

**Disclaimer**

You are being invited to participate in a research study titled Nose and Rose. This study is being done by Hosea Duan from the Hong Kong University of Hong Kong Polytechnic University.

The purpose of this research study is to study how people describe smell, which aims help Anosmia (people lose ability to smell) to communication with people about smell. This will take you approximately 40 minutes to complete. Your participation in this study is entirely voluntary and you can withdraw at any time. You are free to omit any question. All of the information you provide will be used for research and research only.

**Background :**

Age \_\_\_\_\_ Gender \_\_\_\_\_ Occupation \_\_\_\_\_

**General question****1. Do you think smell is important to you or not in general? [Single choice]**

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

**2. What do you think is the most pain point if you lost ability to smell? [Multi choice]**

- No longer enjoy the food
- No longer enjoy the perfume
- Lose the opportunity to explore new smell
- Disagree
- Strongly disagree

**3. Do you have an Anosmia friend? [Single choice]**

- Yes
- No

**1. Odor- driven behavior****1. Did you ever going to a restaurant because of the smell?**

- Yes
- No

**2. Do you think smell influence your daily life?**

- Yes
- No

**3. Do you ever care the smell of yourself?**

- Yes
- No

**4. Will you wear perfume because you have a bad smell?**

- Yes
- No

**5. Do you believe that smell will become your motivation?**

- Strongly believe
- Believe
- No opinion
- Doubt it
- Don't Believe it at all

**2. Scent Marketing****1. Do you ever going to shopping mall and feelings a special smell which makes you want to purchase?**

- Yes
- No

**2. Do you find out that every shopping mall have different smell?**

- Yes
- No

### 3. Smell and Memory

1. Do you remember a specific moment / object because of smell? If yes, describe it to me.

Yes, I remember (Be specific) \_\_\_\_\_

No

2. What is your favorite smell? Why?

\_\_\_\_\_

3. Is there any smell makes you sad or exciting?

Yes, it is \_\_\_\_\_ which makes me \_\_\_\_\_

### 4. Smell and taste

1. Do you recognize a food by smell or sight?

Smell

Sight

2. Do you prefer the taste of the food or the smell of the food in general?

Smell

Taste

### 5. Description

1. Did you ever describe a smell to your friends?

Yes

No

2. How will you describe a smell?

By used a lot of adjectives

Describe it by use a similar odor

By used the color of the object you describe

Used the same memory to describe

Others\_\_\_\_\_

3. How will you describe a smell to your friends who lost ability to smell?

By used a lot of adjectives

Describe it by use a similar odor

By used the color of the object you describe

Used the same memory to describe

Others\_\_\_\_\_

4. What will be fun to describe (explore) a smell?

Share the memory/story of the smell

Play a game to describe the smell in pair

Know more information about this kind of smell

Others\_\_\_\_\_