

# **Taiwan Social Change Survey**

Survey 2003: Round 4, Year 4  
Questionnaire I  
Mass Media

Respondent's ID:

Interviewer's Name: \_\_\_\_\_

Area of Interview: \_\_\_\_\_

Institute of Sociology, Academia Sinica

Respondent's id : \_\_\_\_\_

Card I  0 17

Respondent's phone no : \_\_\_\_\_

Interview started at : \_\_\_\_month\_\_\_\_day\_\_\_\_hour\_\_\_\_minute

8  15

## A 、 Demographics

1. Gender: ☐ (1) Male ☐ (2) Female

a1 17

2. When were you born? R. O. C. year \_\_\_\_\_

ya2 18 19

3. Where were you born?

aa3 20 22

\_\_\_\_ Province (Municipality), \_\_\_\_\_ County (City),  
\_\_\_\_ Township (Town, City, District)

4. Where did you live the longest before age 15?

aa4 23 25

\_\_\_\_ Province (Municipality), \_\_\_\_\_ County (City),  
\_\_\_\_ Township (Town, City, District)

5. What is your father's ethnic background? \_\_\_\_\_

a5 26

☐ (1) Fukienese of Taiwan

☐ (2) Hakka of Taiwan

☐ (3) Mainlander

☐ (4) Aborigine

☐ (5) Other (Please specify) \_\_\_\_\_

6. What is your mother's ethnic background? \_\_\_\_\_

a6 27

☐ (1) Fukienese of Taiwan

☐ (2) Hakka of Taiwan

☐ (3) Mainlander

☐ (4) Aborigine

☐ (5) Other (Please specify) \_\_\_\_\_

7. Are you married?

a7 28

☐ (1) Unmarried (skip to Q9)

☐ (2) Married

☐ (3) Cohabitation

☐ (4) Divorced or separated (skip to Q9)

☐ (5) My spouse is deceased (skip to Q9)

☐ (6) Other (please specify)

8a. When was your spouse (or partner) born? R. O. C. year \_\_\_\_\_

ya8a 29 30

8b. What is the ethnic background of your spouse's (or partner's) father?\_\_\_\_\_ a8b ☐31

- ☐ (1) Fukienese of Taiwan
- ☐ (2) Hakka of Taiwan
- ☐ (3) Mainlander
- ☐ (4) Aborigine
- ☐ (5) Other (Please specify)\_\_\_\_\_

8c. What is the ethnic background of your spouse's (or partner's) mother? a8c ☐32

- ☐ (1) Fukienese of Taiwan
- ☐ (2) Hakka of Taiwan
- ☐ (3) Mainlander
- ☐ (4) Aborigine
- ☐ (5) Other (Please specify)\_\_\_\_\_

9. What is your education level? a9 33☐☐34

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Elementary school
- ☐ (04) Junior high school
- ☐ (05) Vocational junior high school
- ☐ (06) High school (general subjects)
- ☐ (07) High school (vocational subjects)
- ☐ (08) Vocational high school
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year junior college (after vocational high school)
- ☐ (12) Three-year junior college (after high school of general subjects)
- ☐ (13) Military/police junior college(one year)
- ☐ (14) Military/police college(two years)
- ☐ (15) Open junior college
- ☐ (16) Military/police college
- ☐ (17) College graduate
- ☐ (18) Master's degree
- ☐ (19) Doctorate degree
- ☐ (20) Other\_\_\_\_\_

(For those with the education level at junior high or under, skip to Q11)

10. Where is your high school or vocational high school located? \_\_\_\_\_county (city)

a10 35☐☐☐37

11. 《Unmarried skip to Q12》

What is your spouse's/partner's education level?

\_\_\_\_\_ a11 38 ☐ ☐ 39

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Elementary school
- ☐ (04) Junior high school
- ☐ (05) Vocational junior high school
- ☐ (06) High school (general subjects)
- ☐ (07) High school (vocational subjects)
- ☐ (08) Vocational high school
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year junior college (after vocational high school)
- ☐ (12) Three-year junior college (after high school of general subjects)
- ☐ (13) Military/police junior college(one year)
- ☐ (14) Military/police college(two years)
- ☐ (15) Open junior college
- ☐ (16) Military/police college
- ☐ (17) College graduate
- ☐ (18) Master's degree
- ☐ (19) Doctorate degree
- ☐ (20) Other \_\_\_\_\_

12. 《Please answer Q12~Q14 regardless of whether your parents are alive or deceased》

What is your father's education level?

a12 40 ☐ ☐ 41

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Elementary school
- ☐ (04) Junior high school
- ☐ (05) Vocational junior high school
- ☐ (06) High school (general subjects)
- ☐ (07) High school (vocational subjects)
- ☐ (08) Vocational high school
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year junior college (after vocational high school)
- ☐ (12) Three-year junior college (after high school of general subjects)
- ☐ (13) Military/police junior college(one year)
- ☐ (14) Military/police college(two years)
- ☐ (15) Open junior college
- ☐ (16) Military/police college
- ☐ (17) College graduate
- ☐ (18) Master's degree
- ☐ (19) Doctorate degree
- ☐ (20) Other \_\_\_\_\_

13. When was your father born?

1. Before R. O. C. year \_\_\_\_\_ 2. R. O. C. year \_\_\_\_\_

a13 42 ☐ ☐ ☐ 44

14. What is your mother's education level?

a14 45 ☐ ☐ 46

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Elementary school
- ☐ (04) Junior high school
- ☐ (05) Vocational junior high school
- ☐ (06) High school (general subjects)
- ☐ (07) High school (vocational subjects)
- ☐ (08) Vocational high school
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year junior college (after vocational high school)
- ☐ (12) Three-year junior college (after high school of general subjects)
- ☐ (13) Military/police junior college (one year)
- ☐ (14) Military/police college (two years)
- ☐ (15) Open junior college
- ☐ (16) Military/police college
- ☐ (17) College graduate
- ☐ (18) Master's degree
- ☐ (19) Doctorate degree
- ☐ (20) Other \_\_\_\_\_

15. Where do you work now and who for?

a15 ☐ 47

- ☐ (1) I work for myself (continue only with question A)
- ☐ (2) I work for an organization or other people (continue only with question B)
- ☐ (3) I work for the family business (continue only with question C)
- ☐ (4) I have no job at present (continue with question D)
- ☐ (5) I am retired (continue with question E)
- ☐ (6) I am a homemaker (continue with question D)
- ☐ (7) I am a student (continue with question D)

A1. Is your business a joint one?

a15a1 ☐ 48

- ☐ (1) Yes   ☐ (2) No

A2. Do you employ anyone?

a15a2 ☐ 49

- ☐ (1) No (skip to Q16)
- ☐ (2) Yes, how many people do you employ? \_\_\_\_\_

a15a2n 50 ☐ ☐ ☐ 52

A3. What relationship do these people have with you?

a15a3 ☐ 53

- ☐ (1) Family members or relatives
- ☐ (2) Some are non-relatives
- ☐ (3) Most are non-relatives
- ☐ (4) All are non-relatives

B. Do you work in a public or private section?

a15b ☐54

- ☐ (1) I work for a government organization
- ☐ (2) I work for a public school
- ☐ (3) I work for a private school
- ☐ (4) I work for a state-owned enterprise
- ☐ (5) I work for a private business
- ☐ (6) Other (please specify)\_\_\_\_\_

C. Do you have a fixed salary? ☐ (1) No ☐ (2) Yes

a15c ☐55

D. Have you worked before?

a15d ☐56

- ☐ (1) No (skip to Q18)
- ☐ (2) Yes (continue with question E)

E. Where did you work, and who for?

a15e ☐57

- ☐ (1) Self-employed (continue with question A)
- ☐ (2) Employed by others (continue with question B)
- ☐ (3) Work for the family business (continue with question C)

16. What is your main occupation (at present, or prior to retirement)? please fill out in detail

a. Industry \_\_\_\_\_ Full name of the company/institution \_\_\_\_\_ ia16a 58☐☐☐60

b. Position \_\_\_\_\_ Department \_\_\_\_\_ Detailed job description \_\_\_\_\_ ca16b 61☐☐☐63

17. How many hours in total did you work last week? \_\_\_\_\_ hours ha17 64☐☐☐66  
《Those who are unmarried or divorced skip to Q19a》

18. What is your spouse's (or partner's) current occupation? please fill out in detail  
(or the occupation before retirement if he/she has retired already, or his/her occupation before he/she passed away)

a. Industry \_\_\_\_\_ Full name of the company/institution \_\_\_\_\_ ia18a 67☐☐☐69

b. Position \_\_\_\_\_ Department \_\_\_\_\_ Detailed job description \_\_\_\_\_ ca18b 70☐☐☐72

19a. What people do you currently live with? 《multiple choice》

☐ (01) Great fraternal grandfather a19a01 ☐73

☐ (02) Great fraternal grandmother a19a02 ☐74

☐ (03) Fraternal grandfather a19a03 ☐75

☐ (04) Fraternal grandmother a19a04 ☐76

☐ (05) Maternal grandfather a19a05 ☐77

☐ (06) Maternal grandmother a19a06 ☐9

☐ (07) Father a19a07 ☐10

☐ (08) Mother a19a08 ☐11

☐ (09) Husband a19a09 ☐12

☐ (10) Wife a19a10 ☐13

Card II 02 8

- ☐ (11) Elder brothers : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a11 14☐☐ a19a11m ☐☐ a19a11s ☐☐19
- ☐ (12) Elder sisters : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a12 20☐☐ a19a12m ☐☐ a19a12s ☐☐25
- ☐ (13) Younger brothers : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a13 26☐☐ a19a13m ☐☐ a19a13s ☐☐31
- ☐ (14) Younger sisters : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a14 32☐☐ a19a14m ☐☐ a19a14s ☐☐37
- ☐ (15) Sons : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a15 38☐☐ a19a15m ☐☐ a19a15s ☐☐43
- ☐ (16) Daughters : total number\_\_\_\_\_ married\_\_\_\_\_ single\_\_\_\_\_
- a19a16 44☐☐ a19a16m ☐☐ a19a16s ☐☐49
- ☐ (17) Grandsons (sons of sons) a19a17 ☐50
- ☐ (18) Granddaughters(daughters of sons) a19a18 ☐51
- ☐ (19) Grandsons (sons of daughters) a19a19 ☐52
- ☐ (20) Granddaughters(daughters of daughters) a19a20 ☐53
- ☐ (21) Father-in-law (husband's father) a19b94 ☐54
- ☐ (22) Mother-in-law (husband's mother) a19b95 ☐55
- ☐ (23) Daughters-in-law \_\_\_\_ a19a23 ☐☐57
- ☐ (24) Father-in-law (wife's father) a19a24 ☐58
- ☐ (25) Mother-in-law (wife's mother) a19a25 ☐59
- ☐ (26) Sons-in-law \_\_\_\_ a19a26 ☐☐61
- ☐ (27) Nephews/nieces (sons/daughters of brothers) a19a27 ☐62
- ☐ (28) Uncles (brothers of father) a19a28 ☐63
- ☐ (29) Wives of uncles (brothers of the father) a19a29 ☐64
- ☐ (30) Sisters-in-law (elder brothers' wives) \_\_\_\_ a19a30 ☐☐66
- ☐ (31) Nephews/nieces (sons/daughters of sisters) a19a31 ☐67
- ☐ (32) Uncles (brothers of the mother) a19a32 ☐68
- ☐ (33) Wives of uncles (brothers of the mother) a19a33 ☐69
- ☐ (34) Brothers-in-law (elder sisters' husbands) \_\_\_\_ a19a34 ☐☐71
- ☐ (35) Husbands of aunts (father's sisters) a19a35 ☐72
- ☐ (36) Aunts (father's sisters) a19a36 ☐73
- ☐ (37) Sisters-in-law (younger brothers' wives) \_\_\_\_ a19a37 ☐☐75
- ☐ (38) Husbands of aunts (mother's sisters) a19a38 ☐76
- ☐ (39) Aunts (mother's sisters) a19a39 ☐77
- ☐ (40) Brothers-in-law (younger sisters' husbands) \_\_\_\_ Card II 02 8 a19a40 ☐☐10
- ☐ (41) Friends a19a41 ☐11
- ☐ (42) Other relatives (please specify)\_\_\_\_\_ a19a42 ☐12

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> (43) Brothers of spouse           | a19a43 <input type="checkbox"/> 13 |
| <input type="checkbox"/> (44) Spouses of spouse's brothers | a19a44 <input type="checkbox"/> 14 |
| <input type="checkbox"/> (45) Cohabitation partner         | a19a45 <input type="checkbox"/> 15 |
| <input type="checkbox"/> (46) Domestic helper              | a19a46 <input type="checkbox"/> 16 |
| <input type="checkbox"/> (47) Other (please specify) _____ | a19a47 <input type="checkbox"/> 17 |

19b. How many people do you currently live with (including yourself) ? \_\_\_\_\_ a19b 18 ☐ ☐19

## B. Media behavior

1. How often did you chat with others during the last year? (interviewer please show card #1)

b1 20 ☐ ☐21

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q3)
- ☐ (09) Never (skip to Q3)

2. Who do you most often chat with?

b2 ☐22

- ☐ (1) Family members and relatives
- ☐ (2) Neighbors
- ☐ (3) Coworkers
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_

3. How often did you have a meeting with others during the last year?

(interviewer please show card #1)

b3 23 ☐ ☐24

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q5)
- ☐ (09) Never (skip to Q5)

4. Who do you most often have a meeting with?

b4 ☐25

- ☐ (1) Family members and relatives
- ☐ (2) Neighbors
- ☐ (3) Coworkers
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_



5. How often did you write during the last year? (excluding e-mail)

(interviewer please show card #1)

b5 26 ☐ ☐ 27

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q7)
- ☐ (09) Never (skip to Q7)

6. Who do you most often write to?

b6 ☐ 28

- ☐ (1) Family members and relatives
- ☐ (2) Neighbors
- ☐ (3) Coworkers
- ☐ (4) Friends
- ☐ (5) Other (please specify) \_\_\_\_\_

7. How often did you use the phone during the last year? (including cell phones)

(interviewer please show card #1)

b7 29 ☐ ☐ 30

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q10)
- ☐ (09) Never (skip to Q10)

8. On average, how much time do you spend on the phone (including cell phones) every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb8 31 ☐ ☐ ☐ ☐ 34

9. Who do you most often call?

b9 ☐ 35

- ☐ (1) Family members and relatives
- ☐ (2) Neighbors
- ☐ (3) Coworkers
- ☐ (4) Friends
- ☐ (5) Other (please specify) \_\_\_\_\_

10. How often did you use the fax machine during the last year?

(interviewer please show card #1)

b10 36 ☐ ☐ 37

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q12)
- ☐ (09) Never (skip to Q12)

11. Who do you most often send a fax to?

b11 ☐ 38

- ☐ (1) Family members and relatives
- ☐ (2) Neighbors
- ☐ (3) Coworkers
- ☐ (4) Friends
- ☐ (5) Other (please specify) \_\_\_\_\_

12. How often did you read the newspaper during the last year?

b12 39 ☐ ☐ 40

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q17b)
- ☐ (09) Never (skip to Q17b)

13. On average, how many days in a week would you read the newspaper? \_\_\_\_\_ days

b13 41 ☐ ☐ 42

14. On average, how much time do you spend on reading the newspaper every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb14 43 ☐ ☐ ☐ ☐ 46

15. Usually how many newspapers do you have at home? (including single purchases, subscriptions/complimentary copies, either in Chinese or English )

- ☐ (1) \_\_\_\_\_
- ☐ (2) None

b15 47 ☐ b15n ☐ 48

16. What newspapers do you most often read? (please ask the respondent to name them in order)

\_\_\_\_\_ b16a 49 ☐ ☐ b16b ☐ ☐ b16c ☐ ☐ 54

17a. What topics do you most often read in a newspaper?

b17a1 55 ☐ ☐ b17a2 ☐ ☐ b17a3 ☐ ☐ 60

- ☐ (01) Politics
- ☐ (02) Social topics
- ☐ (03) China
- ☐ (04) Leisure and Entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and Financial management
- ☐ (07) Medicine and Health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and Technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and Novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and Feng-shui
- ☐ (18) Finance and Industries
- ☐ (19) Education and Language
- ☐ (20) Vogue and Fashion
- ☐ (21) Commentaries or letters to the editor
- ☐ (22) The lottery
- ☐ (23) International news
- ☐ (24) Other (please specify) \_\_\_\_\_

17b. On average, how many days in a week will you read the following newspaper? (excluding evening newspapers) Do you trust the news reported by the following media?

	0 Never	1 One	2 Two	3 Three	4 Four	5 Five	6 Six	7 Every day	
(1) United Daily News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17b1 <input type="checkbox"/> 61
(2) China Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17b2 <input type="checkbox"/> 62
(3) Liberty Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17b3 <input type="checkbox"/> 63
(4) Apple Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17b4 <input type="checkbox"/> 64

	1 Not at all	2 Not really	3 So so	4 Some	5 Very	
(1) United Daily News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17bb1 <input type="checkbox"/> 65
(2) China Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17bb2 <input type="checkbox"/> 66
(3) Liberty Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b17bb3 <input type="checkbox"/> 67

(4) Apple Daily

☐☐☐☐☐

b17bb4 ☐68

18. Where do you most often read the newspaper?

b18 ☐69

- ☐ (1) My own home
- ☐ (2) Other people's home
- ☐ (3) My work place
- ☐ (4) Public places
- ☐ (5) Other places (please specify)\_\_\_\_\_

19. How often do you use your cell phone? (interviewer please show card #1)

b19 70 ☐ ☐71

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q21)
- ☐ (09) Never (skip to Q21)

20. What kind of cell phone service do you most often use? 《multiple choice》

- ☐ (01) To make or receive phone calls b2001 ☐72
- ☐ (02) To send text messages b2002 ☐73
- ☐ (03) To play online computer games b2003 ☐74
- ☐ (04) To download graphics and ring tones b2004 ☐75
- ☐ (05) To take and send photos b2005 ☐76
- ☐ (06) Making friend service b2006 ☐77
- ☐ (07) Advertisements and promotions b2007 ☐78
- ☐ (08) Horoscopes, divination and feng-shui (geomancy) b2008 ☐79
- ☐ (09) Information on daily consumer's items Card IV ☐04 8 b2009 ☐9
- ☐ (10) Entertainments and gossip columns b2010 ☐10
- ☐ (11) Other information (eg. lottery etc.) b2011 ☐11
- ☐ (12) Other (please specify)\_\_\_\_\_ b2012 ☐12

21 How often did you read magazines during the last year? (interviewer please show card #1)

b21 13 ☐ ☐14

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q27)

☐ (09) Never (skip to Q27)

22. During the last year, how many days on average did you spend on reading magazines each month? \_\_\_\_\_ days b22 15 ☐ ☐ 16

23. Usually how many magazines do you have at home? (including single purchases, subscriptions/complimentary copies, either in Chinese or English )

☐ (1) \_\_\_\_\_ ☐ (2) None b23 17 ☐ b23n ☐ 18

24. What magazines do you most often read? (please ask the respondent to name them in order)  
\_\_\_\_\_ b24a 49 ☐ ☐ b24b ☐ ☐ b24c ☐ ☐ 54

25. What topics do you most often read in a magazine? (please pick three topics from the following) b25a 28 ☐ ☐ 29 b25b 30 ☐ ☐ 31 b25c 32 ☐ ☐ 33

- ☐ (01) Politics
- ☐ (02) Social topics
- ☐ (03) China
- ☐ (04) Leisure and Entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and Financial management
- ☐ (07) Medicine and Health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and Technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and Novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and Feng-shui
- ☐ (18) Finance and Industries
- ☐ (19) Education and Language
- ☐ (20) Vogue and Fashion
- ☐ (21) Commentaries or letters to the editor
- ☐ (22) The lottery
- ☐ (23) Other (please specify) \_\_\_\_\_

26. Where do you most often read the magazine? b26 ☐ 34

- ☐ (1) My own home
- ☐ (2) Other people's home
- ☐ (3) My work place
- ☐ (4) Public places
- ☐ (5) Other places (please specify) \_\_\_\_\_

27. How often did you read books during the last year? (interviewer please show card #1) b27 35 ☐ ☐ 36

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week

- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q31)
- ☐ (09) Never (skip to Q31)

28. What topics do you most often read in a book? (please pick three topics from the following)

b28a 37 ☐ ☐ 38 b28b 39 ☐ ☐ 40 b28c 41 ☐ ☐ 42

- ☐ (01) Politics
- ☐ (02) Social topics
- ☐ (03) China
- ☐ (04) Leisure and Entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and Financial management
- ☐ (07) Medicine and Health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and Technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and Culture
- ☐ (14) Literature and Novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and Feng-shui
- ☐ (18) Finance and Industries
- ☐ (19) Education and Language
- ☐ (20) Vogue and Fashion
- ☐ (21) Commentaries or letters to the editor
- ☐ (22) The lottery
- ☐ (23) Other (please specify) \_\_\_\_\_

29. On average, how many books did you purchase during the last year? \_\_\_\_\_ b29 43 ☐ ☐ 44

30. On average, how much time do you spend on reading books and magazines every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb30 45 ☐ ☐ ☐ ☐ 48

31. How often did you listen to the radio during the last year? (interviewer please show card #1)

b31 49 ☐ ☐ 50

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q37)
- ☐ (09) Never (skip to Q37)

32. On average, how many days in a week do you listen to the radio? \_\_\_\_\_ days  
b32 51□□52

33. On average, how much time do you spend on listening to the radio every day?  
\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes  
hb33 53□□□□56

34. Do you have a radio at home? (including a walkman and a car radio)  
☐ (1) Yes, \_\_\_\_\_ ☐ (2) None  
b34 57□ b34n □58

35. What radio stations do you most often tune into? (Please ask the respondent to name them in order.) The first \_\_\_\_\_ The second \_\_\_\_\_ The third \_\_\_\_\_  
b35a 59□□□61 b35b 62□□□64 b35c 65□□□67

36. What radio programs do you most often listen to ? (Please ask the respondent to name them in order.) \_\_\_\_\_  
b36a 68□□69 b36b 70□□71 b36c 72□□73

- ☐ (01) News and Weather forecast
- ☐ (02) Learning programs
- ☐ (03) Medicine and Health
- ☐ (04) Legislative programs
- ☐ (05) Traffic and Transport services
- ☐ (06) Variety shows
- ☐ (07) Light music
- ☐ (08) Classical music
- ☐ (09) Sports (e.g. live broadcast of football matches)
- ☐ (10) Radio plays
- ☐ (11) Traditional folk arts (performing arts etc)
- ☐ (12) Commentaries (including call-in programs)
- ☐ (13) Pop music
- ☐ (14) Financial news and Stocks
- ☐ (15) Art, culture and Education
- ☐ (16) Religion
- ☐ (17) Divination and Fortune telling
- ☐ (18) Other (please specify) \_\_\_\_\_

37. How often did you watch TV during the last year (including cable TV)?  
(interviewer please show card #1)  
b37 74□□75

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q47)
- ☐ (09) Never (skip to Q47)

38. On average, how many days in a week did you spend on watching TV last year? \_\_\_\_\_ days  
b38 76□□77

39. On average, how much time do you spend on watching TV every day?  
\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes Card V 05 8 hb39 9□□□□12

40. Do you have a TV at home?  
☐ (1) Yes, \_\_\_\_\_ ☐ (2) None b40 13□ b40n □14

41. Do you have cable television at home? b41 □15  
☐ (1) Yes ☐ (2) No

42. What TV channels do you most often watch? (Please ask the respondent to name them in ascending order.) The first \_\_\_\_\_ The second \_\_\_\_\_ The third \_\_\_\_\_  
b42a 16□□□18 b42b 19□□□21 b42c 22□□□24

43. On average, how many days in a week did you watch TV news last year? \_\_\_\_\_ days  
b43 25□□26

44. On average, how much time do you spend on watching TV news every day?  
\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes hb44 27□□□□30

45. What TV channels do you most often watch for the news? (Please ask the respondent to name them in order.) The first \_\_\_\_\_ The second \_\_\_\_\_ The third \_\_\_\_\_  
b45a 31□□□33 b45b 34□□□36 b45c 37□□□39

46a. What programs do you most often watch? (Please ask the respondent to name them in order.)  
\_\_\_\_\_ b46a1 40□□41 b46a2 42□□43 b46a3 44□□45

- ☐ (01) News and Weather forecast
- ☐ (02) Consumers' tips and Financial management
- ☐ (03) Medicine and Health
- ☐ (04) Social education /government propaganda /public affairs
- ☐ (05) TV series/operas (single-episodes or series)
- ☐ (06) Sports (e.g. life-broadcast of football matches)
- ☐ (07) Variety shows (pop music and MTV)
- ☐ (08) Competition (racing) programs or quiz
- ☐ (09) Classical music and dancing
- ☐ (10) Folk arts (e.g. Taiwanese opera, Taiwanese puppet shows etc.)
- ☐ (11) Other arts programs (e.g. traditional Chinese operas, traditional Chinese music etc.)
- ☐ (12) Talk shows (including call-in)
- ☐ (13) Family life
- ☐ (14) Travel
- ☐ (15) Information and technology
- ☐ (16) Knowledge (e.g. Discovery, National Geographic)
- ☐ (17) Religion
- ☐ (18) Movies and episodes
- ☐ (19) Cartoons and children's programs
- ☐ (20) Adults' programs
- ☐ (21) Shopping channel



- ☐ (22) Gourmet programs  
☐ (23) Astrology and divination  
☐ (24) Outdoors leisure  
☐ (25) Learning programs  
☐ (26) Other (please specify)\_\_\_\_\_

46b. On average, how many days in a week will you watch the news programs broadcasted by the following channel? Do you trust the news reported by the following media?

	0	1	2	3	4	5	6	7	
	Never	One	Two	Three	Four	Five	Six	Every day	
(1) TTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b1 <input type="checkbox"/> 46
(2) CTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b2 <input type="checkbox"/> 47
(3) CTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b3 <input type="checkbox"/> 48
(4) FTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b4 <input type="checkbox"/> 49
(5) PTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b5 <input type="checkbox"/> 50
(6) TVBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b6 <input type="checkbox"/> 51
(7) ETTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b7 <input type="checkbox"/> 52
(8) CTITV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b8 <input type="checkbox"/> 53
(9) SETTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46b9 <input type="checkbox"/> 54

	1	2	3	4	5	
	Not at all	Not really	So so	Some	Very	
(1) TTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb1 <input type="checkbox"/> 55
(2) CTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb2 <input type="checkbox"/> 56
(3) CTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb3 <input type="checkbox"/> 57
(4) FTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb4 <input type="checkbox"/> 58
(5) PTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb5 <input type="checkbox"/> 59
(6) TVBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb6 <input type="checkbox"/> 60
(7) ETTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb7 <input type="checkbox"/> 61
(8) CTITV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb8 <input type="checkbox"/> 62
(9) SETTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b46bb9 <input type="checkbox"/> 63

47. How often did you go to watch a movie during the last year? (interviewer please show card #1)

b47 64 ☐ ☐ 65

- ☐ (01) Once (or more) every day  
☐ (02) Two or three times per week  
☐ (03) Once every week  
☐ (04) Once or twice per month  
☐ (05) Once every two to three months  
☐ (06) Once every half a year  
☐ (07) Once a year  
☐ (08) None for the last year (skip to Q50)  
☐ (09) Never (skip to Q50)

48. How many times did you go to the cinema to watch a movie during the last year?

\_\_\_\_\_ times

b48 66 ☐ ☐ 67

49. What movies do you usually watch? (please check three categories of movies from below)

b49a 68 ☐ ☐ 69 b49b 70 ☐ ☐ 71 b49c 72 ☐ ☐ 73

- ☐ (01) Love stories, literary and artistic films
- ☐ (02) Science fiction films
- ☐ (03) Horror films
- ☐ (04) Films on social issues
- ☐ (05) Action films
- ☐ (06) Pornography
- ☐ (07) Comedies
- ☐ (08) War films
- ☐ (09) Films on sports games
- ☐ (10) Musicals
- ☐ (11) Westerns
- ☐ (12) Religious films
- ☐ (13) Cartoons
- ☐ (14) Kung fu films
- ☐ (15) Calamities
- ☐ (16) Crime and suspense
- ☐ (17) Other (please specify) \_\_\_\_\_

50. How often did you watch a video, VD, DVD or VCD during the last year?

(interviewer please show card #1)

b50 74 ☐ ☐ 75

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q54)
- ☐ (09) Never (skip to Q54)

51. On average, how much time do you spend on watching a video, VD, DVD or VCD every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb51 76 ☐ ☐ ☐ ☐ 79

52. Do you have a video player, a VD player, a DVD player or a VCD player at home?

- ☐ (1) Yes, \_\_\_\_\_ ☐ (2) None

Card VI 06 8

b52 ☐ 9 b52n ☐ ☐ 11

53. What kinds of programs do you usually watch on videos, VDs, DVDs or VCDs? (please check three categories from below)

b53a 12 ☐ ☐ b53b ☐ ☐ b53c ☐ ☐ 17

- ☐ (01) Love stories, literary and artistic films
- ☐ (02) Science fiction films
- ☐ (03) Horror films
- ☐ (04) Films on social issues
- ☐ (05) Action films
- ☐ (06) Pornography
- ☐ (07) Comedies
- ☐ (08) War films
- ☐ (09) Films on sports games

- ☐ (10) Musicals
- ☐ (11) Westerns
- ☐ (12) Religious films
- ☐ (13) Cartoons
- ☐ (14) Kung fu films
- ☐ (15) Calamities
- ☐ (16) Instructional films
- ☐ (17) Cabaret
- ☐ (18) Crime and suspense
- ☐ (19) Other (please specify)\_\_\_\_\_

54. How often did you sing in a KTV or sing along with a karaoke machine during the last year?

(interviewer please show card #1)

b54 18 ☐ ☐ 19

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q57a)
- ☐ (09) Never (skip to Q57a)

55. On average, how much time do you spend on singing in a KTV or singing along with a karaoke machine every day? \_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb55 20 ☐ ☐ ☐ ☐ 23

56. Do you have a karaoke player at home?

- ☐ (1) Yes, \_\_\_\_\_ ☐ (2) None

b56 24 ☐ b56n ☐ 25

57a. How often did you use internet during the last year? (interviewer please show card #1)

b57a 26 ☐ ☐ 27

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for the last year (skip to Q63)
- ☐ (09) Never (skip to Q63)

57b. How long have you been using the internet? \_\_\_\_\_ year(s) \_\_\_\_\_ month(s)

b57b 28 ☐ ☐ ☐ ☐ 31

58. On average, how many days in a week did you use internet last year? \_\_\_\_\_ day(s)

b58 ☐ 32

59a. On average, how much time do you spend on the internet every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

hb59a 33 ☐ ☐ ☐ ☐ 36

59b. Apart from your professional and academic needs, on average, how much time do you spend on the internet every day?

\_\_\_\_\_ hour (s) \_\_\_\_\_ minutes

hb59b 37□□□□40

60. Do you often use the internet in the following places? (interviewer please show card #2)

	1	2	3	4	
	Never	Seldom	Sometimes	Often	
(1) My own home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60a <input type="checkbox"/> 41
(2) Other's home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60b <input type="checkbox"/> 42
(3) My work place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60c <input type="checkbox"/> 43
(4) Cyber cafés and cyber pubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60d <input type="checkbox"/> 44
(5) Public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60e <input type="checkbox"/> 45
(6) The dormitory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60f <input type="checkbox"/> 46
(7) Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b60g <input type="checkbox"/> 47

61. Do you have your personal e-mail address?

☐ (1) Yes, \_\_\_\_\_ ☐ (2) No

b61 48□ b61n □□50

62. What kinds of information do you seek from the internet? (please check three from below)

b62a 51□□ b62b □□54 b62c □□56

- ☐ (01) Politics
- ☐ (02) Social topics
- ☐ (03) China
- ☐ (04) Leisure and entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and financial management
- ☐ (07) Medicine and health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and novels
- ☐ (15) Academic thoughts
- ☐ (16) Religion
- ☐ (17) Divination and feng-shui
- ☐ (18) Shopping information
- ☐ (19) Other (please specify)\_\_\_\_\_

63. Do you own the following at home? 《multiple choice》

- ☐ (1) Telephone \_\_\_\_\_
- ☐ (2) Answering machine
- ☐ (3) Cell phone \_\_\_\_\_
- ☐ (4) Pager (e.g. BB call etc)
- ☐ (5) Fax machine
- ☐ (6) Family cam-corder (e.g. V8, DV etc)

b63a ☐57 b63an □□59

b63b ☐60

b63c ☐61 b63cn □□63

b63d ☐64

b63e ☐65

b63f ☐66

<input type="checkbox"/> (7) Satellite receiver	b63g <input type="checkbox"/> 67
<input type="checkbox"/> (8) Computer	b63h <input type="checkbox"/> 68
<input type="checkbox"/> (9) CD-ROM, VCD, DVD for computers	b63i <input type="checkbox"/> 69
<input type="checkbox"/> (10) Modem (including cable modem)	b63j <input type="checkbox"/> 70
<input type="checkbox"/> (11) Digital camera	b63k <input type="checkbox"/> 71
<input type="checkbox"/> (12) Scanner	b63l <input type="checkbox"/> 72
<input type="checkbox"/> (13) CD burner	b63m <input type="checkbox"/> 73
<input type="checkbox"/> (14) PDA	b63n <input type="checkbox"/> 74
<input type="checkbox"/> (15) All-in-one printer	b63o <input type="checkbox"/> 75



4-5 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b64j2 b64j3 b64k b64k b64k b64l1 b64l2 b64l3 VIII b64m b64m b64n b64n b64n b64o b64o b64o b64p b64p b64p b64q b64q b64q b64r b64r b64r b64s b64s b64s b64t1 b64t2 b64t3
5-6 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6-7 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7-8 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8-9 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9-10 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10-11 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11-12 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12-1 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1-2 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2-3 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b64u1 57 <input type="checkbox"/> <input type="checkbox"/>
3-4 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b64u2 <input type="checkbox"/> <input type="checkbox"/> b64u3 <input type="checkbox"/> <input type="checkbox"/> 62 b64v1 63 <input type="checkbox"/> <input type="checkbox"/>

4-5 a.m.

☐☐☐☐☐☐☐☐☐☐☐☐☐☐

5-6 a.m.

☐☐☐☐☐☐☐☐☐☐☐☐☐☐

b64v2 ☐☐

b64v3 ☐☐68

b64w1 69☐☐

b64w2 ☐☐

b64w3 ☐☐74

b64x1 75☐☐

b64x2 ☐☐

b64x3 ☐☐80



65. To what extent do you agree with each of the following statement about the mass media?

(interviewer please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	Card IX 09 8
(1) The news coverage of controversial issues on newspaper usually reflects the public's viewpoints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b651 <input type="checkbox"/> 9
(2) News coverage on Newspapers is reported so completely that we can get the full picture of everything	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b652 <input type="checkbox"/> 10
(3) News coverage on newspapers is usually accurate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b653 <input type="checkbox"/> 11
(4) News coverage on newspaper is usually reported objectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b654 <input type="checkbox"/> 12
(5) News coverage on newspapers is usually trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b655 <input type="checkbox"/> 13
(6) News coverage of controversial issues on TV usually reflects the public's viewpoints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b656 <input type="checkbox"/> 14
(7) News coverage on TV is reported so completely that we can get the full picture of everything.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b657 <input type="checkbox"/> 15
(8) News coverage on TV is usually accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b658 <input type="checkbox"/> 16
(9) News coverage on TV is usually reported objectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b659 <input type="checkbox"/> 17
(10) News coverage on TV is usually trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b6510 <input type="checkbox"/> 18

66. If you can only choose one from the following options to get a full picture of national and international news, which one will you choose?

b66 ☐19

- ☐ (1) Newspapers
- ☐ (2) Magazines
- ☐ (3) Radio
- ☐ (4) Television
- ☐ (5) The internet

67. If you found out the same event is reported differently by the media, which one of the media coverage will you trust?

b67 ☐20

- ☐ (1) Newspapers
- ☐ (2) Magazines
- ☐ (3) Radio
- ☐ (4) Television
- ☐ (5) The internet

68. Of the newspapers that you usually read, which one you trust most?

b68 ☐21 b68b 22☐☐23

- ☐ (1) \_\_\_\_\_
- ☐ (2) I never read newspapers
- ☐ (3) I trust none of them
- ☐ (4) I trust all of them

69. Of the news programs that you usually watch on TV, which one you trust most?

b69 ☐24 b69a 25☐☐26

- ☐ (1) \_\_\_\_\_
- ☐ (2) I never watch TV news
- ☐ (3) I trust none of them
- ☐ (4) I trust all of them

70. On a scale from 0 to 100, where “0” means “can’t be trusted at all”, and “100” means can be trusted very much, how do you rate for the overall performance in news reporting on the following media?

- (1) Newspapers \_\_\_\_\_
- (2) Magazines \_\_\_\_\_
- (3) Radio \_\_\_\_\_
- (4) Television \_\_\_\_\_
- (5) The internet \_\_\_\_\_

b70a 27☐☐☐29

b70b 30☐☐☐32

b70c 33☐☐☐35

b70d 36☐☐☐38

b70e 39☐☐☐41

71a. Do you watch political news on TV?

b71a ☐42

- ☐ (1) Never (skip to Q72a)
- ☐ (2) Seldom
- ☐ (3) Sometimes
- ☐ (4) Often

71b. What is your degree of attention when you are watching political news on TV?

b71b ☐43

- ☐ (1) Not at all
- ☐ (2) Not really
- ☐ (3) So so
- ☐ (4) Somewhat
- ☐ (5) Very much

72a. Do you watch call-in programs that discussed political issues on TV ? b72a ☐44

- ☐ (1) Never (skip to Q73a)
- ☐ (2) Seldom
- ☐ (3) Sometimes
- ☐ (4) Often

72b. What is your degree of attention when you watch call-in programs that discussed political issues on TV ?

b72b ☐45

- ☐ (1) Not at all
- ☐ (2) Not really
- ☐ (3) So so
- ☐ (4) Somewhat
- ☐ (5) Very much

73a. Do you read political news reported in newspapers?

b73a ☐46

- ☐ (1) Never (skip to Q74a)
- ☐ (2) Seldom
- ☐ (3) Sometimes
- ☐ (4) Often

73b. What is your degree of attention when you read political news in newspapers?

b73b ☐47

- ☐ (1) Not at all
- ☐ (2) Not really
- ☐ (3) So so
- ☐ (4) Somewhat
- ☐ (5) Very much

74a. Do you read political articles in magazines?

b74a ☐48

- ☐ (1) Never (skip to Q75a)
- ☐ (2) Seldom
- ☐ (3) Sometimes
- ☐ (4) Often

74b. What is your degree of attention when you are reading political articles in magazines?

b74b ☐49

- ☐ (1) Not at all
- ☐ (2) Not really
- ☐ (3) So so
- ☐ (4) Somewhat
- ☐ (5) Very much

(If respondents have not used the internet in the past year, please skip to Q76)

75a. Do you read e-journals, BBS or political news on the internet?

b75a ☐50

- ☐ (1) Never (skip to Q76)
- ☐ (2) Seldom
- ☐ (3) Sometimes
- ☐ (4) Often

75b. What is your degree of attention when you are reading e-journals, BBS or political news on the internet?

b75b ☐51

- ☐ (1) Not at all
- ☐ (2) Not really
- ☐ (3) So so
- ☐ (4) Somewhat
- ☐ (5) Very much

76. We would like to know your opinion on the following issues.

(1) Do you know who the current vice-president is?

b761 ☐52

- ☐ (1) Lian, Jhan
- ☐ (2) Lyu, Siou-Lian
- ☐ (3) Wu, Bo-Syong
- ☐ (4) Not sure

(2) Do you know how long a term of presidency is as defined in the constitution? b762 ☐53

- ☐ (1) Three years
- ☐ (2) Four years
- ☐ (3) Five years
- ☐ (4) Not sure

(3) Do you know what party holds the majority of seats in the Legislative Yuan? b763 ☐54

- ☐ (1) KMT
- ☐ (2) DPP
- ☐ (3) PFP
- ☐ (4) Not sure

(4) Do you know who the current Minister of Education is? b764 ☐55

- ☐ (1) Jian, You-Sin
- ☐ (2) Tsai, Ying-Wun
- ☐ (3) Huang, Rong-Cun
- ☐ (4) Not sure

(5) Do you know if the NP supports the independence of Taiwan or unification with China? b765 ☐56

- ☐ (1) The independence of Taiwan
- ☐ (2) Unification with China
- ☐ (3) Not sure

(6) Do you know who the current chairman of the DPP is? b766 ☐57

- ☐ (1) Chen, Shuei-Bian
- ☐ (2) Sie, Chans-Ting
- ☐ (3) Shih, Ming-De
- ☐ (4) Not sure

(7) Do you know which organization is responsible for the amendment of our national constitution? b767 ☐58

- ☐ (1) The Legislative Yuan
- ☐ (2) The National People's Assembly
- ☐ (3) The Surveillance Yuan
- ☐ (4) Not sure

(8) Do you know what party the legislator Chen Wen Xian belongs to? b768 ☐59

- ☐ (1) DPP
- ☐ (2) PFP
- ☐ (3) None
- ☐ (4) Not sure

(9) Of the three countries listed below, which one of them has official diplomatic relationship with Taiwan? b769 ☐60

- ☐ (1) Korea
- ☐ (2) South Africa
- ☐ (3) The Vatican
- ☐ (4) Not sure

(10) Do you know who Hong Kong's Chief of Executives is after the return of sovereignty to China?

b7610 ☐61

- ☐ (1) Tung, Chee-Hwa  
☐ (2) Zhu, Rong-ji  
☐ (3) Yip, Kwok-Wah  
☐ (4) Not sure

77. In the past year, did you participate in the following activities? (interviewer please show card #2)

	1 Never	2 Seldom	3 Sometimes	4 Often	
(1) Took part in local reform work (e.g. reported community problems to the persons-in-charge of the neighborhood committee, kept the community environment nice and clean, protested against the building of incinerators, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b771 <input type="checkbox"/> 62
(2) Acted as volunteers (e.g. helped to clean up the community, worked voluntarily for the school, promoted the recycling of trash)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b772 <input type="checkbox"/> 63
(3) Took part in local gatherings or activities (e.g. apartment committees, district assemblies, gatherings of the local residents in village, town and city, gatherings of farmers and fishermen, gatherings of the women in the community and gatherings of parents)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b773 <input type="checkbox"/> 64
(4) Took part in activities of local political societies (e.g. local gatherings of political parties, the office or back-up association of local political figures etc, excluding voting within the political party.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b774 <input type="checkbox"/> 65

78. Do you agree with each of the following statements? (interviewer please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) Most people will take advantage of you if they have the chance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b781 <input type="checkbox"/> 66
(2) Most people will be happy to help others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b782 <input type="checkbox"/> 67
(3) In general, most people can be trusted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b783 <input type="checkbox"/> 68
(4) The government usually does things without having a long-term plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b784 <input type="checkbox"/> 69
(5) What the government does is mostly right.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b785 <input type="checkbox"/> 70
(6) Government officials always waste the revenue paid by people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b786 <input type="checkbox"/> 71
(7) Most government officials are not corrupt and will not take bribes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b787 <input type="checkbox"/> 72

(8) In the past year, I felt that I had a good life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b788 <input type="checkbox"/> 73
(9) In the past year, I often wished I could lead a completely different life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b789 <input type="checkbox"/> 74
(10) In the past year, I often felt that I could not grasp my direction of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7810 <input type="checkbox"/> 75
(11) For people like us, only by casting our ballots can we have an influence on politics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Card X <input type="checkbox"/> 10 8 b7811 <input type="checkbox"/> 9
(12) Politics is too complicated for a person like me to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7812 <input type="checkbox"/> 10
(13) People like me have no influence on the governmental policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7813 <input type="checkbox"/> 11
(14) Government officials don't care about opinions of common people like me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7814 <input type="checkbox"/> 12
(15) When government officials want to do something, they do not care for people's opinions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7815 <input type="checkbox"/> 13
(16) The government will seek the best interest for all people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b7816 <input type="checkbox"/> 14

79. How often do you think the government will consider "people's interest" as the first priority when it is making important decisions?

b79 15☐☐16

- ☐ (01) Often
- ☐ (02) Sometimes
- ☐ (03) Seldom
- ☐ (04) Never
- ☐ (06) It depends
- ☐ (07) No comment

80. Do you believe in what government officials said on TV or the newspaper?

b80 17☐☐18

- ☐ (01) Very much so
- ☐ (02) Sort of
- ☐ (03) Not quite
- ☐ (04) Not at all
- ☐ (06) It depends
- ☐ (07) No comment

81. Do you agree with each of the following statements? (interviewer please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) I will read the newspaper to know more about political information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b811 <input type="checkbox"/> 19
(2) I will discuss political issues with my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b812 <input type="checkbox"/> 20
(3) I will write to the press or magazines to express my political opinions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b813 <input type="checkbox"/> 21
(4) I will express my political opinion to legislators or political figures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b814 <input type="checkbox"/> 22
(5) I will persuade my friends to support the candidates I like.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b815 <input type="checkbox"/> 23
(6) I will take part in election campaigns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b816 <input type="checkbox"/> 24
(7) I will help the candidate I support to solicit votes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b817 <input type="checkbox"/> 25
(8) I will take part in rallies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b818 <input type="checkbox"/> 26
(9) I often vote in the elections.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b819 <input type="checkbox"/> 27
(10) I will call to express my political opinions on the call-in programs aired on the radio or TV.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b8110 <input type="checkbox"/> 28
(11) I will take part in phone voting conducted by TV media to express my political opinions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b8111 <input type="checkbox"/> 29
(12) In general, I am very interested in politics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b8112 <input type="checkbox"/> 30
(13) In general, I am very concerned with political issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b8113 <input type="checkbox"/> 31

82. Do you agree with each of the following statements? (interviewer please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) I can go shopping at any time as long as I want to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b821 <input type="checkbox"/> 32
(2) It is very important for me to save time when shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b822 <input type="checkbox"/> 33
(3) I like to see and touch the product before I buy it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b823 <input type="checkbox"/> 34
(4) I don't like to shop something I can't see and touch before I buy it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b824 <input type="checkbox"/> 35
(5) I think that all things are predestined and beyond one's control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b825 <input type="checkbox"/> 36
(6) I am able to obtain what I want wholly because of my hard work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b826 <input type="checkbox"/> 37
(7) I usually do not know why sometimes bad things happened to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b827 <input type="checkbox"/> 38
(8) When things go smoothly, I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b828 <input type="checkbox"/> 39

usually do not know what to do to continue it.

83. Do you agree with each of the following statements? (interviewer please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) Natural affinity between people is predestinated, it cannot be obtained by one's striving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b831 <input type="checkbox"/> 40
(2) We should have various ways to be with people who have different relationships with us.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b832 <input type="checkbox"/> 41
(3) There are different degrees of closeness in a relationship, it is impossible to treat everybody the same.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b833 <input type="checkbox"/> 42
(4) You may owe someone a favor and return it another. Only through this kind of exchange can the relationship be maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b834 <input type="checkbox"/> 43
(5) Unless there is absolutely no alternative, do not offend someone directly .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b835 <input type="checkbox"/> 44
(6) Good interpersonal relationship is an important resource.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b836 <input type="checkbox"/> 45
(7) Only with good interpersonal relationship, can things get done easily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b837 <input type="checkbox"/> 46
(8) One relies on one's parents at home and relies on one's friends when one is away from home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b838 <input type="checkbox"/> 47
(9) People who have a strong personal network can get things done easier than others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b839 <input type="checkbox"/> 48

84. Have you ever had your fortune told? 《multiple choice》

<input type="checkbox"/> (1) I have never had my fortune told. (skip to Q88)	b84a <input type="checkbox"/> 49
<input type="checkbox"/> (2) I have used fortune telling websites.	b84b <input type="checkbox"/> 50
<input type="checkbox"/> (3) I have gone to a fortune telling place or stall.	b84c <input type="checkbox"/> 51
<input type="checkbox"/> (4) I have gone to the temple or the altar to draw lots and ask for divination.	b84d <input type="checkbox"/> 52
<input type="checkbox"/> (5) I have read book on fortune telling and have my fortune told by myself.	b84e <input type="checkbox"/> 53
<input type="checkbox"/> (6) I have asked my relatives to help me to have my fortune told.	b84f <input type="checkbox"/> 54
<input type="checkbox"/> (7) I have called to ask a fortune teller for divination on call-in programs.	b84g <input type="checkbox"/> 55
<input type="checkbox"/> (8) I have used my cell-phone to have my fortune told.	b84h <input type="checkbox"/> 56
<input type="checkbox"/> (9) Other _____	b84i <input type="checkbox"/> 57

(For those who have never used the internet or have not used the internet in the past year, please continue with Q91, Q93. Otherwise, please continue the following questions)

(If respondents have had their fortune told via the internet, please continue to answer Q85-87. Otherwise, please skip to Q88.)



85. How much did you spend on fortune telling services on the internet in the last year?

☐ (1) I only used the free trials.

☐ (2) In total, I have paid about \_\_\_\_\_ .

b85 58 ☐ b85n 59 ☐ ☐ ☐ ☐ ☐ 63

86. Are you satisfied with the fortune telling service on the internet?

b86 ☐ 64

☐ (1) Very satisfied

☐ (2) Somewhat satisfied

☐ (3) So so

☐ (4) Not really satisfied

☐ (5) Not satisfied at all

87. After using fortune telling services on the internet, does it increase or decrease your frequency of using other ways to have your fortune told?

b87 ☐ 65

☐ (1) Neither decreased nor increased

☐ (2) It has been decreased

☐ (3) It has been increased

88. In the past three months, how many times did you search for any shopping information (or services) on the internet? \_\_\_\_\_ times

b88 66 ☐ ☐ ☐ 68

89. In the past three months, how many times did you purchase something (or services) on the internet? \_\_\_\_\_ times

b89 69 ☐ ☐ ☐ 71

90. Do you know what website you should go to obtain information about a certain product or service?

b90 ☐ 72

☐ (1) Yes, very

☐ (2) Yes

☐ (3) So so

☐ (4) Not really

☐ (5) Not at all

91. Do you agree with each of the following statements? (interviewer: please show card #4)

	1	2	3	4	5	
	Strongly disagree	Disagree	So so	Agree	Strongly agree	
(1) The internet is useless to my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b911 <input type="checkbox"/> 73
(2) The internet can broaden my horizon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b912 <input type="checkbox"/> 74
(3) Using the internet makes me feel happy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b913 <input type="checkbox"/> 75
(4) If possible, I will go on line everyday.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b914 <input type="checkbox"/> 76
(5) I feel that surfing on the internet is very boring.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Card X I <input type="checkbox"/> 10 8 b915 <input type="checkbox"/> 9
(6) It allows me to completely express my opinions without using my real name on line.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b916 <input type="checkbox"/> 10
(7) Since I cannot see the person on the internet, I can chat more freely and without pressure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b917 <input type="checkbox"/> 11
(8) Using the internet can strengthen my interpersonal relationship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b918 <input type="checkbox"/> 12

- (9) By using the internet, my friends and I have more contacts ☐ ☐ ☐ ☐ ☐ b919 ☐13
- (10) I think that the internet makes it easier to communicate with people around the world. ☐ ☐ ☐ ☐ ☐ b9110 ☐14

92. The following is a list of possible reasons for using the internet. Does each of them indicate your situation when using the internet? (interviewer: please show card #4)

- |   | 1<br>Strongly disagree   | 2<br>Disagree            | 3<br>So so               | 4<br>Agree               | 5<br>Strongly agree      |                                   |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------------|
| (1) Eager to find useful information.                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b921 <input type="checkbox"/> 15  |
| (2) Eager to know important national and international news.        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b922 <input type="checkbox"/> 16  |
| (3) Eager to learn new things.                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b923 <input type="checkbox"/> 17  |
| (4) Eager to know others' opinions.                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b924 <input type="checkbox"/> 18  |
| (5) Eager to take part in discussions.                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b925 <input type="checkbox"/> 19  |
| (6) Eager to express one's views.                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b926 <input type="checkbox"/> 20  |
| (7) Eager to say something that you usually hesitate to speak out . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b927 <input type="checkbox"/> 21  |
| (8) Eager to play a different role                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b928 <input type="checkbox"/> 22  |
| (9) Eager to keep in touch with friends by e-mails.                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b929 <input type="checkbox"/> 23  |
| (10) Eager to help others.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9210 <input type="checkbox"/> 24 |
| (11) Eager to make friends on line.                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9211 <input type="checkbox"/> 25 |
| (12) Eager to seek for help.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9212 <input type="checkbox"/> 26 |
| (13) Eager to have fun.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9213 <input type="checkbox"/> 27 |
| (14) Eager to kill time.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9214 <input type="checkbox"/> 28 |
| (15) Eager to escape from reality.                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b9215 <input type="checkbox"/> 29 |

93a. Do you support for the following political party?

- |  | 1<br>Not at all          | 2<br>Not really          | 3<br>So so               | 4<br>Some                | 5<br>Very                |                                   |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------------|
| (1) KMT (Kuomintang (the nationalist party)) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b93a1 <input type="checkbox"/> 30 |
| (2) DPP (Democratic Progressive Party)       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b93a2 <input type="checkbox"/> 31 |
| (3) PFP (People First Party)                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b93a3 <input type="checkbox"/> 32 |
| (4) NP (New Party)                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b93a4 <input type="checkbox"/> 33 |
| (5) TSU (Taiwan Solidarity Union)            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | b93a5 <input type="checkbox"/> 34 |

93b. Among the KMT, DPP, PFP, NP, TU and TIP, which one do you support more? b93b 35☐ ☐36

- ☐ (01) KMT
- ☐ (02) DPP
- ☐ (03) PFP
- ☐ (04) NP
- ☐ (05) TSU
- ☐ (06) TIP (Taiwan Independence Party)
- ☐ (07) Other political parties
- ☐ (08) Not support any political parties
- ☐ (09) Only support the candidate regardless of his/her political party

93c. In society nowadays, some people will differentiate various political parties by labeling them pan-blue or pan-green. Which one do you support? b93c 37 ☐ ☐ 38

- ☐ (01) Support pan-blue very much
- ☐ (02) Support pan-blue
- ☐ (03) Support pan-green very much
- ☐ (04) Support pan-green
- ☐ (05) Support both
- ☐ (06) Support none
- ☐ (07) No comment, does not matter

94. What is your monthly personal income from work (including pension, but excluding year-end bonus)? b94 39 ☐ ☐ 40

- ☐ (01) No income
- ☐ (02) NT\$10,000 or less
- ☐ (03) NT\$10,001 – NT\$20,000
- ☐ (04) NT\$20,001 – NT\$30,000
- ☐ (05) NT\$30,001 – NT\$40,000
- ☐ (06) NT\$40,001 – NT\$50,000
- ☐ (07) NT\$50,001 – NT\$60,000
- ☐ (08) NT\$60,001 – NT\$70,000
- ☐ (09) NT\$70,001 – NT\$80,000
- ☐ (10) NT\$80,001 – NT\$90,000
- ☐ (11) NT\$90,001 – NT\$100,000
- ☐ (12) NT\$100,001 – NT\$110,000
- ☐ (13) NT\$110,001 – NT\$120,000
- ☐ (14) NT\$120,001 – NT\$130,000
- ☐ (15) NT\$130,001 – NT\$140,000
- ☐ (16) NT\$140,001 – NT\$150,000
- ☐ (17) NT\$150,001 – NT\$160,000
- ☐ (18) NT\$160,001 – NT\$170,000
- ☐ (19) NT\$170,001 – NT\$180,000
- ☐ (20) NT\$180,001 – NT\$190,000
- ☐ (21) NT\$190,001 – NT\$200,000
- ☐ (22) NT\$200,001 – NT\$300,000
- ☐ (23) More than NT\$300,000

95. What is your average monthly household income, including income from all resources?

(01) No income

- ☐ (02) NT\$10,000 or less  
☐ (03) NT\$10,001 – NT\$20,000  
☐ (04) NT\$20,001 – NT\$30,000  
☐ (05) NT\$30,001 – NT\$40,000  
☐ (06) NT\$40,001 – NT\$50,000  
☐ (07) NT\$50,001 – NT\$60,000  
☐ (08) NT\$60,001 – NT\$70,000  
☐ (09) NT\$70,001 – NT\$80,000  
☐ (10) NT\$80,001 – NT\$90,000  
☐ (11) NT\$90,001 – NT\$100,000  
☐ (12) NT\$100,001 – NT\$110,000  
☐ (13) NT\$110,001 – NT\$120,000  
☐ (14) NT\$120,001 – NT\$130,000  
☐ (15) NT\$130,001 – NT\$140,000  
☐ (16) NT\$140,001 – NT\$150,000  
☐ (17) NT\$150,001 – NT\$160,000  
☐ (18) NT\$160,001 – NT\$170,000  
☐ (19) NT\$170,001 – NT\$180,000  
☐ (20) NT\$180,001 – NT\$190,000  
☐ (21) NT\$190,001 – NT\$200,000  
☐ (22) NT\$200,001 – NT\$300,000  
☐ (23) NT\$300,001 – NT\$400,000  
☐ (24) NT\$400,001 – NT\$500,000  
☐ (25) NT\$500,001 – NT\$1000,000  
☐ (26) More than NT\$1000,000

(Please stop here if respondents do not use the internet.)

96. Below are some activities that people might have participated in via the internet. Have you ever done any of them on line? (interviewer: please show card #2)

	1 Never	2 Seldom	3 Sometimes	4 Often	7 Never heard of it	
(1) Chat rooms, talk stations and the message transmission on BBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b961 <input type="checkbox"/> 43
(2) Chat rooms or personal websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b962 <input type="checkbox"/> 44
(3) E-mails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b963 <input type="checkbox"/> 45
(4) MUD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b964 <input type="checkbox"/> 46
(5) Online games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b965 <input type="checkbox"/> 47
(6) Newsgroups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b966 <input type="checkbox"/> 48
(7) I-phones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b967 <input type="checkbox"/> 49
(8) IRC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b968 <input type="checkbox"/> 50
(9) Netmeeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b969 <input type="checkbox"/> 51
(10) ICQ, MSN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b9610 <input type="checkbox"/> 52

97. What do you mainly do when you normally go on line? (interviewer please show card #2)

	1 Never	2 Seldom	3 Sometimes	4 Often	
(1) Receiving and sending e-mails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b971 <input type="checkbox"/> 53
(2) Reading the news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b972 <input type="checkbox"/> 54
(3) Browsing information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b973 <input type="checkbox"/> 55

(4) Group discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b974 <input type="checkbox"/> 56
(5) Transmission of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b975 <input type="checkbox"/> 57
(6) Collecting information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b976 <input type="checkbox"/> 58
(7) Social participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b977 <input type="checkbox"/> 49
(8) Playing games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b978 <input type="checkbox"/> 60
(9) Chatting and making friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b979 <input type="checkbox"/> 61
(10) Buying and selling something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b9710 <input type="checkbox"/> 62
(11) Transactions of stocks and finances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b9711 <input type="checkbox"/> 63

98. Does each of the following statements apply to you? (interviewer: please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) I will read e-journals to obtain political information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b981 <input type="checkbox"/> 64
(2) I will discuss political issues with friends through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b982 <input type="checkbox"/> 65
(3) I will express my political opinion to the media through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b983 <input type="checkbox"/> 66
(4) I will express my opinion to legislators or political figures through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b984 <input type="checkbox"/> 67
(5) I can easily obtain political information through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b985 <input type="checkbox"/> 68
(6) I can easily discuss political issues with others through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b986 <input type="checkbox"/> 69
(7) I will express my political opinion on BBS or the message board on the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b987 <input type="checkbox"/> 70

99. People can make friends and develop the “network relationship” through the internet. We usually call them “netizen”. Do you agree with each of the following statements concerning “network relationship”?

First, do you have any netizens?

☐ (1) Yes, how many? \_\_\_\_\_ ☐ (2) No

b99 ☐71 b99n ☐☐☐74

If you do have netizens, please answer the following questions based on the interactions you have with them. If you do not have netizens, please answer the following questions based on your opinion and impression of “network relationship”. (interviewer: please show card #4)

	1 Strongly disagree	2 Disagree	3 So so	4 Agree	5 Strongly agree	
(1) I will establish a long-term relationship with those I get to know from the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b991 <input type="checkbox"/> 75
(2) I will spend time and effort to maintain the relationship with my netizens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b992 <input type="checkbox"/> 76
(3) I trust in the relationship established through the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b993 <input type="checkbox"/> 77
(4) I am usually very satisfied with the relationship with a netizen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	b994 <input type="checkbox"/> 78

- (5) When discussing things with a netizen through the internet, both can fully expressed their opinion and standing.

☐☐☐☐☐

b995 79
- (6) If a netizen needs help, I will offer him/her what is due or do him/her a favor.

☐☐☐☐☐

Card X II

128

b996 9
- (7) I will bring the relationship established through the internet into real life.

☐☐☐☐☐

b997 10
- (8) There is usually no question of privilege or obligation with a netizen.

☐☐☐☐☐

b998 11
- (9) Relationships on the internet is temporary, I do not care if I can develop a long term relationship with a netizen.

☐☐☐☐☐

b999 12
- (10) Relationships with netizens are just like buying and selling things. There is nothing to care or worry.

☐☐☐☐☐

b9910 13

Interview ended at \_\_\_\_\_month \_\_\_\_\_day\_\_\_\_\_ hour\_\_\_\_\_ minute 1421