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

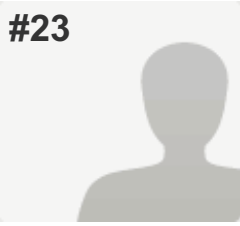
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#23

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:19:57 PM**Last Modified:** Monday, February 09, 2015 7:21:03 PM**Time Spent:** 00:01:05**IP Address:** 74.101.194.194

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Someone with herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Steer clear

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

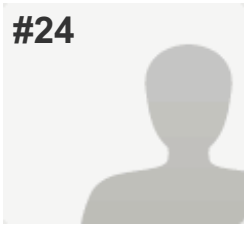
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#24

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:19:42 PM**Last Modified:** Monday, February 09, 2015 7:21:28 PM**Time Spent:** 00:01:46**IP Address:** 108.238.177.99

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Makes me think of the herps appliance my older brother had to wear with his braces...

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes. Stds. Or medical.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

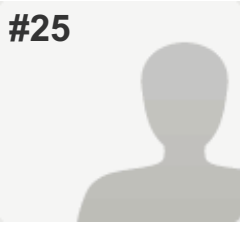
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#25

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:21:18 PM**Last Modified:** Monday, February 09, 2015 7:22:34 PM**Time Spent:** 00:01:16**IP Address:** 24.176.58.238

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

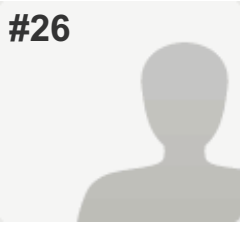
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#26

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:25:14 PM**Last Modified:** Monday, February 09, 2015 7:26:03 PM**Time Spent:** 00:00:48**IP Address:** 99.112.177.43

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

sexual disease

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

gross

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

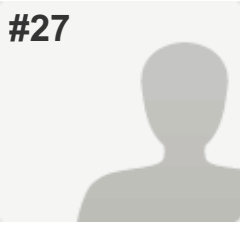
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#27

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:28:13 PM**Last Modified:** Monday, February 09, 2015 7:28:22 PM**Time Spent:** 00:00:09**IP Address:** 50.143.103.128

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

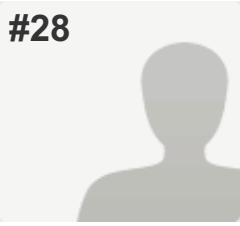
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#28

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:27:52 PM**Last Modified:** Monday, February 09, 2015 7:28:49 PM**Time Spent:** 00:00:57**IP Address:** 71.40.71.203

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Kill the snake.

Q5: Are you male or female?

Male

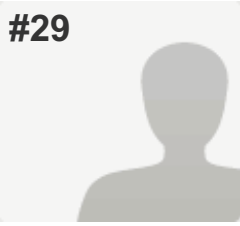
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#29

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:29:59 PM**Last Modified:** Monday, February 09, 2015 7:31:38 PM**Time Spent:** 00:01:39**IP Address:** 174.69.3.173

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpie

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Sounds like Herpie, i would laugh.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

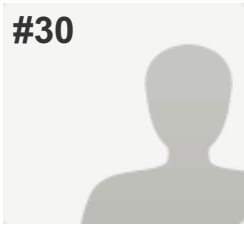
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#30

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:37:01 PM**Last Modified:** Monday, February 09, 2015 7:37:41 PM**Time Spent:** 00:00:39**IP Address:** 173.188.184.253

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

nothing

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

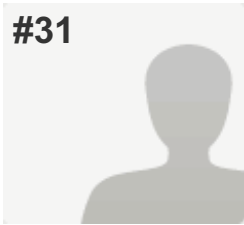
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#31

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:47:40 PM**Last Modified:** Monday, February 09, 2015 7:48:38 PM**Time Spent:** 00:00:57**IP Address:** 72.244.63.47

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Failure

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone watches south park or is a young teen.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

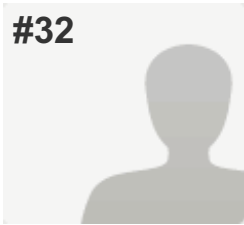
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#32

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:51:23 PM**Last Modified:** Monday, February 09, 2015 7:52:10 PM**Time Spent:** 00:00:46**IP Address:** 24.18.211.155

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

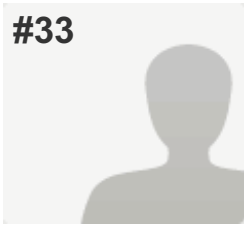
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#33

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:51:16 PM**Last Modified:** Monday, February 09, 2015 7:52:26 PM**Time Spent:** 00:01:10**IP Address:** 68.109.26.180

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A random sound

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone has indigestion.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

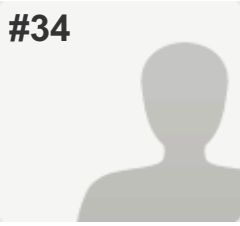
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#34

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:52:33 PM**Last Modified:** Monday, February 09, 2015 7:53:16 PM**Time Spent:** 00:00:43**IP Address:** 97.97.229.148

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Duh

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Doofus

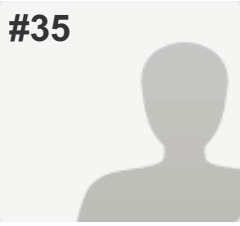
Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#35

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:52:08 PM**Last Modified:** Monday, February 09, 2015 7:53:44 PM**Time Spent:** 00:01:36**IP Address:** 24.147.52.81

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes, the sexually-transmitted disease. "You've got the herp, bro."

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

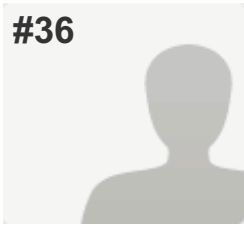
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#36

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:52:46 PM**Last Modified:** Monday, February 09, 2015 7:54:29 PM**Time Spent:** 00:01:42**IP Address:** 73.162.89.239

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A sound people make when surprised.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"De derp."

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

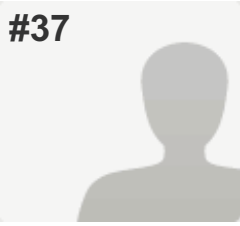
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#37

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:54:03 PM**Last Modified:** Monday, February 09, 2015 7:55:16 PM**Time Spent:** 00:01:13**IP Address:** 134.39.58.43

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

STDs

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

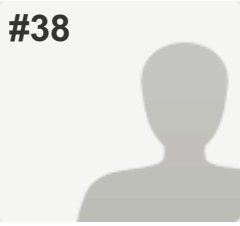
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#38

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:54:10 PM**Last Modified:** Monday, February 09, 2015 7:55:26 PM**Time Spent:** 00:01:16**IP Address:** 173.54.42.145

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Sick

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Not good

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

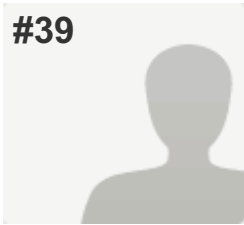
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#39

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:58:51 PM**Last Modified:** Monday, February 09, 2015 7:59:40 PM**Time Spent:** 00:00:49**IP Address:** 99.72.105.142

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptiles

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

None, really. Reptiles.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

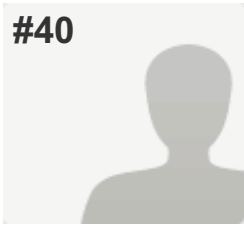
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#40

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 7:59:15 PM**Last Modified:** Monday, February 09, 2015 8:00:01 PM**Time Spent:** 00:00:45**IP Address:** 24.187.148.174

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

duh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

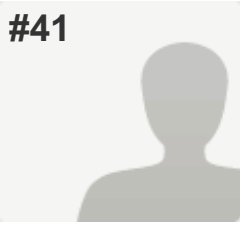
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#41

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:03:23 PM**Last Modified:** Monday, February 09, 2015 8:04:28 PM**Time Spent:** 00:01:04**IP Address:** 67.6.36.151

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Silly, dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herp de derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

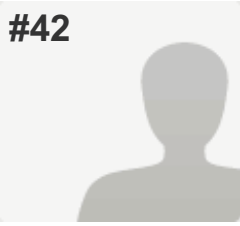
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#42

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:04:32 PM**Last Modified:** Monday, February 09, 2015 8:05:46 PM**Time Spent:** 00:01:13**IP Address:** 207.161.34.102

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

dumdeedum.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

To say herp a derp.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be feel positively about the organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

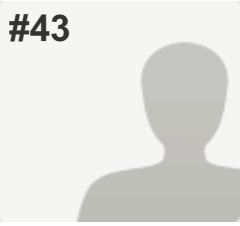
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#43

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:07:57 PM**Last Modified:** Monday, February 09, 2015 8:10:02 PM**Time Spent:** 00:02:05**IP Address:** 24.148.29.200

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

First thought was to extended it to "herpes," but not as a slang term, then "herp derp" like the silly/stupid nonsensical phrase, then "herpetology."

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Slight chuckle.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

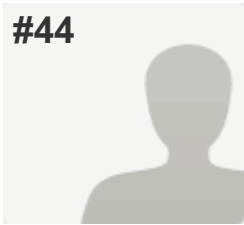
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#44

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:08:50 PM**Last Modified:** Monday, February 09, 2015 8:10:26 PM**Time Spent:** 00:01:36**IP Address:** 75.166.181.65

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Part of the phrase "herp derp," an expression meaning "I did/said something amusingly awkward."

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

In my head, I say "derp"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

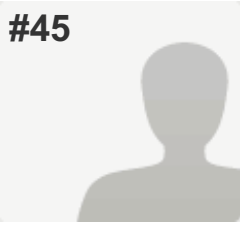
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#45

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:09:20 PM**Last Modified:** Monday, February 09, 2015 8:10:33 PM**Time Spent:** 00:01:12**IP Address:** 24.121.40.25

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

sorta like derp or maybe short for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herp derp, someone screwed up

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Kill the snake.

Q5: Are you male or female?

Male

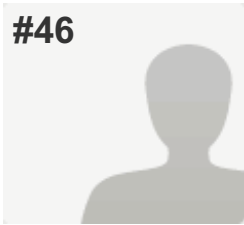
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#46

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:11:54 PM**Last Modified:** Monday, February 09, 2015 8:12:50 PM**Time Spent:** 00:00:55**IP Address:** 99.90.14.182

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Disgust

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

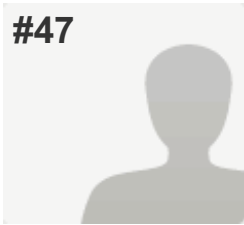
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#47

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:10:32 PM**Last Modified:** Monday, February 09, 2015 8:13:21 PM**Time Spent:** 00:02:48**IP Address:** 108.206.141.148

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

reptile or amphibian :-)

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

not sure, probably that it has to do with reptiles or amphibians though, unless it is an acronym.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

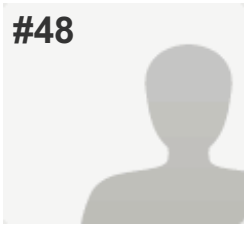
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#48

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:13:28 PM**Last Modified:** Monday, February 09, 2015 8:14:11 PM**Time Spent:** 00:00:43**IP Address:** 97.89.153.19

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

stupid meme for 12 year olds with iPhone apps.

PAGE 2

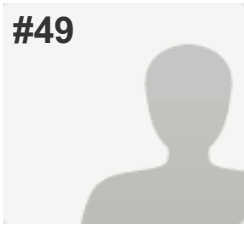
Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?**

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#49

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:16:55 PM**Last Modified:** Monday, February 09, 2015 8:17:39 PM**Time Spent:** 00:00:43**IP Address:** 75.100.80.99

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

gross

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

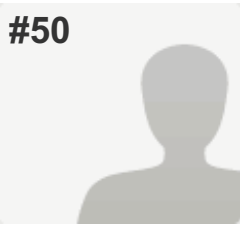
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#50

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:22:45 PM**Last Modified:** Monday, February 09, 2015 8:24:22 PM**Time Spent:** 00:01:36**IP Address:** 140.253.152.190

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A slang contraction of the word 'herpes' as in the condition.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of worried people discussing something to do with genital herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

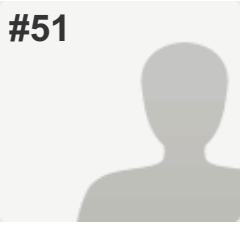
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#51

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:27:21 PM**Last Modified:** Monday, February 09, 2015 8:27:38 PM**Time Spent:** 00:00:17**IP Address:** 50.67.10.238

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

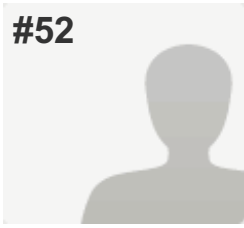
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#52

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:27:50 PM**Last Modified:** Monday, February 09, 2015 8:29:52 PM**Time Spent:** 00:02:02**IP Address:** 89.70.21.205

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A reptile or an amphibian

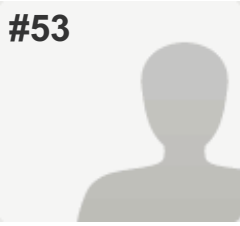
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#53

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:33:54 PM**Last Modified:** Monday, February 09, 2015 8:35:18 PM**Time Spent:** 00:01:24**IP Address:** 97.125.171.52

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp as in the fictional name but it sounds bad.

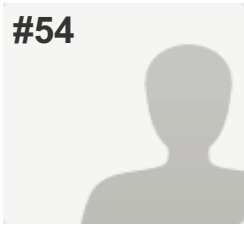
Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#54

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:38:54 PM**Last Modified:** Monday, February 09, 2015 8:39:21 PM**Time Spent:** 00:00:26**IP Address:** 50.148.180.252

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

short for herpes or the first part of "herp derp"

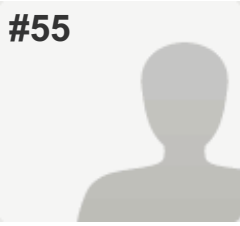
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#55

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:39:25 PM**Last Modified:** Monday, February 09, 2015 8:41:28 PM**Time Spent:** 00:02:02**IP Address:** 71.201.168.170

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Often immediately followed by "derp," a way to point out clumsiness or foolishness (either one's own self deprecatingly or someone else's).

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ridicule

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

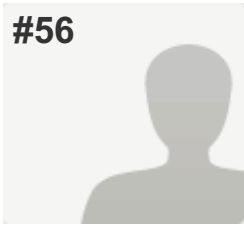
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#56

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:42:44 PM**Last Modified:** Monday, February 09, 2015 8:44:28 PM**Time Spent:** 00:01:44**IP Address:** 100.37.26.112

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Something a person would say to make fun of a mentally impaired person.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I laugh.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

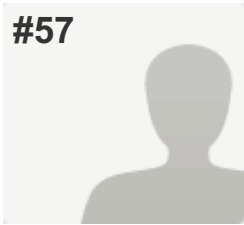
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#57

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:44:12 PM**Last Modified:** Monday, February 09, 2015 8:45:01 PM**Time Spent:** 00:00:48**IP Address:** 66.253.209.128

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

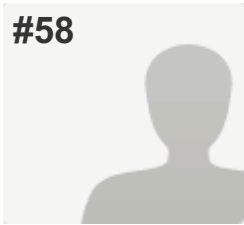
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#58

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:45:07 PM**Last Modified:** Monday, February 09, 2015 8:46:29 PM**Time Spent:** 00:01:22**IP Address:** 99.230.121.21

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It means a silly mistake or facial expression.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

To laugh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

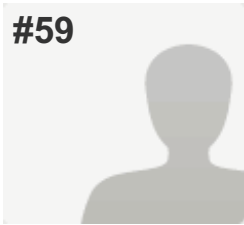
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#59

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:46:46 PM**Last Modified:** Monday, February 09, 2015 8:48:28 PM**Time Spent:** 00:01:42**IP Address:** 128.62.73.181

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It's the sound a fool makes when he realizes he is foolish

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

GROSS

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

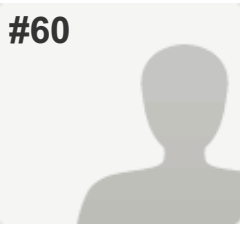
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#60

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:59:09 PM**Last Modified:** Monday, February 09, 2015 9:00:01 PM**Time Spent:** 00:00:51**IP Address:** 112.118.125.42

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

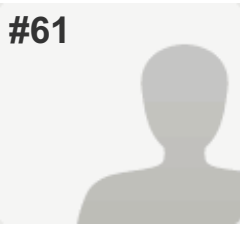
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#61

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:58:39 PM**Last Modified:** Monday, February 09, 2015 9:00:43 PM**Time Spent:** 00:02:03**IP Address:** 203.173.211.94

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Depends on the context, sometimes I cringe if someone is trying too hard to sound like they're from the internet or part of le reddit army, but if they don't overdo things, I interpret it as "lol I did something silly and looked like a silly derp. Herp."

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

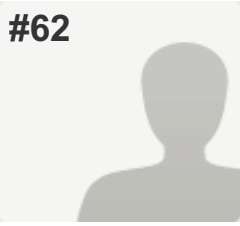
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#62

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 8:59:09 PM**Last Modified:** Monday, February 09, 2015 9:00:50 PM**Time Spent:** 00:01:40**IP Address:** 208.54.86.135

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A reaction to something awkward

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

A song on YouTube from schmoyo, the chorus starts with "HERP de derp" and is very catchy!

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

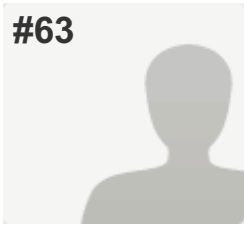
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#63

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:03:10 PM**Last Modified:** Monday, February 09, 2015 9:03:59 PM**Time Spent:** 00:00:49**IP Address:** 137.186.49.208

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Did something dumb or about to do something dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

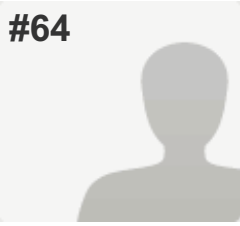
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#64

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:08:01 PM**Last Modified:** Monday, February 09, 2015 9:10:04 PM**Time Spent:** 00:02:02**IP Address:** 97.122.220.80

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I see it as self-announcement of a mistake a person has been making or is making, or a misunderstanding.
See: Derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Nothing really.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

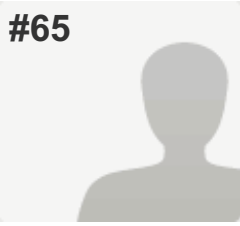
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#65

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:13:29 PM**Last Modified:** Monday, February 09, 2015 9:14:26 PM**Time Spent:** 00:00:56**IP Address:** 73.213.20.16

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

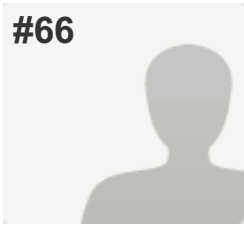
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#66

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:15:56 PM**Last Modified:** Monday, February 09, 2015 9:18:39 PM**Time Spent:** 00:02:42**IP Address:** 73.213.20.16

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I don't know what it means or what it stands for, but because my gut reaction is the word "herpes," there is a negative connotation. Initial reaction is that it's either a disease or related to a disease. If the organization is dedicated to research, I would understand the connotation, but it would still be somewhat fear-inducing.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

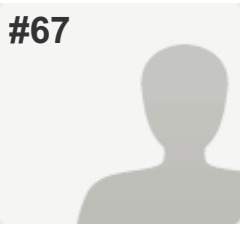
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

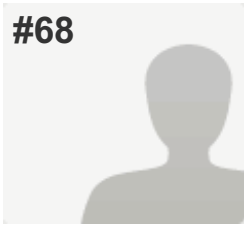
#67

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:21:17 PM**Last Modified:** Monday, February 09, 2015 9:21:48 PM**Time Spent:** 00:00:31**IP Address:** 110.175.9.230**PAGE 1: 1 of 3****Q1: What does the word "herp" mean to you?**

A reptile or amphibian

PAGE 2**Q2: When you hear or read the word HERP, what is your first reaction?***Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question***PAGE 3****Q4: If you see a rattlesnake in the wild, what do you do?***Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#68

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:26:22 PM**Last Modified:** Monday, February 09, 2015 9:26:30 PM**Time Spent:** 00:00:07**IP Address:** 70.102.23.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

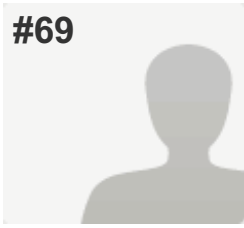
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#69

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:26:22 PM**Last Modified:** Monday, February 09, 2015 9:26:40 PM**Time Spent:** 00:00:18**IP Address:** 70.102.23.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

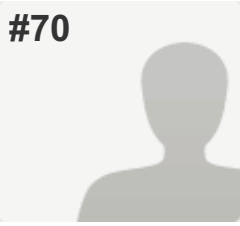
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#70

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:26:22 PM**Last Modified:** Monday, February 09, 2015 9:26:43 PM**Time Spent:** 00:00:21**IP Address:** 70.102.23.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

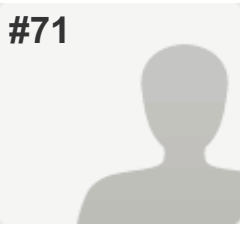
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#71

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:28:48 PM**Last Modified:** Monday, February 09, 2015 9:30:57 PM**Time Spent:** 00:02:09**IP Address:** 71.187.136.151

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It's a sound that developmentally disabled or otherwise mentally challenged people supposedly make (usually followed by the very similar "derp").

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

It's offensive.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

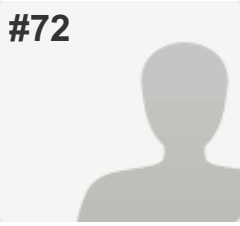
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#72

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:31:35 PM**Last Modified:** Monday, February 09, 2015 9:32:32 PM**Time Spent:** 00:00:56**IP Address:** 172.1.181.179

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Gross. Herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

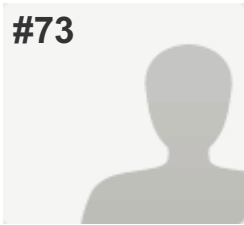
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#73

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:31:51 PM**Last Modified:** Monday, February 09, 2015 9:33:16 PM**Time Spent:** 00:01:24**IP Address:** 67.71.62.207

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

What you say when you don't know what you're doing. Sometimes herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Picture someone making a stupid confused face.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

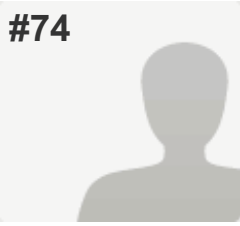
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#74

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:36:00 PM**Last Modified:** Monday, February 09, 2015 9:36:57 PM**Time Spent:** 00:00:56**IP Address:** 69.76.232.193

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Idk..

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

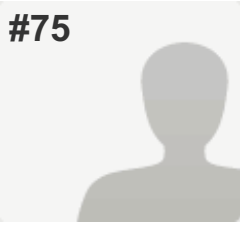
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#75

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:32:53 PM**Last Modified:** Monday, February 09, 2015 9:38:06 PM**Time Spent:** 00:05:13**IP Address:** 68.44.215.124

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herp: the predecessor of derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I hear someone with a squawky voice and intentionally flat affect saying "herp derp" with false smile lines lining their straight lips, like :-I , if the "I" has a serif

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

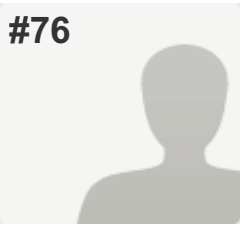
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#76

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:55:14 PM**Last Modified:** Monday, February 09, 2015 9:56:29 PM**Time Spent:** 00:01:15**IP Address:** 130.85.58.235

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derpy

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

something is derpy... or it's about herpes...

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

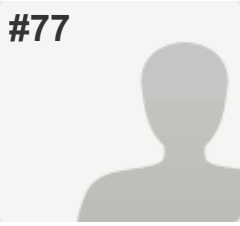
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#77

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:56:01 PM**Last Modified:** Monday, February 09, 2015 9:56:42 PM**Time Spent:** 00:00:40**IP Address:** 155.99.219.209

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Eww

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

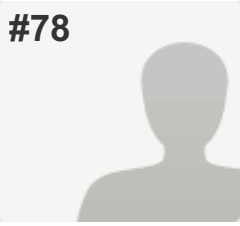
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#78

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:57:45 PM**Last Modified:** Monday, February 09, 2015 9:58:37 PM**Time Spent:** 00:00:52**IP Address:** 66.223.200.91

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

dumb

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

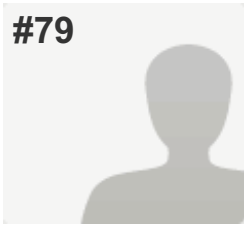
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#79

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 9:57:47 PM**Last Modified:** Monday, February 09, 2015 9:59:05 PM**Time Spent:** 00:01:18**IP Address:** 210.246.26.50

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

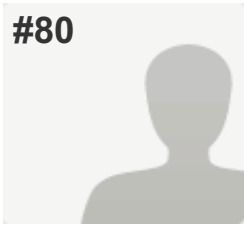
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#80

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:00:44 PM**Last Modified:** Monday, February 09, 2015 10:02:41 PM**Time Spent:** 00:01:57**IP Address:** 165.82.27.153

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It is the word that precedes "derp".

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Visceral annoyance.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

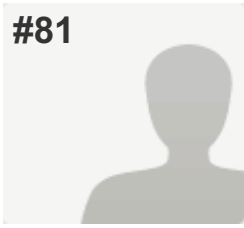
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#81

**INCOMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:06:45 PM**Last Modified:** Monday, February 09, 2015 10:06:58 PM**Time Spent:** 00:00:13**IP Address:** 104.55.242.136

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

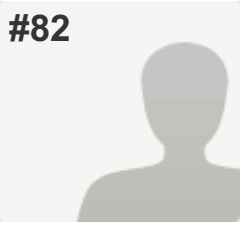
PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?*Respondent skipped this question***Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?***Respondent skipped this question*

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?*Respondent skipped this question***Q5: Are you male or female?***Respondent skipped this question***Q6: What is your age?***Respondent skipped this question***Q7: What is the highest level of school you have completed or the highest degree you have received?***Respondent skipped this question*

#82

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:07:02 PM**Last Modified:** Monday, February 09, 2015 10:08:07 PM**Time Spent:** 00:01:04**IP Address:** 68.7.162.155

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

An abbreviation for herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

That it was referencing the internet-based phrase, "herp derp."

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

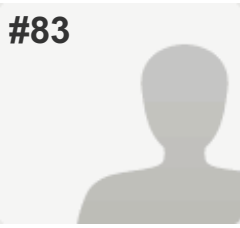
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#83

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:07:34 PM**Last Modified:** Monday, February 09, 2015 10:08:35 PM**Time Spent:** 00:01:00**IP Address:** 115.64.27.246

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

spouting nonsense

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

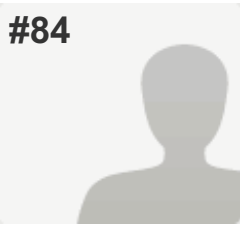
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#84

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:12:22 PM**Last Modified:** Monday, February 09, 2015 10:14:27 PM**Time Spent:** 00:02:04**IP Address:** 69.196.134.67

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

An onomatopoeia for "sounding stupid." "Herp derp"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Amusement

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

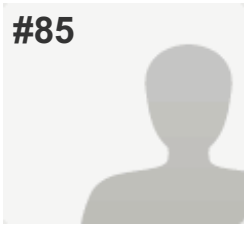
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#85

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:18:17 PM**Last Modified:** Monday, February 09, 2015 10:19:09 PM**Time Spent:** 00:00:51**IP Address:** 67.173.229.192

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

it's something a retard would say. like "Herp de derp!"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I chuckle, or at least grin a little.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be feel positively about the organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

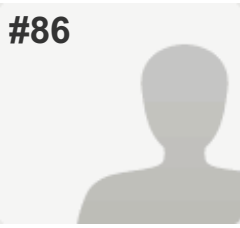
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#86

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:18:25 PM**Last Modified:** Monday, February 09, 2015 10:19:19 PM**Time Spent:** 00:00:54**IP Address:** 75.176.4.182

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

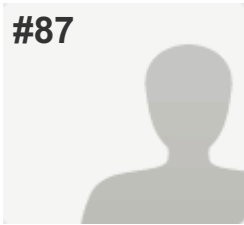
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#87

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:19:14 PM**Last Modified:** Monday, February 09, 2015 10:20:35 PM**Time Spent:** 00:01:20**IP Address:** 131.252.200.83

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes or maybe reptiles.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I giggled like a middleschooler.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

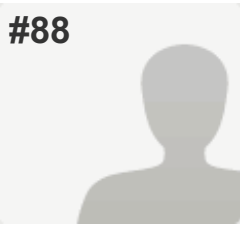
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#88

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:20:15 PM**Last Modified:** Monday, February 09, 2015 10:20:59 PM**Time Spent:** 00:00:43**IP Address:** 75.142.155.156

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

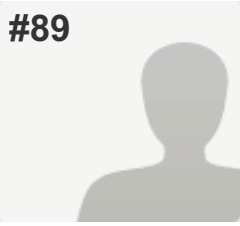
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#89

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:23:58 PM**Last Modified:** Monday, February 09, 2015 10:24:43 PM**Time Spent:** 00:00:44**IP Address:** 108.30.70.117

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

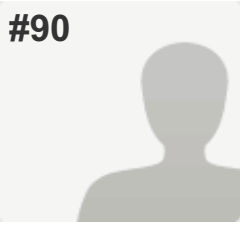
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#90

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:31:22 PM**Last Modified:** Monday, February 09, 2015 10:32:12 PM**Time Spent:** 00:00:49**IP Address:** 67.168.162.252

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

nothing... maybe a person with herpes?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

sounds kind of gross

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

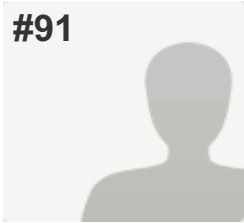
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#91

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:42:01 PM**Last Modified:** Monday, February 09, 2015 10:43:30 PM**Time Spent:** 00:01:29**IP Address:** 108.49.214.237

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

short for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

That it is talking about herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

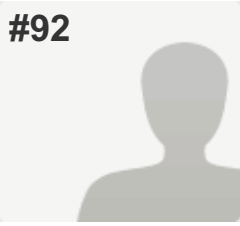
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#92

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:41:18 PM**Last Modified:** Monday, February 09, 2015 10:43:42 PM**Time Spent:** 00:02:23**IP Address:** 216.249.145.192

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

STD

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I raised my eyebrow

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

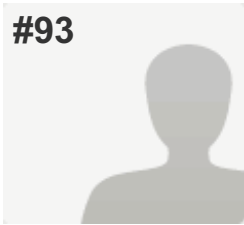
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#93

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:44:32 PM**Last Modified:** Monday, February 09, 2015 10:47:06 PM**Time Spent:** 00:02:34**IP Address:** 68.37.52.26

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It either goes with "derp" like "herp derp", or herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think it's funny

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

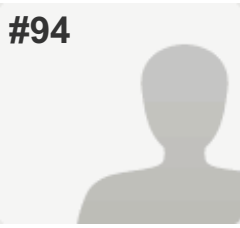
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#94

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:45:56 PM**Last Modified:** Monday, February 09, 2015 10:48:15 PM**Time Spent:** 00:02:19**IP Address:** 74.85.86.133

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It is an onomatopoeic/mocking word that signifies incompetency and/or a "brain fart" but mostly in a funny way. I pretty much only see it combined with 'derp.'

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

either giggle or concern, just remembered its STD connotation.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

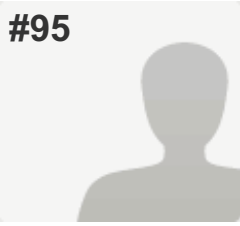
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#95

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:46:56 PM**Last Modified:** Monday, February 09, 2015 10:50:08 PM**Time Spent:** 00:03:11**IP Address:** 110.32.175.123

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A word people use who cannot think of anything better (of which there are many). Words like whoops or oh no, etc.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Webcomic, I was unaffected.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

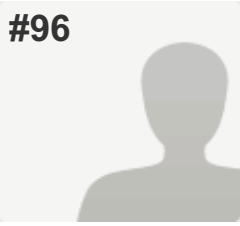
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#96

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Monday, February 09, 2015 10:52:06 PM**Last Modified:** Monday, February 09, 2015 10:53:02 PM**Time Spent:** 00:00:55**IP Address:** 123.2.116.119

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpies ?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Official

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

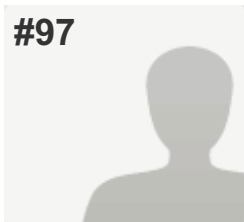
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#97



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 10:55:47 PM

Last Modified: Monday, February 09, 2015 10:56:27 PM

Time Spent: 00:00:40

IP Address: 202.150.121.59

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

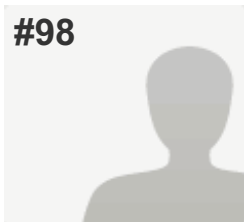
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#98



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:00:48 PM

Last Modified: Monday, February 09, 2015 11:02:17 PM

Time Spent: 00:01:29

IP Address: 172.56.31.87

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Just makes me think of a derp. Or herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

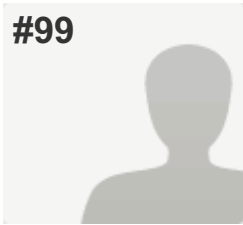
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#99



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:05:09 PM

Last Modified: Monday, February 09, 2015 11:05:25 PM

Time Spent: 00:00:16

IP Address: 121.216.49.85

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

???

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

???

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

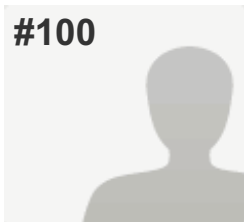
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#100



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:11:19 PM

Last Modified: Monday, February 09, 2015 11:12:39 PM

Time Spent: 00:01:19

IP Address: 24.212.142.48

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I giggled!

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

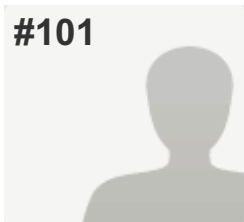
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#101



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:11:51 PM

Last Modified: Monday, February 09, 2015 11:13:21 PM

Time Spent: 00:01:30

IP Address: 174.54.100.157

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

The first word in the phrase "herp derp," Or to act stupid.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone is derping.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be feel positively about the organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

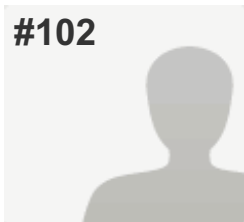
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#102



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:13:03 PM

Last Modified: Monday, February 09, 2015 11:13:58 PM

Time Spent: 00:00:54

IP Address: 166.171.251.139

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

First thing that comes to mind is herp derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

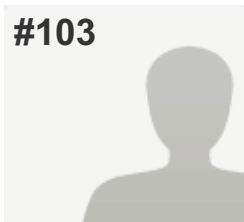
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#103



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:17:13 PM

Last Modified: Monday, February 09, 2015 11:19:44 PM

Time Spent: 00:02:30

IP Address: 73.48.72.43

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

something to do with snakes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

snakes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

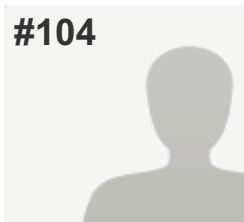
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#104



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:20:38 PM

Last Modified: Monday, February 09, 2015 11:21:16 PM

Time Spent: 00:00:38

IP Address: 131.123.60.17

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

idiot

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

stupid

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

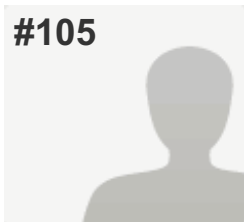
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#105



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:20:16 PM

Last Modified: Monday, February 09, 2015 11:21:54 PM

Time Spent: 00:01:38

IP Address: 108.18.71.12

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Either herpes or an abashed reaction like herp derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Probably herpes virus

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#106



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:26:58 PM

Last Modified: Monday, February 09, 2015 11:27:42 PM

Time Spent: 00:00:43

IP Address: 167.160.131.64

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

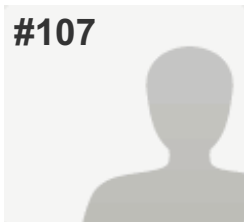
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#107



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:32:34 PM

Last Modified: Monday, February 09, 2015 11:33:52 PM

Time Spent: 00:01:17

IP Address: 121.222.145.150

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Stuffing something up

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"-aderp"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

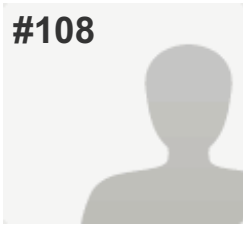
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#108



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:36:25 PM

Last Modified: Monday, February 09, 2015 11:37:31 PM

Time Spent: 00:01:05

IP Address: 90.245.38.31

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Internet?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

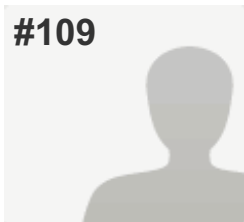
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#109



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:39:05 PM

Last Modified: Monday, February 09, 2015 11:39:58 PM

Time Spent: 00:00:52

IP Address: 114.77.235.76

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

reptile

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

scaley, edgy fierce

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

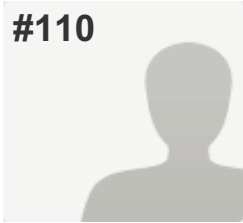
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#110



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:40:18 PM

Last Modified: Monday, February 09, 2015 11:42:12 PM

Time Spent: 00:01:53

IP Address: 184.155.218.146

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

It is either a really strange sound effect or maybe an organization, but it reminds me of herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

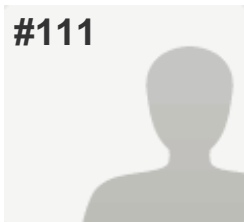
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#111



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:44:32 PM

Last Modified: Monday, February 09, 2015 11:45:40 PM

Time Spent: 00:01:08

IP Address: 99.236.49.221

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

that it stands for herpes; as an acronym, I would think that it was poorly chosen

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

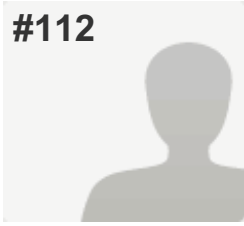
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#112



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:46:29 PM

Last Modified: Monday, February 09, 2015 11:48:03 PM

Time Spent: 00:01:34

IP Address: 100.32.74.122

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I automatically think of the word "derp" after it

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

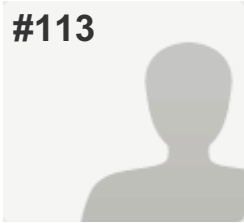
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#113



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:47:25 PM

Last Modified: Monday, February 09, 2015 11:48:14 PM

Time Spent: 00:00:48

IP Address: 67.160.145.73

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Retardation.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

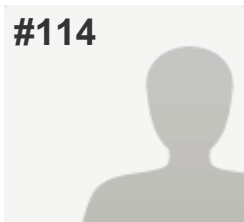
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#114



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:47:52 PM

Last Modified: Monday, February 09, 2015 11:49:02 PM

Time Spent: 00:01:09

IP Address: 129.10.29.154

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone's got a case of the Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

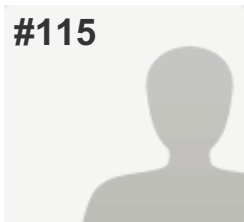
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#115



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:46:57 PM

Last Modified: Monday, February 09, 2015 11:49:08 PM

Time Spent: 00:02:11

IP Address: 95.90.245.243

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

none

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

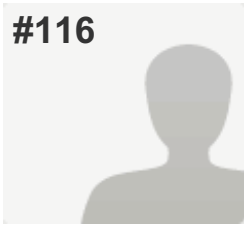
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#116



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:49:39 PM

Last Modified: Monday, February 09, 2015 11:50:40 PM

Time Spent: 00:01:01

IP Address: 71.178.235.58

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Dumb memes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ugh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

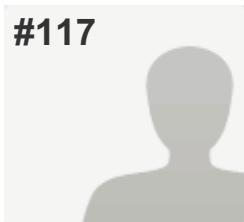
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#117



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:49:41 PM

Last Modified: Monday, February 09, 2015 11:51:49 PM

Time Spent: 00:02:07

IP Address: 58.7.205.66

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Half of herp derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Is that an acronym now?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

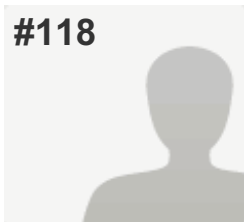
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#118



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:52:22 PM

Last Modified: Monday, February 09, 2015 11:52:38 PM

Time Spent: 00:00:16

IP Address: 95.95.113.8

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

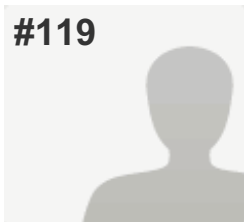
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#119



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Monday, February 09, 2015 11:56:30 PM

Last Modified: Monday, February 09, 2015 11:57:52 PM

Time Spent: 00:01:22

IP Address: 86.173.152.202

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

retarded

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

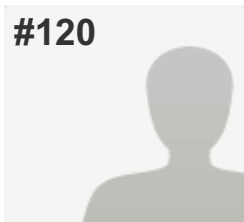
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#120



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:02:39 AM

Last Modified: Tuesday, February 10, 2015 12:03:49 AM

Time Spent: 00:01:10

IP Address: 173.66.86.127

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A silly person

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Smile

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

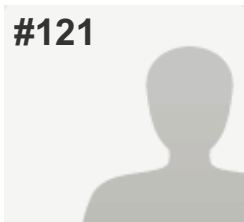
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#121



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:05:41 AM

Last Modified: Tuesday, February 10, 2015 12:07:06 AM

Time Spent: 00:01:24

IP Address: 24.216.173.31

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

The first part of the phrase "herp derp".

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

No real reaction.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

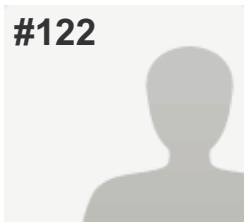
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#122



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:08:39 AM

Last Modified: Tuesday, February 10, 2015 12:10:36 AM

Time Spent: 00:01:57

IP Address: 85.226.47.252

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Plants, I'm thinking of herbs

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Uhhhhh. Herp?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

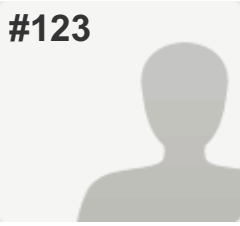
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#123



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:11:40 AM

Last Modified: Tuesday, February 10, 2015 12:13:07 AM

Time Spent: 00:01:26

IP Address: 71.175.44.231

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Goofy

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

mocking something/someone goofy

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

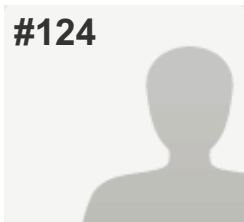
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#124



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:12:52 AM

Last Modified: Tuesday, February 10, 2015 12:14:32 AM

Time Spent: 00:01:39

IP Address: 172.6.165.34

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

1. short for "herpes."
2. part of "herp derp" a term that was briefly used to mean "i had a dumb moment."

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

depending on the context, one of the two things previously mentioned.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

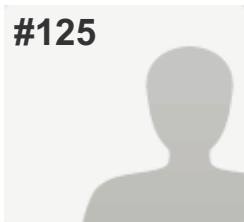
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#125



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:14:46 AM

Last Modified: Tuesday, February 10, 2015 12:15:41 AM

Time Spent: 00:00:54

IP Address: 75.82.31.70

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Short form for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

oh no!

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

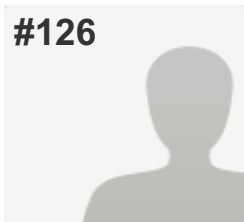
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#126



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:15:59 AM

Last Modified: Tuesday, February 10, 2015 12:17:08 AM

Time Spent: 00:01:08

IP Address: 95.0.185.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I assume it is related to herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

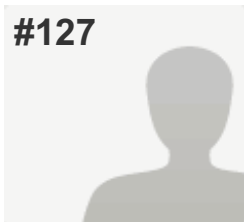
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#127



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:17:26 AM

Last Modified: Tuesday, February 10, 2015 12:18:14 AM

Time Spent: 00:00:47

IP Address: 24.18.108.200

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

The beginning of a cold sore, lol

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

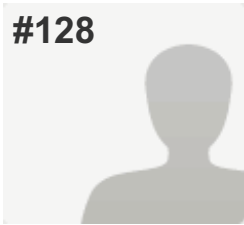
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#128



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:18:13 AM

Last Modified: Tuesday, February 10, 2015 12:19:56 AM

Time Spent: 00:01:43

IP Address: 121.45.203.119

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Shortened/Slang for herpes? I've never heard it before.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ewwwwwwwwwwww

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

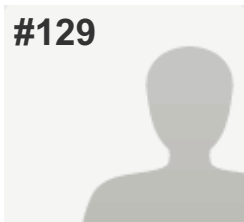
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#129



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:23:22 AM

Last Modified: Tuesday, February 10, 2015 12:24:18 AM

Time Spent: 00:00:55

IP Address: 37.219.37.102

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I laugh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

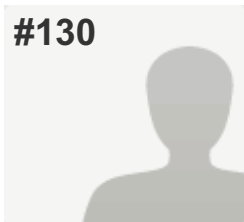
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#130



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:27:49 AM

Last Modified: Tuesday, February 10, 2015 12:28:17 AM

Time Spent: 00:00:27

IP Address: 104.173.185.199

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

meh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

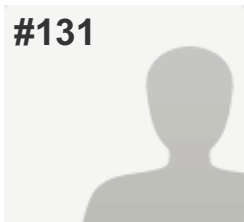
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#131



COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 10, 2015 12:28:01 AM
Last Modified: Tuesday, February 10, 2015 12:28:52 AM
Time Spent: 00:00:51
IP Address: 114.108.216.6

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

weird slang form of the STD

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

disgusted

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

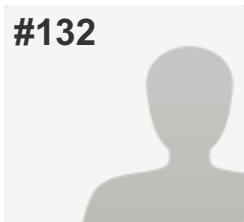
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#132



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:27:49 AM

Last Modified: Tuesday, February 10, 2015 12:28:57 AM

Time Spent: 00:01:08

IP Address: 93.103.92.171

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

It reminds me of herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

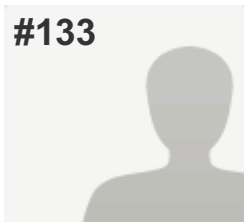
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#133



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:29:22 AM

Last Modified: Tuesday, February 10, 2015 12:29:41 AM

Time Spent: 00:00:18

IP Address: 194.151.100.206

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpaderp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpaderp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

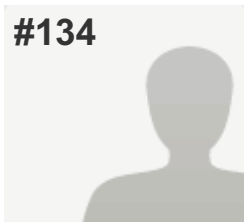
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#134



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:32:22 AM

Last Modified: Tuesday, February 10, 2015 12:34:15 AM

Time Spent: 00:01:53

IP Address: 110.20.104.34

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

clumsy

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

something has been done that is clumsy/unintentional

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

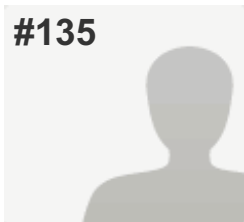
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#135



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:34:30 AM

Last Modified: Tuesday, February 10, 2015 12:36:29 AM

Time Spent: 00:01:59

IP Address: 69.159.114.24

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Often accompanies derp, but also brings the word "herpes" to mind.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

In my mind I'm thinking HURR DURR, but depending on context my mind could stray towards herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

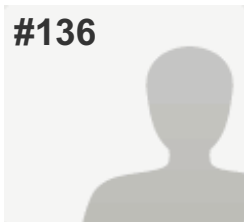
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#136



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:41:03 AM

Last Modified: Tuesday, February 10, 2015 12:41:45 AM

Time Spent: 00:00:42

IP Address: 73.9.99.176

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

negative

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

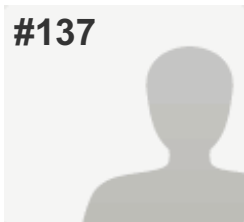
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#137



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:47:48 AM

Last Modified: Tuesday, February 10, 2015 12:48:58 AM

Time Spent: 00:01:09

IP Address: 162.156.35.79

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Short for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

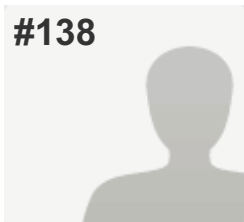
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#138



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:49:17 AM

Last Modified: Tuesday, February 10, 2015 12:50:44 AM

Time Spent: 00:01:26

IP Address: 123.243.1.2

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

4chan/reddit retardedness
herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

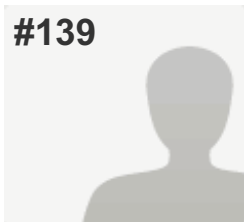
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#139



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:52:11 AM

Last Modified: Tuesday, February 10, 2015 12:52:47 AM

Time Spent: 00:00:36

IP Address: 93.124.140.170

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Meme

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Hahaha

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

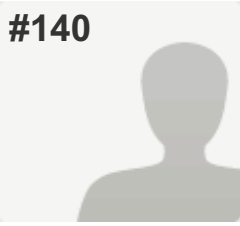
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#140



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:59:23 AM

Last Modified: Tuesday, February 10, 2015 1:00:06 AM

Time Spent: 00:00:43

IP Address: 71.74.25.100

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

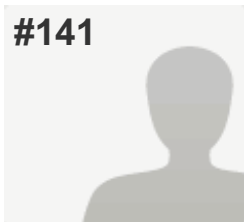
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#141



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:00:40 AM

Last Modified: Tuesday, February 10, 2015 1:01:28 AM

Time Spent: 00:00:47

IP Address: 98.248.15.192

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ew

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

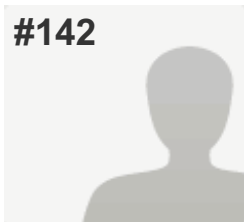
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#142



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:01:09 AM

Last Modified: Tuesday, February 10, 2015 1:03:42 AM

Time Spent: 00:02:33

IP Address: 49.197.39.44

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

akin to "derr", often followed by "derp"; suggests silliness, stupidity, missing something incredibly obvious.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

-DERP; and that the same as before

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

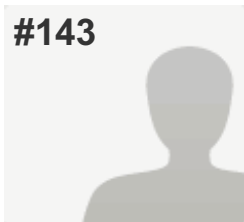
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#143



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:04:40 AM

Last Modified: Tuesday, February 10, 2015 1:10:04 AM

Time Spent: 00:05:23

IP Address: 84.118.210.68

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It does not have a specific meaning. "Herp" in "herp a derp" is very similar to "dum" in "dum dee dum". It is commonly used in so called "rage comics" and other memes on the internet.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think "herp a derp" and think of rage comics. When used inside that context I simply accept it. When used elsewhere I wonder why or how it was used like that: is the connection intentional?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

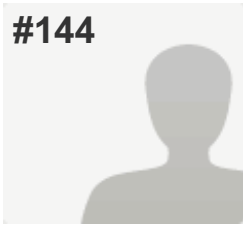
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#144



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:10:18 AM

Last Modified: Tuesday, February 10, 2015 1:11:54 AM

Time Spent: 00:01:36

IP Address: 67.1.123.248

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

reptiles

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Neutral

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

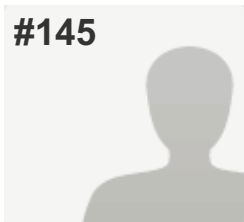
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#145



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:25:46 AM

Last Modified: Tuesday, February 10, 2015 1:27:02 AM

Time Spent: 00:01:15

IP Address: 24.193.106.71

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

its the word that proceeds derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

to say derp.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

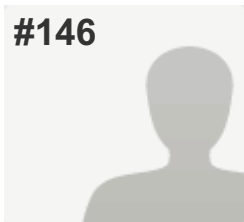
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#146



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:26:52 AM

Last Modified: Tuesday, February 10, 2015 1:27:31 AM

Time Spent: 00:00:38

IP Address: 134.50.158.240

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herp derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

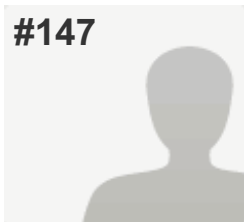
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#147



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:32:21 AM

Last Modified: Tuesday, February 10, 2015 1:33:03 AM

Time Spent: 00:00:41

IP Address: 212.93.97.93

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

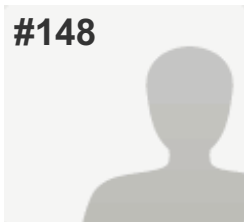
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#148



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:32:10 AM

Last Modified: Tuesday, February 10, 2015 1:33:28 AM

Time Spent: 00:01:18

IP Address: 24.22.87.173

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Lizard/reptile/amphibian, something a herpetologist studies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herp derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

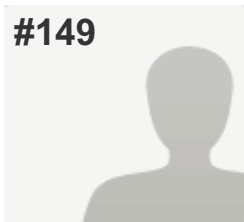
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#149



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:31:10 AM

Last Modified: Tuesday, February 10, 2015 1:34:08 AM

Time Spent: 00:02:57

IP Address: 75.141.203.128

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Oops

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"Herp a derp"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

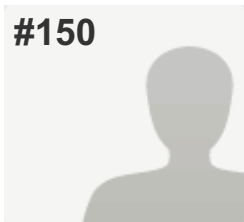
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#150



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:35:19 AM

Last Modified: Tuesday, February 10, 2015 1:36:06 AM

Time Spent: 00:00:46

IP Address: 89.138.90.209

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

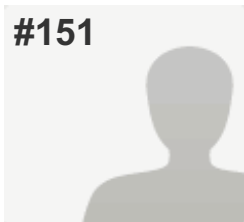
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#151



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:35:10 AM

Last Modified: Tuesday, February 10, 2015 1:36:12 AM

Time Spent: 00:01:01

IP Address: 24.71.145.54

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Short for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

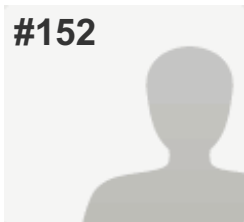
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#152



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:40:09 AM

Last Modified: Tuesday, February 10, 2015 1:41:21 AM

Time Spent: 00:01:12

IP Address: 93.166.159.162

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herp derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Respondent skipped this question

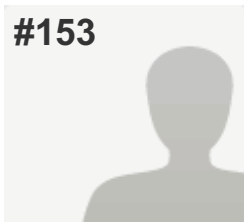
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#153



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:41:14 AM

Last Modified: Tuesday, February 10, 2015 1:42:03 AM

Time Spent: 00:00:48

IP Address: 76.88.26.206

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

IDK

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Kill the snake.

Q5: Are you male or female?

Male

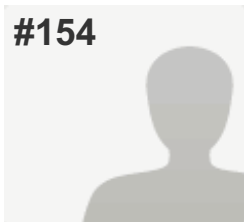
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#154



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:01:02 AM

Last Modified: Tuesday, February 10, 2015 2:01:58 AM

Time Spent: 00:00:55

IP Address: 128.101.104.40

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

1. herpes 2. what derps do

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

not good. Don't use this acronym.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

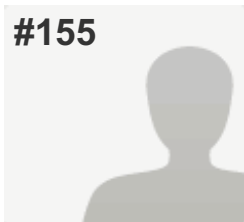
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#155



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:02:20 AM

Last Modified: Tuesday, February 10, 2015 2:03:37 AM

Time Spent: 00:01:17

IP Address: 85.166.219.45

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

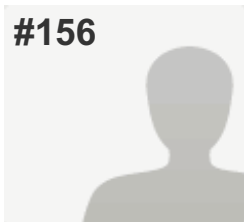
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#156



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:17:26 AM

Last Modified: Tuesday, February 10, 2015 2:17:35 AM

Time Spent: 00:00:08

IP Address: 110.149.173.251

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

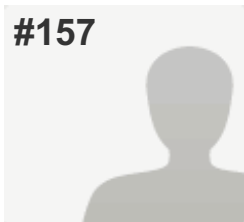
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#157



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:20:09 AM

Last Modified: Tuesday, February 10, 2015 2:20:43 AM

Time Spent: 00:00:34

IP Address: 157.203.243.21

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

absolutely nothing

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

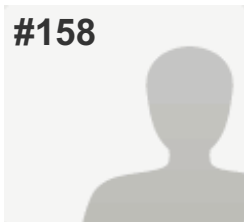
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#158



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:22:49 AM

Last Modified: Tuesday, February 10, 2015 2:23:50 AM

Time Spent: 00:01:01

IP Address: 91.23.49.209

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ew.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

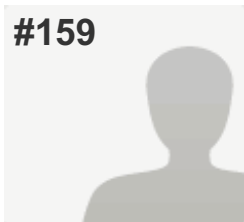
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#159



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:46:47 AM

Last Modified: Tuesday, February 10, 2015 2:48:25 AM

Time Spent: 00:01:37

IP Address: 142.165.85.18

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Comes before derp?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

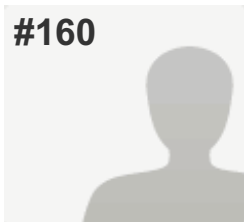
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#160



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:50:48 AM

Last Modified: Tuesday, February 10, 2015 2:53:14 AM

Time Spent: 00:02:26

IP Address: 72.198.202.18

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

slang for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

You're an adolescent, and an idiot for using this word in conversation to refer to herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

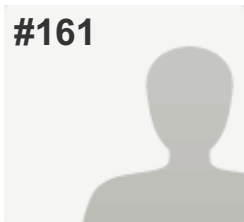
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#161



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:59:36 AM

Last Modified: Tuesday, February 10, 2015 3:00:17 AM

Time Spent: 00:00:41

IP Address: 138.37.234.105

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herp derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

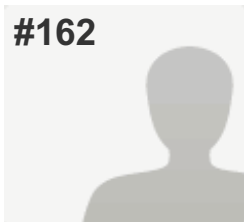
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#162



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:02:24 AM

Last Modified: Tuesday, February 10, 2015 3:03:20 AM

Time Spent: 00:00:55

IP Address: 70.199.224.117

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

No reaction.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

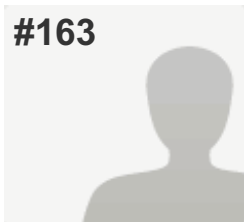
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#163



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:15:09 AM

Last Modified: Tuesday, February 10, 2015 3:15:52 AM

Time Spent: 00:00:42

IP Address: 109.31.5.110

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

saying derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

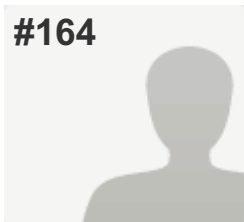
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#164



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:15:19 AM

Last Modified: Tuesday, February 10, 2015 3:17:18 AM

Time Spent: 00:01:59

IP Address: 101.167.117.24

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

what

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

pfft

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

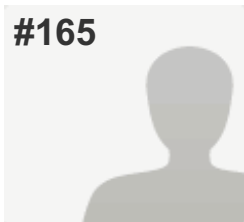
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#165



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:19:15 AM

Last Modified: Tuesday, February 10, 2015 3:20:00 AM

Time Spent: 00:00:44

IP Address: 78.102.58.158

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

shitty meme

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

disgust

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#166



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:29:56 AM

Last Modified: Tuesday, February 10, 2015 3:30:30 AM

Time Spent: 00:00:33

IP Address: 24.247.160.53

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

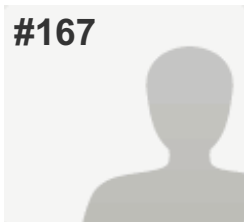
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#167



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:53:04 AM

Last Modified: Tuesday, February 10, 2015 3:53:40 AM

Time Spent: 00:00:36

IP Address: 126.255.77.197

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

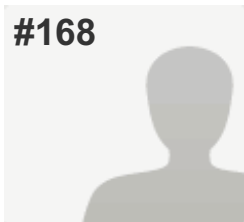
Q6: What is your age?

40-49

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#168



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:54:51 AM

Last Modified: Tuesday, February 10, 2015 3:55:54 AM

Time Spent: 00:01:02

IP Address: 80.248.114.47

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

To do something stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Agggghhh...

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

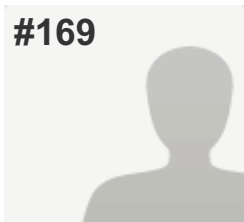
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#169



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:02:44 AM

Last Modified: Tuesday, February 10, 2015 4:04:09 AM

Time Spent: 00:01:24

IP Address: 68.238.162.90

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Goofiness

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Someone is trying to act in a silly way

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

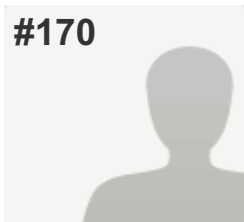
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#170



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:11:37 AM

Last Modified: Tuesday, February 10, 2015 4:11:51 AM

Time Spent: 00:00:14

IP Address: 80.216.99.55

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

doing something sloppily

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

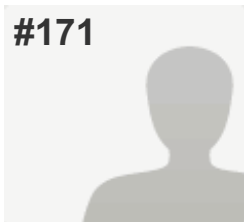
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#171



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:09:41 AM

Last Modified: Tuesday, February 10, 2015 4:14:47 AM

Time Spent: 00:05:06

IP Address: 178.174.224.115

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

maybe a baby herptile (a baby reptile/amphibian)

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

that it is an acronym, and I associate it with herptiles (reptiles or amphibians)

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be feel positively about the organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

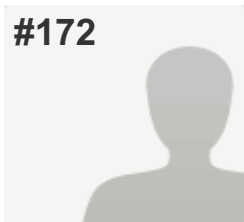
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#172



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:23:05 AM

Last Modified: Tuesday, February 10, 2015 4:24:24 AM

Time Spent: 00:01:19

IP Address: 24.254.183.142

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of that cat gif where he walks stupidly and the caption reads "herpa derpy derp"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

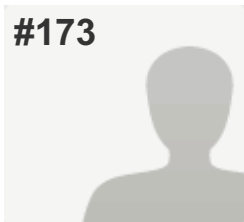
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#173



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:25:32 AM

Last Modified: Tuesday, February 10, 2015 4:26:12 AM

Time Spent: 00:00:40

IP Address: 217.114.108.181

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

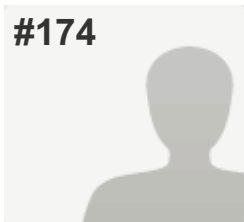
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#174



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:26:19 AM

Last Modified: Tuesday, February 10, 2015 4:27:34 AM

Time Spent: 00:01:15

IP Address: 37.76.46.70

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

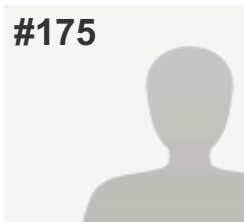
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#175



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:29:13 AM

Last Modified: Tuesday, February 10, 2015 4:30:56 AM

Time Spent: 00:01:42

IP Address: 14.200.7.89

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Goofy or herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Nothing in particular, however I definitely see it as a slang saying

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

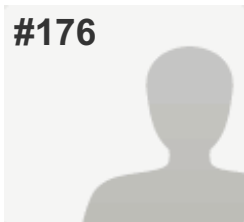
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#176



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:35:16 AM

Last Modified: Tuesday, February 10, 2015 4:35:38 AM

Time Spent: 00:00:22

IP Address: 66.215.15.226

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

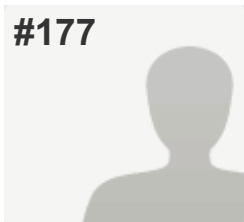
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#177



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:44:59 AM

Last Modified: Tuesday, February 10, 2015 4:45:32 AM

Time Spent: 00:00:33

IP Address: 31.205.106.198

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

An expression that indicates someone has done something stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

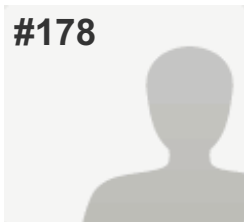
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#178



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:43:37 AM

Last Modified: Tuesday, February 10, 2015 4:45:53 AM

Time Spent: 00:02:16

IP Address: 78.97.93.3

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Probably said by an under 25yo.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

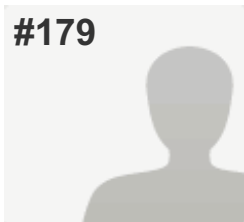
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#179



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:43:55 AM

Last Modified: Tuesday, February 10, 2015 4:47:42 AM

Time Spent: 00:03:47

IP Address: 90.214.0.144

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Stupid, a less offensive version of "retard". Usually used as a noun to describe an action rather than a person.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Without the initial question, probably wouldn't make the connection to the word "herp" (no caps).

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

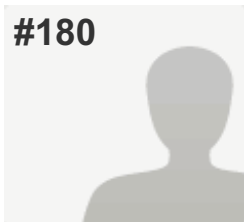
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#180



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:48:41 AM

Last Modified: Tuesday, February 10, 2015 4:50:43 AM

Time Spent: 00:02:01

IP Address: 66.231.140.160

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpies. Like "She got the herp after doing that gloryhole"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Snicker

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

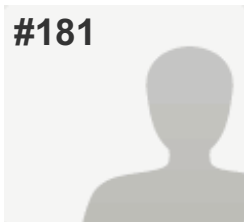
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#181



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:03:10 AM

Last Modified: Tuesday, February 10, 2015 5:04:23 AM

Time Spent: 00:01:12

IP Address: 2.246.120.196

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derpiness

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Another troll -.-

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

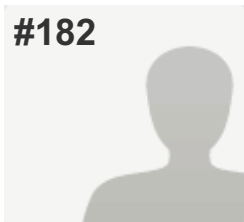
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#182



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:07:36 AM

Last Modified: Tuesday, February 10, 2015 5:08:44 AM

Time Spent: 00:01:07

IP Address: 37.76.46.70

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Funny

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

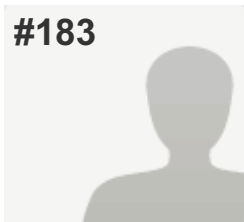
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#183



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:17:12 AM

Last Modified: Tuesday, February 10, 2015 5:18:47 AM

Time Spent: 00:01:35

IP Address: 144.132.80.229

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

9gag

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

No reaction, the capitals remove the association

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

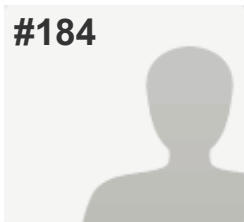
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#184



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:22:37 AM

Last Modified: Tuesday, February 10, 2015 5:23:49 AM

Time Spent: 00:01:11

IP Address: 140.254.70.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

short for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

that it would either be related to herpes or snake-studying (herpetology)

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

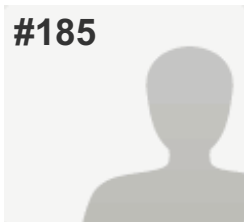
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#185



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:25:12 AM

Last Modified: Tuesday, February 10, 2015 5:25:26 AM

Time Spent: 00:00:14

IP Address: 159.91.113.108

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

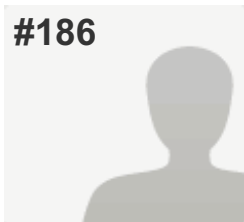
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#186



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:29:36 AM

Last Modified: Tuesday, February 10, 2015 5:30:39 AM

Time Spent: 00:01:03

IP Address: 141.117.154.96

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A filler word to use when imitating a dumb person

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Dumb

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

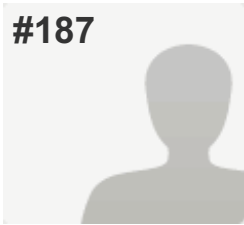
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#187



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:34:27 AM

Last Modified: Tuesday, February 10, 2015 5:36:33 AM

Time Spent: 00:02:05

IP Address: 124.183.81.154

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A moment of stupidity.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

South park

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

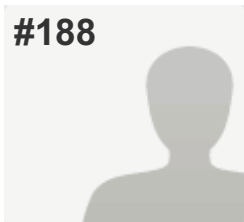
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#188



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:46:35 AM

Last Modified: Tuesday, February 10, 2015 5:49:06 AM

Time Spent: 00:02:30

IP Address: 27.33.135.224

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nonsense, originating from rage comics where it is sometimes used as a name.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

It's not really a word

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be feel positively about the organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

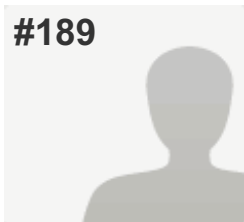
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#189



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:49:45 AM

Last Modified: Tuesday, February 10, 2015 5:51:07 AM

Time Spent: 00:01:22

IP Address: 91.252.159.215

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herp derp - herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Written like this seems like ah acronym

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

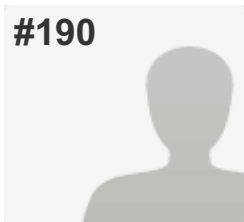
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#190



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 5:56:52 AM

Last Modified: Tuesday, February 10, 2015 5:57:23 AM

Time Spent: 00:00:31

IP Address: 206.174.182.154

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

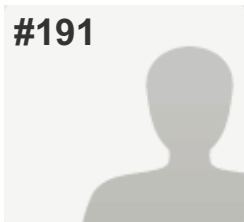
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#191



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:01:40 AM

Last Modified: Tuesday, February 10, 2015 6:02:08 AM

Time Spent: 00:00:28

IP Address: 138.192.90.205

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

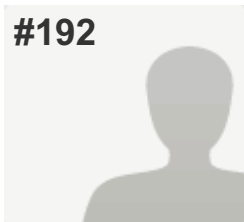
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#192



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:01:33 AM

Last Modified: Tuesday, February 10, 2015 6:02:57 AM

Time Spent: 00:01:24

IP Address: 86.129.191.145

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

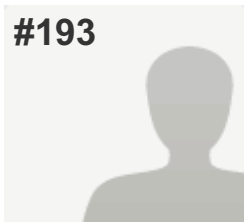
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#193



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:10:00 AM

Last Modified: Tuesday, February 10, 2015 6:11:13 AM

Time Spent: 00:01:12

IP Address: 82.46.36.128

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

it's a silly internet word used as filler for when an idiot is saying something - herp derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

thinking of a meme/image macro/silly cartoon. After that I think about herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

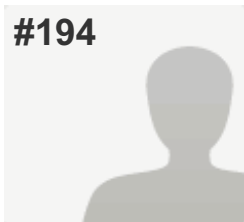
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#194



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:12:58 AM

Last Modified: Tuesday, February 10, 2015 6:13:37 AM

Time Spent: 00:00:38

IP Address: 173.22.226.121

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

dump

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

someone is just blabbing

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

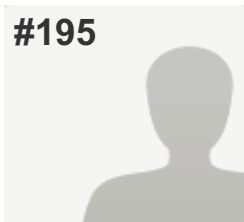
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#195



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:18:51 AM

Last Modified: Tuesday, February 10, 2015 6:19:42 AM

Time Spent: 00:00:50

IP Address: 91.151.119.145

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

the prefix of derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

say herp derp!

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be excited about this organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

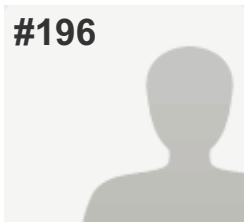
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#196



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:20:16 AM

Last Modified: Tuesday, February 10, 2015 6:21:16 AM

Time Spent: 00:01:00

IP Address: 84.186.86.211

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ew

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

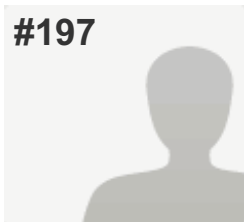
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#197



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:22:21 AM

Last Modified: Tuesday, February 10, 2015 6:23:11 AM

Time Spent: 00:00:49

IP Address: 173.27.220.8

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Cringe

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

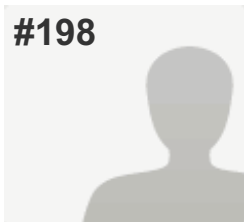
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#198



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:21:33 AM

Last Modified: Tuesday, February 10, 2015 6:23:56 AM

Time Spent: 00:02:22

IP Address: 108.203.168.78

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptiles

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Familiarity. Reminds me of my herpetology friends.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be excited about this organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

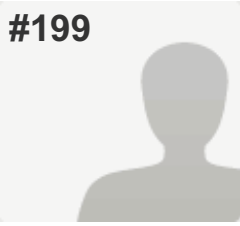
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#199



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:24:32 AM

Last Modified: Tuesday, February 10, 2015 6:25:22 AM

Time Spent: 00:00:49

IP Address: 58.123.201.157

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

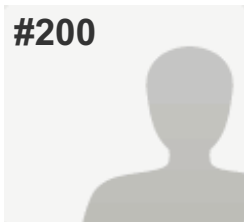
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#200



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:35:28 AM

Last Modified: Tuesday, February 10, 2015 6:36:47 AM

Time Spent: 00:01:18

IP Address: 163.153.108.129

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Proceeds the word "derp" in the expression "Herp derp."

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

(°_°)

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

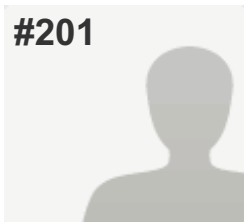
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#201



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:40:27 AM

Last Modified: Tuesday, February 10, 2015 6:40:45 AM

Time Spent: 00:00:18

IP Address: 69.73.85.197

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herp derp. Reddit term for dumb.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

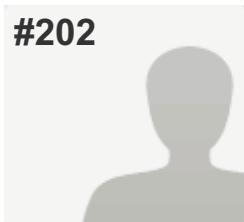
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#202



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:40:03 AM

Last Modified: Tuesday, February 10, 2015 6:41:07 AM

Time Spent: 00:01:03

IP Address: 128.138.23.205

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I've never encountered this word before

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

No reaction

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

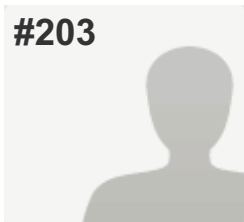
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#203



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:53:35 AM

Last Modified: Tuesday, February 10, 2015 6:54:37 AM

Time Spent: 00:01:02

IP Address: 108.31.153.107

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Slow, stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herp-aderp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

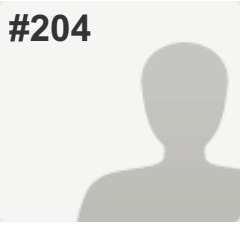
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#204



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 6:56:32 AM

Last Modified: Tuesday, February 10, 2015 6:58:34 AM

Time Spent: 00:02:01

IP Address: 62.163.192.179

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

stupid 'murica act like they are french and say urb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

weed

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

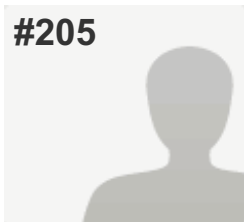
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#205



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 7:04:55 AM

Last Modified: Tuesday, February 10, 2015 7:05:42 AM

Time Spent: 00:00:47

IP Address: 114.108.214.209

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

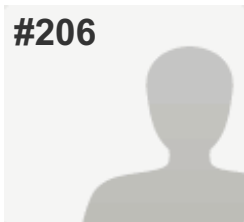
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#206



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 7:13:38 AM

Last Modified: Tuesday, February 10, 2015 7:14:45 AM

Time Spent: 00:01:06

IP Address: 81.145.214.216

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herp derp a herpy derpy

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derpy derp a herp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

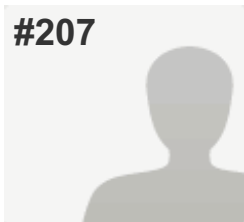
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#207



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 7:22:15 AM

Last Modified: Tuesday, February 10, 2015 7:23:55 AM

Time Spent: 00:01:39

IP Address: 163.153.108.129

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

First word in the expression "herp derp"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

naivety

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

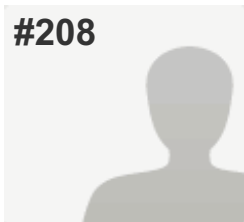
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#208



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 7:30:15 AM

Last Modified: Tuesday, February 10, 2015 7:31:11 AM

Time Spent: 00:00:56

IP Address: 73.171.5.39

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Something silly

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

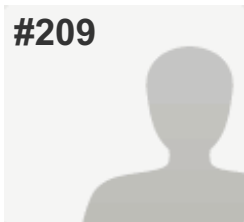
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#209



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 7:56:50 AM

Last Modified: Tuesday, February 10, 2015 7:58:28 AM

Time Spent: 00:01:37

IP Address: 86.177.18.14

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

reminds me of herpes and being an idiot

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

ew

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

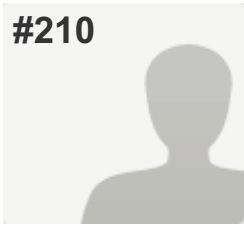
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#210



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:02:07 AM

Last Modified: Tuesday, February 10, 2015 8:03:30 AM

Time Spent: 00:01:22

IP Address: 109.146.198.118

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpees

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

keep your distance

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

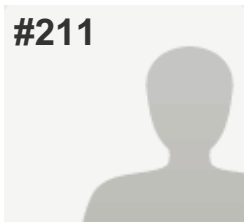
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#211



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:04:04 AM

Last Modified: Tuesday, February 10, 2015 8:05:04 AM

Time Spent: 00:00:59

IP Address: 81.109.88.163

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

std treatment

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

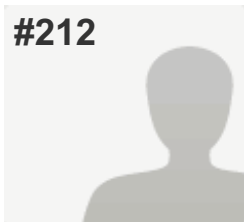
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#212



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:04:47 AM

Last Modified: Tuesday, February 10, 2015 8:05:52 AM

Time Spent: 00:01:04

IP Address: 24.10.134.30

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Nothing really.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

If it's capitalzied like that, I assume it's initialized.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

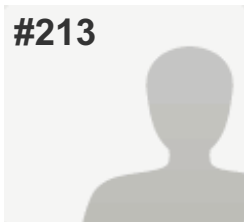
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#213



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:14:56 AM

Last Modified: Tuesday, February 10, 2015 8:15:19 AM

Time Spent: 00:00:23

IP Address: 70.198.136.134

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Similar to derp was the first reaction

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

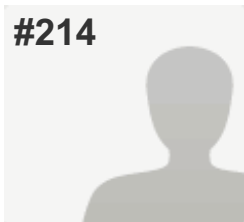
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#214



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:40:21 AM

Last Modified: Tuesday, February 10, 2015 8:42:30 AM

Time Spent: 00:02:09

IP Address: 151.188.213.146

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It means nothing to me. I have never heard it.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I immediately thought of herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Kill the snake.

Q5: Are you male or female?

Male

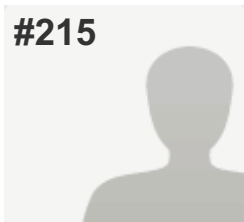
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#215



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:42:39 AM

Last Modified: Tuesday, February 10, 2015 8:42:54 AM

Time Spent: 00:00:14

IP Address: 94.197.120.31

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

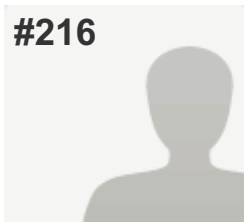
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#216



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:46:37 AM

Last Modified: Tuesday, February 10, 2015 8:47:08 AM

Time Spent: 00:00:30

IP Address: 175.156.206.3

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

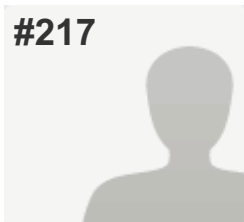
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#217



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:55:15 AM

Last Modified: Tuesday, February 10, 2015 8:56:30 AM

Time Spent: 00:01:15

IP Address: 73.29.77.60

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Giggle

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

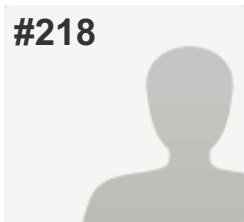
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#218



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:55:40 AM

Last Modified: Tuesday, February 10, 2015 8:56:55 AM

Time Spent: 00:01:14

IP Address: 86.146.151.70

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

the ensuing material will be exceedingly stupid: avoid at all costs

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

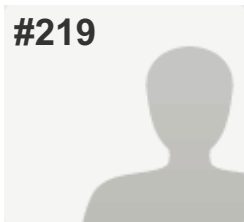
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#219



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:05:06 AM

Last Modified: Tuesday, February 10, 2015 9:06:34 AM

Time Spent: 00:01:28

IP Address: 198.203.177.177

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

meaningless filler word for talking about something dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

confusion; did they mean "herp derp" or "herpes?"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

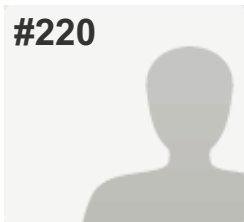
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#220



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:09:03 AM

Last Modified: Tuesday, February 10, 2015 9:10:03 AM

Time Spent: 00:01:00

IP Address: 208.79.179.82

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think about Internet memes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

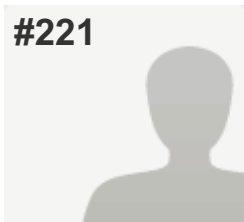
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#221



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:09:41 AM

Last Modified: Tuesday, February 10, 2015 9:11:27 AM

Time Spent: 00:01:45

IP Address: 92.40.248.146

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I think that's like an old man's name

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"That's a stupid sounding word"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

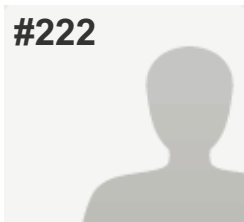
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#222



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:13:20 AM

Last Modified: Tuesday, February 10, 2015 9:14:09 AM

Time Spent: 00:00:49

IP Address: 24.244.32.61

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

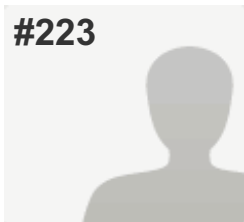
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#223



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:14:31 AM

Last Modified: Tuesday, February 10, 2015 9:15:43 AM

Time Spent: 00:01:11

IP Address: 70.36.60.235

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Annoyance at shortening a longer word

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

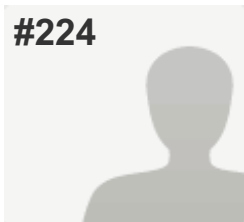
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#224



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:22:07 AM

Last Modified: Tuesday, February 10, 2015 9:23:10 AM

Time Spent: 00:01:02

IP Address: 158.135.102.19

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Idiocy, brain fart

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Careless mistakes, idiocy

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

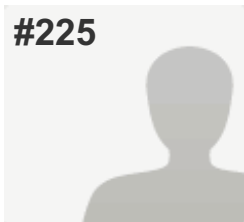
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#225



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:22:38 AM

Last Modified: Tuesday, February 10, 2015 9:23:52 AM

Time Spent: 00:01:13

IP Address: 71.219.23.198

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

There must be a better acronym for this

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

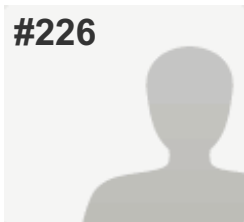
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#226



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:27:36 AM

Last Modified: Tuesday, February 10, 2015 9:28:13 AM

Time Spent: 00:00:37

IP Address: 24.126.203.166

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derpy.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derpy

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

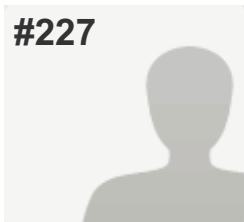
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#227



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:38:45 AM

Last Modified: Tuesday, February 10, 2015 9:40:19 AM

Time Spent: 00:01:33

IP Address: 140.254.185.27

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

depends on context. When online or when goofing around it means to do something silly, to mess up. But among my sciency friends it's a shortening of the word "herpetology"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpetology

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

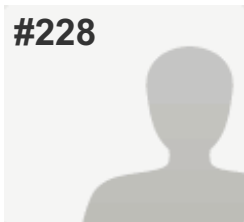
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#228



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:41:01 AM

Last Modified: Tuesday, February 10, 2015 9:42:15 AM

Time Spent: 00:01:14

IP Address: 86.148.239.64

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herp derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

funny

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

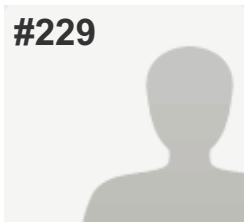
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#229



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:45:27 AM

Last Modified: Tuesday, February 10, 2015 9:47:06 AM

Time Spent: 00:01:39

IP Address: 150.250.214.16

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Idiocy, STDs

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"Something a idiot would be thinking"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

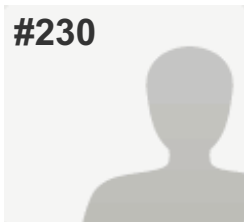
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#230



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:44:36 AM

Last Modified: Tuesday, February 10, 2015 9:47:18 AM

Time Spent: 00:02:42

IP Address: 70.194.11.45

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It was part of rage comics, and reminds me of 2010-2011.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I related it to derp, and didn't have that much reaction to it.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

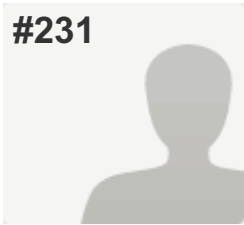
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#231



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:55:46 AM

Last Modified: Tuesday, February 10, 2015 9:56:08 AM

Time Spent: 00:00:22

IP Address: 67.6.162.216

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

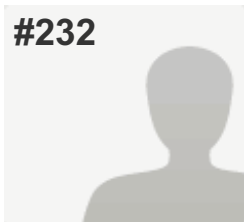
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#232



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 9:56:43 AM

Last Modified: Tuesday, February 10, 2015 9:57:19 AM

Time Spent: 00:00:36

IP Address: 84.193.242.72

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Respondent skipped this question

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

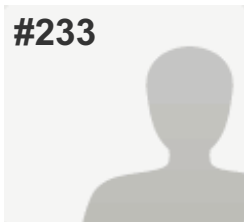
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#233



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:02:41 AM

Last Modified: Tuesday, February 10, 2015 10:04:14 AM

Time Spent: 00:01:33

IP Address: 98.247.164.186

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Reptiles. Or herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of either lizards or herpes sores.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

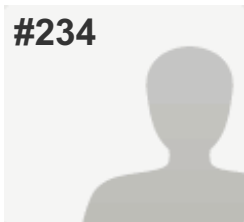
Q6: What is your age?

50-59

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#234



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:04:04 AM

Last Modified: Tuesday, February 10, 2015 10:05:01 AM

Time Spent: 00:00:56

IP Address: 146.200.116.37

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpies

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

OMG what??

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

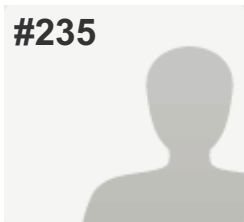
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#235



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:12:48 AM

Last Modified: Tuesday, February 10, 2015 10:14:08 AM

Time Spent: 00:01:19

IP Address: 74.79.77.133

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

dumb (like herp derp) or having to do with herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

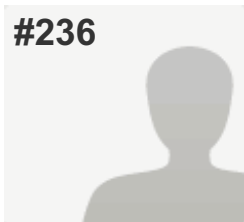
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#236



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:12:40 AM

Last Modified: Tuesday, February 10, 2015 10:14:34 AM

Time Spent: 00:01:54

IP Address: 206.192.168.25

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

an expression of confused uncertainty

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

it is being said by someone who is of lower intelligence, and is confused (probably from the meme using it as 'herp derp')

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

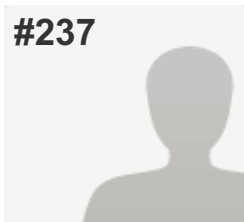
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#237



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:22:13 AM

Last Modified: Tuesday, February 10, 2015 10:24:24 AM

Time Spent: 00:02:10

IP Address: 174.230.2.36

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

silliness, incompetence, foolishness, derp , mental disability

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

old meme but funny

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

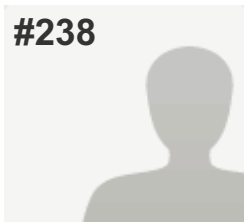
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#238



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:23:30 AM

Last Modified: Tuesday, February 10, 2015 10:24:42 AM

Time Spent: 00:01:11

IP Address: 80.111.92.174

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Sounds like herpes, I don't know the definition of herp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

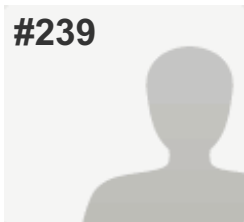
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#239



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:13:47 AM

Last Modified: Tuesday, February 10, 2015 10:28:07 AM

Time Spent: 00:14:19

IP Address: 75.95.51.197

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It obviously isn't a "real" word, but in my mind it's something like "derp," which is more of a noise referring to someone doing something goofy. In a certain context, I might also assume it's referring to herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

like that? Herpes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Female

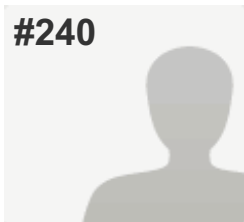
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Graduate degree

#240



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:30:36 AM

Last Modified: Tuesday, February 10, 2015 10:31:43 AM

Time Spent: 00:01:07

IP Address: 207.231.231.85

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

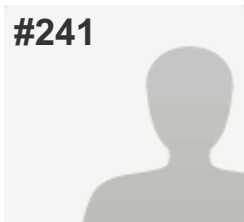
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#241



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:43:43 AM

Last Modified: Tuesday, February 10, 2015 10:45:25 AM

Time Spent: 00:01:42

IP Address: 63.231.68.34

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

It means dumb or herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of someone saying "herp de derp" when mocking someone for being stupid.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

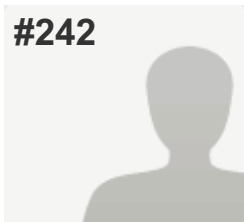
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#242



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:47:56 AM

Last Modified: Tuesday, February 10, 2015 10:49:06 AM

Time Spent: 00:01:10

IP Address: 206.144.31.60

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derpy, kinda clumsy/dumb

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

think of herp derp
when someone does something dumb

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

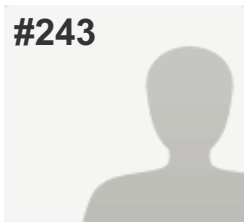
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#243



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:49:12 AM

Last Modified: Tuesday, February 10, 2015 10:49:49 AM

Time Spent: 00:00:36

IP Address: 155.247.153.18

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Slang for herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Slang for herpes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

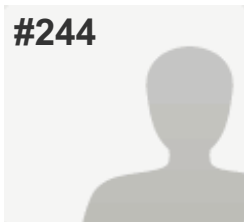
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#244



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:48:47 AM

Last Modified: Tuesday, February 10, 2015 10:50:01 AM

Time Spent: 00:01:14

IP Address: 79.116.178.105

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herp derp

Just an onomatopoeia for "stupid".

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"heh"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

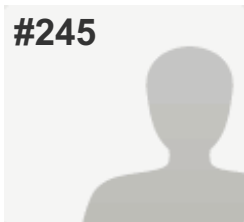
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#245



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 10:57:03 AM

Last Modified: Tuesday, February 10, 2015 10:57:54 AM

Time Spent: 00:00:51

IP Address: 216.174.135.149

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Mental retardation

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

HERP DERP DURR

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

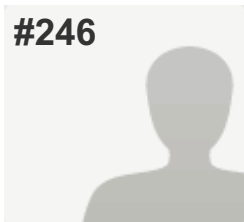
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#246



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 11:00:45 AM

Last Modified: Tuesday, February 10, 2015 11:00:54 AM

Time Spent: 00:00:08

IP Address: 46.5.226.139

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

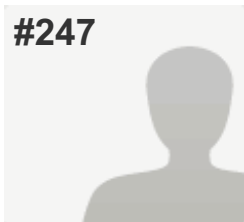
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#247



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 11:01:46 AM

Last Modified: Tuesday, February 10, 2015 11:03:00 AM

Time Spent: 00:01:14

IP Address: 86.1.39.80

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Association to Herpes; a disease.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Bemeusement.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

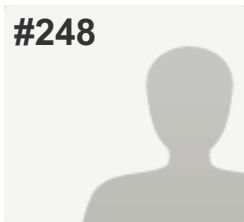
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#248



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 11:07:13 AM

Last Modified: Tuesday, February 10, 2015 11:07:23 AM

Time Spent: 00:00:10

IP Address: 71.113.8.251

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I don't know

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

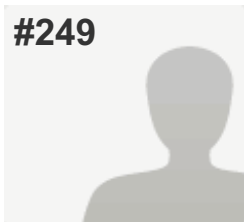
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#249



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 11:42:58 AM

Last Modified: Tuesday, February 10, 2015 11:44:35 AM

Time Spent: 00:01:37

IP Address: 86.40.87.248

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

I don't know, but "herpes" came to mind, so I think it may have something to do with disease or bacteria?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"What does this mean?"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

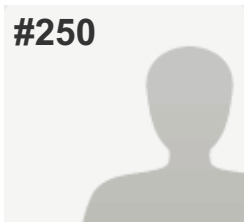
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#250



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:39:17 PM

Last Modified: Tuesday, February 10, 2015 12:39:58 PM

Time Spent: 00:00:41

IP Address: 82.38.13.40

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herp a derp!

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Silly, internet memes

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Female

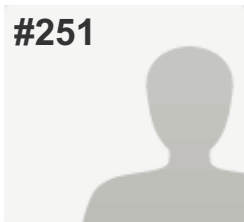
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#251



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 12:47:41 PM

Last Modified: Tuesday, February 10, 2015 12:48:19 PM

Time Spent: 00:00:38

IP Address: 96.249.48.227

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A communicatable venereal disease

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Does she have it?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

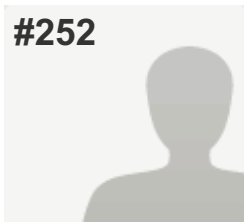
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#252



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:12:03 PM

Last Modified: Tuesday, February 10, 2015 1:12:48 PM

Time Spent: 00:00:44

IP Address: 38.88.13.74

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Something Silly

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

To sigh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

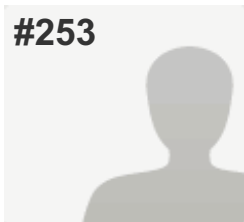
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#253



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:16:16 PM

Last Modified: Tuesday, February 10, 2015 1:17:06 PM

Time Spent: 00:00:50

IP Address: 131.107.192.114

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

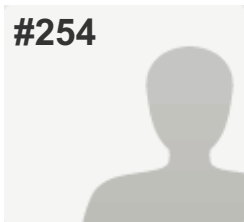
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#254



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:21:58 PM

Last Modified: Tuesday, February 10, 2015 1:23:37 PM

Time Spent: 00:01:39

IP Address: 178.42.138.219

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

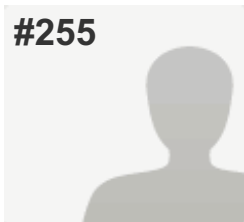
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#255



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 1:47:54 PM

Last Modified: Tuesday, February 10, 2015 1:49:12 PM

Time Spent: 00:01:18

IP Address: 121.44.6.20

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

On its own, it means herpes to me.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of 'herp derp'

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

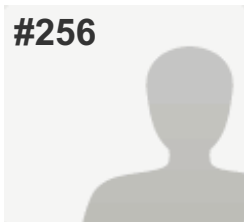
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#256



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:10:05 PM

Last Modified: Tuesday, February 10, 2015 2:11:28 PM

Time Spent: 00:01:22

IP Address: 37.201.169.15

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herpes, derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I think of a guy named Herp. He's like the Derp guy from memes.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

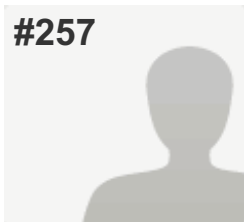
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#257



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:27:36 PM

Last Modified: Tuesday, February 10, 2015 2:28:43 PM

Time Spent: 00:01:07

IP Address: 75.177.150.151

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Short for herpes.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes. Sores. Weeping sores.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

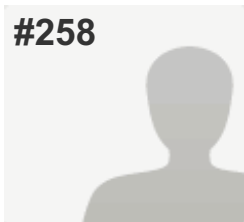
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#258



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:34:39 PM

Last Modified: Tuesday, February 10, 2015 2:34:51 PM

Time Spent: 00:00:12

IP Address: 87.88.77.238

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

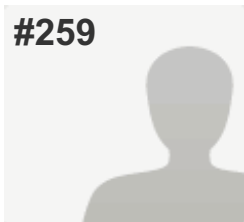
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#259



INCOMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 2:41:25 PM

Last Modified: Tuesday, February 10, 2015 2:41:36 PM

Time Spent: 00:00:11

IP Address: 187.240.66.220

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

singular of herpes

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Respondent skipped this question

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

Respondent skipped this question

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Respondent skipped this question

Q5: Are you male or female?

Respondent skipped this question

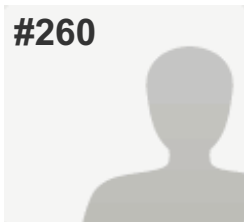
Q6: What is your age?

Respondent skipped this question

Q7: What is the highest level of school you have completed or the highest degree you have received?

Respondent skipped this question

#260



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 3:34:46 PM

Last Modified: Tuesday, February 10, 2015 3:35:19 PM

Time Spent: 00:00:33

IP Address: 77.249.125.151

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

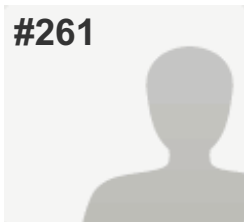
Q6: What is your age?

30-39

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#261



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:01:38 PM

Last Modified: Tuesday, February 10, 2015 4:03:40 PM

Time Spent: 00:02:02

IP Address: 194.80.232.9

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Don't know, nothing.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Reminds me of herp derp.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

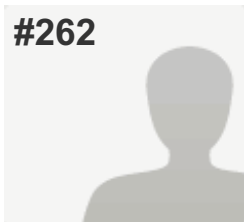
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#262



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:09:26 PM

Last Modified: Tuesday, February 10, 2015 4:10:10 PM

Time Spent: 00:00:44

IP Address: 108.72.32.223

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

herp=derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

'derp'

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

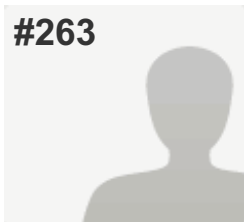
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#263



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:18:39 PM

Last Modified: Tuesday, February 10, 2015 4:20:48 PM

Time Spent: 00:02:08

IP Address: 88.104.85.70

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

A herp is a reptile or amphibian; herpetofauna.

Herping is looking for or caring for herps.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

"Yay, another herpetologist!"

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would be excited about this organization.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Respondent skipped this question

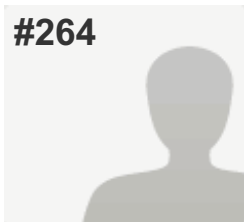
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Associate degree

#264



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:31:53 PM

Last Modified: Tuesday, February 10, 2015 4:32:51 PM

Time Spent: 00:00:57

IP Address: 65.49.14.139

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Short for herpes, or part of "herp de derp"

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Nothing good

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

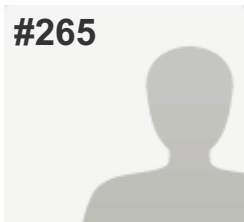
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#265



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:33:27 PM

Last Modified: Tuesday, February 10, 2015 4:33:50 PM

Time Spent: 00:00:23

IP Address: 128.32.99.211

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

derp

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

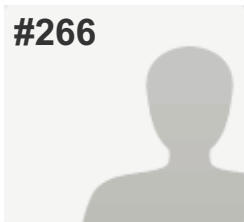
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#266



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 4:39:03 PM

Last Modified: Tuesday, February 10, 2015 4:40:07 PM

Time Spent: 00:01:04

IP Address: 85.101.215.142

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Unattractive faces.

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I assume someone is making fun of someone else's appearance.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

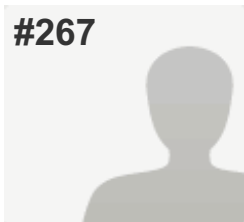
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#267



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Tuesday, February 10, 2015 8:03:05 PM

Last Modified: Tuesday, February 10, 2015 8:05:23 PM

Time Spent: 00:02:17

IP Address: 208.100.177.10

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Lizard or disease, negative connotation

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

I was trying to figure out what context it was being used in.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

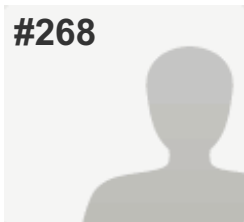
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#268



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 12:10:30 AM

Last Modified: Wednesday, February 11, 2015 12:12:14 AM

Time Spent: 00:01:44

IP Address: 106.76.237.127

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Herpes?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Weird name

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

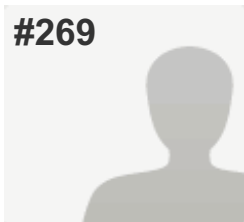
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

High school degree or equivalent (e.g., GED)

#269



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 5:37:17 AM

Last Modified: Wednesday, February 11, 2015 5:38:12 AM

Time Spent: 00:00:55

IP Address: 203.59.45.18

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

to do something stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

HERP A DERP

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

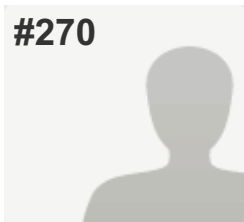
Q6: What is your age?

18-20

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree

#270



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 6:14:43 AM

Last Modified: Wednesday, February 11, 2015 6:15:46 AM

Time Spent: 00:01:02

IP Address: 176.67.168.144

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Is that even a word? Really?

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herpes? Misspelt Harp?

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would have a negative reaction.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Male

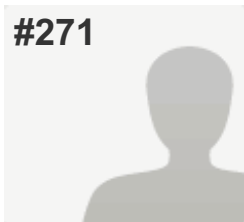
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#271



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 7:50:49 AM

Last Modified: Wednesday, February 11, 2015 7:51:30 AM

Time Spent: 00:00:41

IP Address: 66.87.133.251

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Stupid

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Herp a derp

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would find the organization funny or not take it seriously.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Take a photograph of it and tell people about the experience.

Q5: Are you male or female?

Male

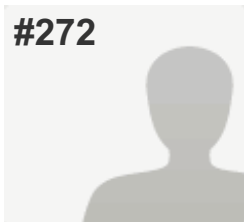
Q6: What is your age?

17 or younger

Q7: What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

#272



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 7:51:37 AM

Last Modified: Wednesday, February 11, 2015 7:52:11 AM

Time Spent: 00:00:34

IP Address: 67.168.117.150

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Either short for 'herpes' or 'herp de derp'

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Meh

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would not have any reaction one way or the other.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Do nothing; you have no interest in the snake one way or another.

Q5: Are you male or female?

Male

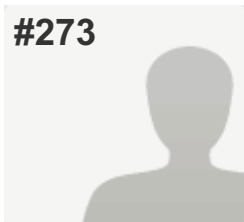
Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Bachelor degree

#273



COMPLETE

Collector: Web Link 1 (Web Link)

Started: Wednesday, February 11, 2015 10:17:37 AM

Last Modified: Wednesday, February 11, 2015 10:19:19 AM

Time Spent: 00:01:42

IP Address: 72.175.56.74

PAGE 1: 1 of 3

Q1: What does the word "herp" mean to you?

Dat's a nasty STD, yo. Ew!

PAGE 2

Q2: When you hear or read the word HERP, what is your first reaction?

Ew.

Q3: If an organization's name includes the word HERP, how would that affect your initial reaction to the organization?

I would assume the organization is a joke or satire.

PAGE 3

Q4: If you see a rattlesnake in the wild, what do you do?

Run away as fast as possible.

Q5: Are you male or female?

Female

Q6: What is your age?

21-29

Q7: What is the highest level of school you have completed or the highest degree you have received?

Some college but no degree