

Taiwan Social Change Survey

Survey 2008: Round 5, Year 4
Questionnaire I
Mass Communication

Respondent's ID: _____
Interviewer's Name: _____
Location of Interview: _____

Institute of Sociology, Academia Sinica

Respondent's ID : _____

Interview started at month ___ day ___ hour ___ minute ____ **Please enter using the 24-hour format.****A. Demographics**A1. Gender: (1) Male (2) Female

A2. When were you born? R.O.C. year _____

A3. Where were you born?

_____ Province (Municipality) _____ County (City)
_____ Township (Town, City, District)

ZIP code □□□

A4. Where did you live the longest before the age of 15?

_____ Province (Municipality) _____ County (City)
_____ Township (Town, City, District)

ZIP code □□□

A5. What is your father's ethnic background?

 (01) Fukiene of Taiwan (02) Hakka of Taiwan (03) Mainlander
 (04) Aborigine (05) Other (Please specify) _____

A6. What is your mother's ethnic background?

 (01) Fukiene of Taiwan (02) Hakka of Taiwan (03) Mainlander
 (04) Aborigine (05) Other (Please specify) _____

A7. What is your current marital status?

- (01) Single and never married
 (02) Married
 (03) Cohabiting
 (04) Divorced **or** separated
 (05) Widowed
 (06) Other (Please specify) _____

A8. What is your education level?

- (01) None (**skip to 17**)
 (02) Self-study (**skip to 17**)
 (03) Elementary school
 (04) Junior high school
 (05) Vocational junior high school
 (06) Senior high school (General class)
 (07) Senior high school (Vocational class)
 (08) Vocational senior high school
 (09) Cadet school
 (10) Five-year junior college
 (11) Two-year junior college
 (12) Three-year junior college
 (13) Military/police junior college (one year)
 (14) Military/police junior college (two years)
 (15) Open junior college
 (16) Open university
 (17) Military/police college
 (18) Institute of technology

- (19) University
- (20) Graduate school (Master's degree)
- (21) Graduate school (doctoral degree)
- (22) Other (Please specify _____)

《Please answer A9 regardless of whether your father is alive or not》

A9. What is your father's education level? (Options refer to A8)

B. Media Behavior

B1. How often did you chat with others during the last year?

- (01) At least once a day
- (02) Two or three times a week
- (03) Once a week
- (04) Once or twice a month
- (05) Once every two to three months
- (06) Once every six months
- (07) Once a year
- (08) Not during the last year (Skip to B3)
- (09) Never (Skip to B3)

B2. Whom do you most often chat with?

- (1) Family members or relatives
- (2) Neighbors
- (3) Coworkers
- (4) Friends
- (5) Other (please specify)_____

B3. How often did you use the phone during the last year? (including cellular phones)

- (01) At least once a day
- (02) Two or three times a week
- (03) Once a week
- (04) Once or twice a month (skip to B5)
- (05) Once every two to three months (skip to B5)
- (06) Once every six months (skip to B5)
- (07) Once a year (skip to B5)
- (08) Not during the last year (skip to B6)
- (09) Never (skip to B6)

B4. On average, how much time do you spend on the phone (including cellular phones) each day?

_____ hour(s) _____ minutes

B5. Whom do you call most often?

- (1) Family members or relatives
- (2) Neighbors
- (3) Coworkers
- (4) Friends
- (5) Customers
- (6) Other (please specify)_____

B6. How often did you read the newspaper during the last year?

- (01) At least once a day
 (02) Two or three times a week
 (03) Once a week
 (04) Once or twice a month
 (05) Once every two to three months
 (06) Once every six months
 (07) Once a year
 (08) Not during the last year (skip to B12)
 (09) Never (skip to B12)

B7. On average, how many days a week did you read the newspaper during the past year? _____ days

B8. On average, how much time do you spend reading the newspaper each day? _____ hour(s) _____ minutes

B9. How many newspapers do you usually have at home? (including single purchases, subscriptions/complimentary copies, in either Chinese or English)

- (1) _____ (2) None

B10. What newspapers do you most often read?

The most-often read newspaper _____

The second-most-often read newspaper _____

The third-most-often read newspaper _____

B11. What topics do you most often read in a newspaper?

(Please choose no more than 3 options from the following:)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentaries or letters to the editor	<input type="checkbox"/> (05) Transportation and traffic
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock or money market reports	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (14) Games (e.g., crosswords, number puzzles)			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	

Education and Knowledge	<input type="checkbox"/> (26) Computers and technology	<input type="checkbox"/> (29) Education and learning (e.g., languages)	<input type="checkbox"/> (30) Political propaganda
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (35) Other (Please specify) _____

B12. How often did you read magazines during the last year?

- (01) At least once a day
 (02) Two or three times a week
 (03) Once a week
 (04) Once or twice a month
 (05) Once every two to three months
 (06) Once every six months
 (07) Once a year
 (08) Not during the last year (skip to B18)
 (09) Never (skip to B18)

B13. On average, how many days each month, did you read magazines during the last year?
_____ days

B14. How many magazines do you usually have at home? (including single purchases, subscriptions/complimentary copies, in either Chinese or English)

- (01) _____ (02) None

B15. What magazines do you most often read?

The most-often read magazine _____ □□□

The second-most-often read magazine _____ □□□

The third-most-often read magazine _____ □□□

B16. What topics do you most often read about in magazines?

(Please choose no more than 3 options from the following)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Commentaries or letters to the editor	
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock or money market reports	<input type="checkbox"/> (09) Food
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	

Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and feng-shui		
Education and Knowledge	<input type="checkbox"/> (26) Computer and technology	<input type="checkbox"/> (27) Knowledge	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Public Administration	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (35) Other (Please specify) ____			

B17. On average, how much time do you spend reading magazines every day?
_____ hour(s) _____ minutes

B18. How often did you listen to the radio during the last year?

- (01) At least once a day
 (02) Two or three times a week
 (03) Once a week
 (04) Once or twice a month
 (05) Once every two to three months
 (06) Once every six months
 (07) Once a year
 (08) Not during the last year (skip to B22)
 (09) Never (skip to B22)

B19. On average, how many days a week did you listen to the radio during the last year?
_____ days

B20. On average, how much time do you spend listening to the radio every day?
_____ hour(s) _____ minutes

B21. What radio programs do you listen to most often?
(Please choose no more than 3 options from the following)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock or money market reports	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (12) Music	<input type="checkbox"/> (13) Radio drama			

Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Children programs	<input type="checkbox"/> (18) Sports competitions	<input type="checkbox"/> (19) Medicine and health	
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) Computer and technology	<input type="checkbox"/> (27) Knowledge	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, Political propaganda, Public affairs	
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or Marketing	<input type="checkbox"/> (35) Other (Please specify) _____		

B22. How often did you watch TV during the last year (including cable TV)?

- (01) At least once a day
 (02) Two or three times a week
 (03) Once a week
 (04) Once or twice a month
 (05) Once every two to three months
 (06) Once every six months
 (07) Once a year
 (08) Not during the last year (skip to B31)
 (09) Never (skip to B31)

B23. On average, how many days a week did you spend watching TV during the last year?
 _____ days

B24. On average, how much time do you spend watching TV every day?
 _____ hour(s) _____ minutes

B25. Do you have cable TV in your home?

- (01) Yes
 (02) No

B26. What TV channels do you watch most often?

The most-often watched channel _____ □□□

The second-most-often watched channel _____ □□□

The third-most-often watched channel _____ □□□

B27. What TV programs do you watch most often? (Please choose no more than 5 from the following)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic	
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock or money market reports	<input type="checkbox"/> (09) Food		
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (11) Variety shows	<input type="checkbox"/> (12) Pop music	<input type="checkbox"/> (13) Drama (e.g., single-episodes or soap operas)	<input type="checkbox"/> (14) Competition (racing) programs or quiz shows	<input type="checkbox"/> (15) Movies or episodes of TV serials
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Cartoons and children's programs		<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural events	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Astrology and divination	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folks arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) Information and technology	<input type="checkbox"/> (27) Knowledge (e.g., Discovery, National Geographic)	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, Political propaganda, Public affairs	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in Marketing	<input type="checkbox"/> (35) Other (Please specify) ____			

B28. On average, how many days a week did you watch TV news during the last year? ____ days

B29. On average, how much time do you spend on watching TV news every day?
_____ hour(s) _____ minutes

B30. On what TV channels do you watch the news most often?

The most-often watched channel _____ □□□

The second-most-often watched channel _____ □□□

The third-most-often watch channel _____ □□□

B31. How often did you go to the cinema to watch a movie during the last year?

- (01) At least once a day
- (02) Two or three times a week
- (03) Once a week
- (04) Once or twice a month
- (05) Once every two to three months
- (06) Once every six months
- (07) Once a year
- (08) Not during the last year
- (09) Never

B32. How often did you watch a video, LD, DVD, or VCD during the last year?

- (01) At least once a day
- (02) Two or three times a week
- (03) Once a week
- (04) Once or twice a month
- (05) Once every two to three months
- (06) Once every six months
- (07) Once a year
- (08) Not during the last year
- (09) Never

《For those who answered “(09) Never” for both B31 and B32, please skip to B34》

B33. When you go to the cinema to watch a movie or when you watch a video, LD, DVD, or VCD, what kind of movies (or programs) do you watch most often? (Please choose no more than 3 options from the following)

- (01) Love stories, romance movies
- (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) Disaster films or programs
- (16) Learning programs
- (17) Cabaret
- (18) Crime and suspense
- (19) Other (please specify)_____

B34. Do you have any of the following items at home? (Choose all that apply)

- (01) Telephone→ How many residential phone numbers are registered for your home?_____
- (02) Answering machine
- (03) Cellular phone→ How many registered cellular phone numbers in total do you and your

family members have? _____

- (04) Fax machine
- (05) Camcorder
- (06) GPS (Global Positioning System)
- (07) Computer
- (08) Digital Camera
- (09) Scanner
- (10) PDA (Personal Digital Assistant)
- (11) All-in-one printer
- (12) MP3 or MP4 player
- (13) Satellite receiver, or HDTV set
- (14) MOD (Multimedia on Demand) services
- (15) Walkman

《For those who did not choose “(03) Cellular phone” in B34, please tick option (18) for B35》

B35. What functions of a cellular phone do you use most often? (Choose all that apply)

- (01) Receiving or making phone calls
- (02) Receiving or sending messages
- (03) Playing games
- (04) Downloading ringtones or graphics
- (05) Taking pictures
- (06) Using services for making friends
- (07) Receiving or sending emails
- (08) Using services for astrology and divination
- (09) Receiving information for consumers
- (10) Receiving entertainment news
- (11) Receiving news or information about finances and investment
- (12) Using the Internet service
- (13) Using GPS (Global Positioning System)
- (14) Using PDA (Personal Digital Assistant)
- (15) Watching TV programs
- (16) Listening to music
- (17) Using the alarm
- (18) Do not have cellular phones
- (19) Other (Please specify) _____

C. Internet

C1. How often did you use internet during the last year?

- (01) At least once a day
- (02) Two or three times a week
- (03) Once a week
- (04) Once or twice a month
- (05) Once every two to three months
- (06) Once every six months
- (07) Once a year
- (08) I have used the internet before, but not during the last year (skip to D1)
- (09) Never (skip to D1)

C2. How long have you been using the internet? _____ year(s) _____ month(s)

C3. On average, how many days a week did you use internet last year? ___ day(s)

C4. On average, how much time do you spend on the internet each day?
_____ hour(s) _____ minutes

C5. Apart from your professional and academic needs, on average, how much time do you spend on the internet each day?(e.g., playing games, reading news)
_____ hour(s) _____ minutes

C6. Do you have a personal e-mail account?

(01) Yes → How many of them do you often use? _____

(02) No

C7. What kinds of information do you search for on the internet? (Choose all that apply)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs for discussion most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic	
Finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock or money market reports	<input type="checkbox"/> (09) Food		
Leisure and Entertainment	<input type="checkbox"/> (10) Leisure & Entertainment	<input type="checkbox"/> (12) Pop music	<input type="checkbox"/> (13) Drama (e.g., radio drama, single-episodes or soap operas)	<input type="checkbox"/> (14) Competition (racing) programs or quiz shows	<input type="checkbox"/> (15) Movies (including episodes of TV serials)	
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Cartoons and children's programs	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural events	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Astrology and divination	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folks arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) Information and technology	<input type="checkbox"/> (27) Knowledge	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related information, Political propaganda, Public Affairs	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in marketing	<input type="checkbox"/> (34) Entertainment news	<input type="checkbox"/> (35) Other (please specify) _____		

C8. On average, how many days each week did you read news on the internet last year?

____ day(s) (For those who did not read news on the internet, please skip to C11)

C9. On average, how much time do you spend reading news on the internet every day?

_____ hour(s) _____ minute(s)

C10a. On what website do you read news on the internet most frequently?

- (01) udn.com
- (02) chinatimes.com
- (03) atnext.com
- (04) libertytimes.com
- (05) ETtoday
- (06) Yahoo
- (07) Google
- (08) MSN
- (09) PCHome
- (10) BBS
- (11) Other _____

C10b. On what website do you read news on the internet second-most frequently?

- (01) udn.com
- (02) chinatimes.com
- (03) atnext.com
- (04) libertytimes.com
- (05) ETtoday
- (06) Yahoo
- (07) Google
- (08) MSN
- (09) PCHome
- (10) BBS
- (11) No second-most-frequent news website
- (12) Other _____

C11. To what extent do you agree or disagree with each of the following statements?

		Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
(1)	The internet can broaden my horizon.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Using the internet makes me feel happy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	If possible, I will go online every day.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I can completely express my opinions without using my real name online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	Since I cannot see people on the internet, I can chat more freely and without pressure.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Using the internet can strengthen my interpersonal relationships.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	I can make more friends on the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	By using the internet, my friends and I have more contact with each other.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

(9) The internet makes it easier to communicate with people around the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
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C12. The following is a list of possible reasons for using the internet. To what extent do you agree or disagree with each of the following reasons?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
(1) Eager to find useful information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Eager to know important national and international news.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) Eager to learn something new	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) Eager to take part in discussions.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5) Eager to express your views.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6) Eager to say something that you usually hesitate to speak out about	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7) Eager to have fun	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8) Eager to kill time	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9) Eager to forget things that bothered you	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

C13. Below are some activities that people might have participated in via the internet. During the past year, how often have you done each of them online?

		Often	Sometimes	Seldom	Never	Never heard of it
(1)	Chat with someone on BBS (Bulletin Board System), post a message or response to a message on the bulletin board	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(2)	Visit chat rooms or a talk station on a website or websites that provide services for making friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(3)	Use e-mail	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(4)	Use instant messenger (e.g., ICQ, MSN)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(5)	Play online games	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(6)	Participate in newsgroups	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(7)	Use I-phone (e.g., internet phone calls, skype)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
(8)	Have a Netmeeting	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>

C14. How often do you do each of the following when you go online?

		Often	Sometimes	Seldom	Never
(1)	Receive and send e-mails	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	Read the news	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	Browse information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(4)	Participate in group discussions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)	Transmit information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(6)	Gather information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(7)	Browse or use blogs	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(8)	Play online games	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(9)	Chat and make friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(10)	Shop	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(11)	Make stock and financial transactions or search for related information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(12)	View or share video or music clips	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(13)	Watch TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

C15. How often do you do each of the following when you go online?

		Often	Sometimes	Seldom	Never
(1)	Read e-journals to obtain political information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	Discuss political issues with friends via the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	Express my political opinion to the media via the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(4)	Express my opinion to legislators or political figures via the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)	Express my political opinion on BBS, message boards, or blogs on the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(6)	Participate in voting about political issues on the internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

C16. During the past month, how many times did you search for shopping information (or services) on the internet? _____ times

C17. How would you describe your frequency of watching shopping channels on TV for gathering information about merchandise since you started to use the internet?

(01) Decreased a bit

(02) Remained the same

(03) Increased a bit

C18. To what extent do you agree or disagree with each of the following statements?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
C18a. The internet provides customers with detailed information about merchandise	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C18b. The internet provides customers with the most updated information about merchandise	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C18c. It is convenient to search for information about merchandise via the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

C19. During the past 3 months, how many times did you purchase any merchandise (or services) on the internet? _____ time(s)

(For those who didn't purchase any merchandise (or services) online, please skip to C21)

C20. During the past 3 months, how much in total did you spend on merchandise or services that you purchased on the internet? NT\$ _____

C21. To what extent do you agree or disagree with each of the following statements?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
C21a. There are many kinds of merchandise for customers to choose from when shopping on the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C21b. You can try the merchandise before you purchase it when shopping on the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C21c. It is safe to pay for the merchandise or services that you purchase on the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C21d. You will receive the merchandise quickly when you shop on the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C21e. Good customer services are provided for those who purchase merchandise or services on the internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

D. Exposure to News Coverage

D1. To what extent do you agree or disagree with each of the following statement?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
(1) News coverage of controversial issues in newspapers usually reflects the public's viewpoints	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) News coverage in newspapers is reported so completely that we can get the full picture of everything	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) News coverage in newspapers is usually accurate	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) News coverage in newspapers is usually reported objectively	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5) News coverage in newspapers is usually trustworthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6) News coverage of controversial issues on TV usually reflects the public's viewpoints	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7) News coverage on TV is reported so completely that we can get the full picture of everything	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8) News coverage on TV is usually accurate	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9) News coverage on TV is usually reported objectively	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10) News coverage on TV is usually trustworthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

D2. If you could choose only one from the following options to get a full picture of national and

international news, which one will you choose?

- (01) Newspapers
- (02) Magazines
- (03) Radio
- (04) Television
- (05) The internet

D3. If you were to find out that the media are reporting the same event differently, which form of media coverage would you trust the most?

- (01) Newspapers
- (02) Magazines
- (03) Radio
- (04) Television
- (05) The internet

D4. Of the newspapers that you usually read, which one do you trust the most?

- (01) _____ (Please fill in the name of newspaper)
- (02) I never read newspapers
- (03) I trust none of them
- (04) I trust all of them

D5. Of the news programs that you usually watch on TV, which one do you trust most?

- (01) _____ (Please fill in the name of TV station)
- (02) I never watch TV news
- (03) I trust none of them
- (04) I trust all of them

D6. On a scale from 0 to 100, where “0” means “can’t be trusted at all,” “60” means “just past the bottom line of trust,” and “100” means can be trusted very much, how do you rate the following media’s overall performance in news reporting?

For those who never read newspaper or magazines, or never listen to the radio or watch TV, please answer the questions based on your impression about them.

- (1) Newspapers _____
- (2) Magazines _____
- (3) Radio _____
- (4) Television _____
- (5) The internet _____ (For those who never use the internet, please skip to D7a.)

D7a. How often do you watch political news on TV?

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Never (Skip to D8a)

D7b. To what extent do you pay attention when you are watching political news on TV?

- (01) Very much

- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D8a. How often do you read political news in the newspaper?

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Never (Skip to D9a)

D8b. To what extent do you pay attention when you read political news in the newspaper?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D9a. How often do you read e-news, political news on the internet, or messages about political news on BBS?

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Never (Skip to D10)

D9b. To what extent do you pay attention when you read e-news, political news on the internet, or messages about political news on BBS?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

《Please check option (5) “Not at all” for those who never read newspapers, watch TV, or use the internet for questions D10 to D12》

D10. How much do you rely on political news in the newspaper to know what important issues are happening in our nation?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D11. How much do you rely on political news on TV to know what important issues are happening in our nation?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D12. How much do you rely on political news on the internet to know what important issues are happening in our nation?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D13. How often do you watch call-in programs that discuss political issues on TV? (e.g., 2100 **Chuang-Ming-Kai-Chiang on TVBS, Dai-Hua-Hsing-Wen on SETTV**)

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Hardly ever
- (05) Never (Skip to D21)

D14. To what extent do you pay attention when you watch call-in programs that discuss political issues on TV?

- (01) Very much
- (02) Somewhat
- (03) So-so
- (04) Not much
- (05) Not at all

D15. What call-in programs that discuss political issues on TV do you watch most frequently?

_____ □□

D16. Among the call-in programs you often watch that discuss political issues on TV, how often do those programs criticize Pan-Blue politicians?

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Almost none

D17. Among the call-in programs you often watch that discuss political issues on TV, how often do those programs criticize Pan-Green politicians?

- (01) Often
- (02) Sometimes
- (03) Seldom
- (04) Almost none

D18. Among the call-in programs you often watch that discuss political issues on TV, do you think their criticisms or arguments are just or unjust?

- (01) Very just
- (02) Somewhat just
- (03) So-so
- (04) Not very just
- (05) Not just at all

D19. How much do you think it is necessary for our society to have call-in programs that discuss political issues on TV?

- (01) Very much
 (02) Somewhat
 (03) So-so
 (04) Not much
 (05) Not at all

D20. To what extent do you think watching call-in programs that discuss political issues on TV has the following effects on yourself?

	Definitely yes	Probably yes	Not sure	Probably not	Definitely not
(1) Can't trust politicians	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Feel hopeless about politics	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) Feel disappointed with the political environment	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

D21. To what extent do you think watching call-in programs that discuss political issues on TV has the following effects on people?

	Definitely yes	Probably yes	Not sure	Probably not	Definitely not
(1) Can't trust politicians	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Feel hopeless about politics	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) Feel disappointed with the political environment	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

D22. How likely is it that you would do the following if people in Taiwan were to start talking about call-in programs that discuss political issues on TV as having certain effects on our society?

	Definitely yes	Probably yes	Not sure	Probably not	Definitely not
(1) Petition to ask call-in programs to justly or fairly discuss political issues on TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Boycott call-in programs that do not justly or fairly discuss political issues on TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) Support the government's policy to issue a penalty to call-in programs that do not justly or fairly discuss political issues on TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) Support the government's policy to stop broadcasting call-in programs that do not justly or fairly discuss political issues on TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E. Effects on the society

E1. Please answer the following questions about current political affairs.

(1) Do you know how long a term of presidency is, as defined in the constitution? <input type="checkbox"/> (01) Three years <input type="checkbox"/> (02) Four years <input type="checkbox"/> (03) Five years <input type="checkbox"/> (97) Not sure
(2) Do you know who is China's current leader (president)? <input type="checkbox"/> (01) Hu, Jintao <input type="checkbox"/> (02) Wu, Bangguo <input type="checkbox"/> (03) Wen, Jiabao <input type="checkbox"/> (97) Not sure

(3) Of the three countries listed below, which one of them has an official diplomatic relationship with Taiwan? <input type="checkbox"/> (01) Korea <input type="checkbox"/> (02) Belize <input type="checkbox"/> (03) The Vatican <input type="checkbox"/> (97) Not sure
(4) Do you know who is Hong Kong's current Chief of Executives? <input type="checkbox"/> (01) Tung, Chee-Hwa <input type="checkbox"/> (02) Zhu, Rong-ji <input type="checkbox"/> (03) Tsang, Yam-Kuen (Donald) <input type="checkbox"/> (97) Not sure

E2. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(1) For people like us, only by casting our ballots can we have an influence on politics	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Though politics is complicated, a person like me still can understand them	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) People like me can have influence on governmental policy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) Government officials care about the opinions of common people like me	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5) When government officials want to do something, they care for people's opinions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6) The government will seek what is in the best interest for all people	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7) The government will consider the "people's interest" as the first priority when it is making important decisions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8) I believe in what government officials say on TV or in the newspaper	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E3. Taiwan is facing some problems right now. How important is each of the following problems to you?

	Very important	Somewhat important	So-so	Not important	Not important at all
1. Economic	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Relationship between Taiwan and China	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Health care	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Security in our society	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Environmental protection	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. Judicial reform	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
8. Uplifting morality and ethics in society	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

9. Regional construction	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
10. National identity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E4. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(1) Considering my life in general, I feel that I have the life of my dreams	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Considering my life in general, I feel that I have a good life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) I am satisfied with my life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) I have gained the most important (precious) thing of my life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5) If I could live again, I would choose to live the same life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6) I think my life will be better in the next five years	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E5. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1. I'd rather depend on myself than others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. I rely on myself most of the time; I rarely rely on others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. I feel a sense of success as long as I do my job better than others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Winning is everything	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. To me, pleasure is spending time with others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. I feel good when I cooperate with others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. It is my duty to take care of my family, even when I have to sacrifice what I want	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
8. Family members should stick together, no matter what sacrifices are required	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9. I admire people who own expensive homes and cars	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
10. I think the most important achievement in life is to acquire material possessions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E6. Please indicate how important the following things are to you.

	Very important	Important	So-so	Not important	Not important at all

1. A comfortable life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. A sense of accomplishment	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. A world at peace	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Family security	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Happiness	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Inner harmony	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. Self-respect	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
8. Social recognition	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E7. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(1) It's better for a husband to take care of external matters, while a wife takes care of domestic matters	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) A husband's career accomplishments are equal to a wife's achievements.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) A husband should try his best to help with part of the family chores if the wife works	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) Females are more suited to taking care of families than males	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5) Females are not suited to participating in decision making for administrative policies that will affect the public	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6) Males are more suited to working for a position that involves a certain level of management, while females are more suited to working for a first-line position	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7) It's worth spending more education expenses on males than females	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8) Females are also suited to working mechanical jobs (e.g., technician, maintenance worker)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9) Males are also suited to working as a nurse	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10) Females are also suited to working transportation-related jobs (e.g., truck driver, taxi driver, train driver, pilot)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11) Males are also suited to working clerical jobs (e.g., secretary, assistant)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

(12) Males are more suited to studying the natural sciences because they have better abilities in organizing ideas logically and coherently	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13) Females are more suited to studying the humanities because they have better verbal abilities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14) Males tend to have greater responsibility than females to solve the problems in front of them	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(15) Males tend to be more rational and logical in nature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(16) Females tend to be more emotionally unstable in nature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(17) Males tend to be more independent in nature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(18) Females tend to rely on others more in nature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

The following questions are about TV shopping channels.

E8. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
(1) I like to go shopping without time and place limitations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) It is very important for me to save time when shopping	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) I don't like to devote too much effort when shopping for something	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) I like to try the merchandise before I buy it	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E9. To what extent do you agree or disagree with each of the following statements?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
a. Shopping channels provide customers with detail information about merchandise	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b. The shopping channel provides the customers with the most recent information about merchandise	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c. It is very convenient to search information about merchandise on shopping channels on TV	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E10. To what extent do you agree or disagree with each of the following statements?

How much do you think the information about merchandise on shopping channels is trustworthy?

	Very much	A lot	So-so	Not much	Not at all
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The information about merchandise on shopping channels is trustworthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
The information about merchandise on the internet is trustworthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E11. During the past 3 months, how many times did you purchase something (or services) via the shopping channels on TV? _____ time(s) (Please skip to E13 for those who answered "0")

E12. During the past 3 months, how much in total did you spend on merchandise or services that you purchased via the shopping channels on TV? NT\$ _____

E13. To what extent do you agree or disagree with each of the following statements?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
E13a. There are many kinds of merchandise for customers to choose from on TV shopping channels	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
E13b. You can try the merchandise or service before you purchase it on TV shopping channels	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
E13c. There are safe ways to make a payment for merchandise or service that you purchased on TV shopping channels	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
E13d. When you purchase merchandise or services on TV shopping channels, you will receive them quickly	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
E13e. Good customer services are provided for those who purchase merchandise or service on TV shopping channels	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

The following questions (E14~E18) are about foreign brides who are from Vietnam, Indonesia, Thailand, and the Philippines.

E14. On a scale from 1 to 5, how would you grade foreign brides in the following aspects? Take the first question of E14 for an example. On a scale from 1 to 5, where "1" means "very honest," "2" means "honest," "3" means "so-so," "4" means "not honest," and "5" means "not honest at all," how would you grade foreign brides on the aspect of honesty?

1. Foreign brides are very honest	— 1 — 2 — 3 — 4 — 5 —	Foreign brides are not honest at all
2. Foreign brides are very smart	— 1 — 2 — 3 — 4 — 5 —	Foreign brides are not smart at all
3. Foreign brides are very home-loving	— 1 — 2 — 3 — 4 — 5 —	Foreign brides are not home-loving at all
4. Foreign brides are very unlikely to commit a crime	— 1 — 2 — 3 — 4 — 5 —	Foreign brides are very likely to commit a crime

5. Foreign brides have a sense of responsibility for family	—1—2—3—4—5—	Foreign brides don't have a sense of responsibility for family at all
6. It is easy for foreign brides to get used to life in Taiwan	—1—2—3—4—5—	It is not easy at all for foreign brides to get used to life in Taiwan
7. Foreign brides have outstanding ability	—1—2—3—4—5—	Foreign brides don't have outstanding ability
8. Children of foreign brides have outstanding performance	—1—2—3—4—5—	Children of foreign brides don't have outstanding performance at all

E15. To what extent do you agree or disagree with each of the following statements?

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree Strongly
(1) Most news coverage about foreign brides is factual	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2) Most news coverage about foreign brides is negative	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3) Most news coverage about foreign brides is trustworthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4) Most news coverage about foreign brides is biased	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

E16. How often do you have contact with foreign brides?

- (01) Very often
- (02) Quite often
- (03) Sometimes
- (04) Seldom
- (05) Never

E17. How different do you think the lifestyles or customs are between Taiwanese and foreign brides?

- (01) Very much
- (02) A lot
- (03) Somewhat
- (04) A little
- (05) None

E18. How well do you think foreign brides interact with Taiwanese?

- (01) Very well (02) Quite well (03) So-so
- (04) Not well (05) Not well at all

E19. Among these political parties in Taiwan, which one do you support the most?

- (01) KMT (the Kuomintang)
- (02) DPP (the Democratic Progressive Party)
- (03) PFP (the People First Party)

- (04) TSU (the Taiwan Solidarity Union)
- (05) NP (the New Party)
- (06) Other (Please specify) _____
- (07) None of them
- (08) Only support the candidate regardless of his/her political party

E20. In society nowadays, some people differentiate between various political parties by labeling them pan-blue or pan-green. Which one do you support?

- (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, or does not matter

E21. Do you currently have a job? ?

- (01) I have a full-time job
- (02) I have a part-time job
- (03) I do irregular jobs (odd jobs) or I am temporarily unemployed
- (04) I work for a family business
- (05) I am currently unemployed (Skip to E23)
- (06) I am a student or trainee and do not work now (Skip to E23)
- (07) I am retired
- (08) I am a homemaker and do not work now (Skip to E23)
- (09) I am elderly, physically or mentally handicapped, or sick, and cannot work (Skip to E23)
- (10) Other (Please specify) _____

E22. What is your main occupation (at present, or prior to retirement)?

Please fill in detailed information.

- a. Full name of the company _____; main product or service _____ Industry
- b. Division (Skip if not applicable) _____; position _____
Detailed job description _____ ISCO 88
- c. How many hours do you work per week on average? _____ Hours
- d. Do you supervise other employees at your job? (1) Yes (2) No
- e. Where and for whom do you work?
 - (01) I work for a government organization (Skip to E23)
 - (02) I work for a state-owned enterprise (Skip to E23)
 - (03) Other (Skip to E23)
 - (04) I am self-employed (Please go to the next question A19f)
- f. Do you employ anyone?
 - (1) Yes (Please go to the next question A19g) (2) No (Skip to E23)
- g. How many employees do you have? _____

E23. What is your average monthly income before taxes (including your salary, year-end bonus, overtime compensation, commission, income from personal business or investments, rent, pension, economic support from parents or children, etc.)?

- (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

E24. What is your average monthly household income before taxes, including all your family income?

- (01) None
- (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\$1,000,000
- (26) More than NT\$1,000,000

The interview ended at ___ month ___ day ___ hour ___ minute

Please enter using the 24-hour format.