

Asian Barometer Survey 2010

TECHNICAL REPORT

(TAIWAN)

1. LOCATION

The 2010 Asian Barometer Survey covered the area of Taiwan Province, including two metropolises -- Taipei City and Kaohsiung City.

2. TIMETABLE

Project: August 1, 2009 – July 31, 2010

Fieldwork : January 16, 2010 – February 28, 2010

3. RESPONDENTS

Data was gathered through face-to-face interviews of voting-age adults (20 years old and above), who had registered in the household system in Taiwan Province. The baseline information and addresses were drawn from the household information compiled by the Ministry of Interior and excluded residents in military organizations, hospitals, medical care centers, schools, vocational training centers, dormitories, detention centers, and prisons.

4. SAMPLING PROCESS AND METHODOLOGY

(1) Establishing a Framework for Sampling

First, following the 2006 second wave survey, we divided Taiwan into six geographical areas. Then, using the total number of people eligible to cast ballots in the 2008 presidential election, we estimated the total number of successful samples required in each geographical area.

In accordance with the 30/30 rule for using micro-level data to make macro level conclusions, the number of electoral constituencies (xuanqu) and neighborhoods (li) or villages (cun) to be sampled in each geographical area was based on the estimated total number of samples in that area. Sampling was carried out in three stages in accordance with the probability proportional to size (PPS) method. In the first stage, electoral constituencies were selected in each geographical area in accordance with the divisions in place for the 2008 Legislative Yuan elections. In the second stage, four neighborhoods or villages were selected in each of the twenty-seven electoral constituencies drawn in the first stage. In the third stage, respondents were selected in each of the neighborhoods and villages drawn in the second stage. We selected fourteen people in each neighborhood or village (ten people in Yilan, Hualien, Taitung, and the outlying islands) on the basis of the feasibility of carrying out successful interviews. In total, we selected a total of 1536 interviewees. The sampling framework is shown in table 1.

Table 1: Sampling Framework

Area	Number of Voters	Percentage of Total	Number of Constituencies Selected	Number of Neighborhoods/Villages Selected	Number of Samples Taken in Each Village/Neighborhood	Total Number of Samples
Keelung/Taipei City/Taipei County Area	5219076	30.13	8	32	14	448
Taoyuan/Hsinchu/Miaoli Area	2464861	14.23	4	16	14	224
Taichung/Changhua/Nantou Area	3291393	19.00	5	20	14	280
Yunlin/Chiayi/Tainan Area	2618745	15.12	4	16	14	224
Kaohsiung City/Kaohsiung	2796361	16.14	5	20	14	280

County/Pingtung Area						
Yilan/Hualien/ Taitung & Outlying Islands*	931186	5.38	2	8	10	80
Total	17321622	100.0	27	112	-	1536

* Including Penghu, Kinmen, and Mazu

(2) Sampling Stages

- A. After the number of electoral constituencies to be sampled in each geographical area was established, we undertook systematic sampling on the basis of PPS to select the constituencies.
- B. After selection of the electoral constituencies, we undertook systematic sampling on the basis of PPS to select neighborhoods and villages within the constituencies. The selected neighborhoods and villages are shown in table 2.
- C. After the selection of neighborhoods and villages, we applied to the Department of Household Registration, Ministry of the Interior for access to household registration data. We then used systematic sampling to select respondents on the basis of the required number of successful samples in each neighborhood or village.

Table 2: Neighborhoods and Villages Selected

Constituency	Urban Districts, Urban Townships, and Rural Townships Drawn	Neighborhoods and Villages Selected
Taipei City Constituency 2	Shilin District	Shengshan, Fuhua
	Datong District	Penglai , Jianming
Taipei City Constituency 3	Zhongshan District	Fuhua, Kangle, Min'an .
	Songshan District	Anping
Taipei City Constituency 7	Xinyi District	Shuanghe, Siwei, Changchun
	Xinyi District	Xinju
Taipei County Constituency 4	Xinzhuang City	Danfeng, Bade, Wenming, Zixin .
Taipei County Constituency 7	Banqiao City	Shenqiu, Zhongshan, Tangchun , Fuzhou
Taipei County Constituency 10	Sanxia Township	Longpu
	Tucheng City	Leli, Yusheng, Rihe .

Taipei County Constituency 11	Xindian City	Zhongyang, Baufu, Chaicheng
	Shenkeng Township	Wanfu
Keelung City	Zhongzheng District	Xinfeng
	Qidu District	Yongping , Changxing
	Ren'ai District	Mingde
Taoyuan County Constituency 1	Taoyuan City	Zhongyi, Daxing
	Guishan Township	Xinlu
	Luzhu Township	Zhongfu
Taoyuan County Constituency 3	Zhongli City	Hua'ai, Fuxing, Mingde, Wufu
Hsinchu City	North District	Nanzhong
	East District	Yuxian
	Xiangshan District	Xiangshan
	North District	Nanshi
Miaoli County Constituency 2	Toufen Township	Pantau
	Miaoli City	Fuxing, Jiasheng
	Gongguan Township	Ren'an
Taichung City Constituency 1	Xitun District	Yong'an, Heren
	Nantun District	Sancuo, Yongding
Taichung County Constituency 3	Taiping City	Xinping, Dongping
	Dali City	Xinren ,Xiangxing
Taichung County Constituency 4	Shigang Township	Dexing
	Xinshe Township	Zhongzheng
	Fengyuan City	Sancun, Xinan
Changhua County Constituency 1	Lugang Township	Gouqian, Guocuo
	Fuxing Township	Dalun
	Xiushui Township	Pulun
Changhua County Constituency 2	Huatan Township	Qiaotou
	Changhua City	Lunping, Yanhe, Changle
Chiayi County Constituency 2	Minxiong Township	Dongrong
	Zhongpu Township	Hemu
	Xingang Township	Xizhuang
	Xikou Township	Bencuo
Chiayi City	East District	Xingren, Anliau
	West District	Zhongyong, Daye
Tainan County Constituency 1	Xinying City	Sanxian
	Liuying Township	Guangfu

	Baihe Township	Dazhu
	Xiaying Township	Hongcuo
Tainan City Constituency 1	North District	Chengde
	Annan District	Xidong, Anqing
	West Central District	Xiehe
Kaohsiung City Constituency 2	Gushan District	Mingcheng, Zhongzheng, Housheng
	Sanmin District	Tongde
Kaohsiung City Constituency 3	Sanmin District	Zhengxing, Bau'an, Bauxing, Wan'ai
Kaohsiung County Constituency 2	Gangshan Township	Xiehe, Gangshan
	Luzhu Township	Zhuwei
	Ziguan Township	Zixin
Kaohsiung County Constituency 3	Niaosong Township	Niaosong
	Linyuan Township	Zhongmen
	Renwu Township	Hou'an
	Daliao Township	Zhongzhuang
Pingtung County Constituency 2	Pingtung City	Shengli, Ruiguang, Jinquan
	Wandan Township	Wansheng
Yilan County	Yilan City	Hemu
	Su'ao Township	Nanxing
	Zhuangwei Township	Zhongxiao
	Dongshan Township	Lupu
Hualien County	Yuli Township	Taichang
	Hualien City	Zhuquan, Zhuxue
	Ji'an Township	Nanhua

(3) Alternate Samples

Unsuccessful interviews are an inevitable part of survey research regardless of approach used. In order to avoid the problem of the eventual sample size being too small because of unsuccessful interviews, we also selected alternate sets of samples. If the original sample set was unsuccessful, alternate samples sets were used. The process and methodology for selecting alternate samples was the same as for the original sample set. In total we selected a total of twenty-one sets of alternate samples for each neighborhood or village. Once interviews on an alternative sample set had been started, the entire set had to be completed.¹ The

¹After interviews using the first sample set were completed in a neighborhood or village, if the minimum number of successful interviews is attained, then survey work in the neighborhood or village

total number of samples in the first alternate set was the same as the original set. However, due to the difference in success rate between rural and urban areas, it was decided that in cities, urban districts, and urban townships (basic unit neighborhood) that from the sixth alternate set onwards, only 50% of the original total were sampled. However, in rural townships (basic unit village) the 50% rule applied from the fourth alternate set onwards.

(4) Process for Retesting to Measure Reliability

In order to test the reliability of sampling, after interviews were completed we selected a sample from successful interviews in order to retest the reliability of responses. The number of retest interviews was required to be 20% of the total number of successful interviews. In the first stage of interviews, we achieved a total of 1,592 successful samples. We therefore needed to complete a total of 318 retest interviews. The actual number of successful retest interviews was 318.

Sampling for retest interviews is shown in table 3.

Sampling for retest interviews was carried out on the basis that the total number of retest interviews would be 20% of successful interviews. Interviewees were selected through systematic sampling. Since retest interviews may also be unsuccessful, after the original sample set was selected, a total of three alternate sets were also chosen to be used if necessary.

Table 3: Retest sampling framework

Electoral Constituency	Number of Neighborhoods of Villages Sampled	Successful Interviews	Successful Interviews *0.2	Total Number of Retest Interviews	k
Taipei City Constituency 2	4	58	11.6	12	4.833333
Taipei City Constituency 3	4	58	11.6	12	4.833333
Taipei City Constituency 7	4	58	11.6	12	4.833333
Taipei County Constituency 4	4	58	11.6	12	4.833333

is ended. However, if the minimum number of successful interviews is not attained with the original samples, then the first set of alternate samples is used. If the minimum number of successful interviews is still not reached, then the second set is used, and so on. Each sample from a proceeding set has to be confirmed as unsuccessful before a new set can be used. However, once a new set is used, then each sample from that set must be completed even if the minimum total has already been met.

Taipei County Constituency 7	4	56	11.2	11	5.090909
Taipei County Constituency 10	4	56	11.2	11	5.090909
Taipei County Constituency 11	4	58	11.6	12	4.833333
Keelung City	4	57	11.4	11	5.181818
Taoyuan County Constituency 1	4	61	12.2	12	5.083333
Taoyuan County Constituency 3	4	59	11.8	12	4.916667
Hsinchu City	4	57	11.4	11	5.181818
Miaoli County Constituency 2	4	60	12	12	5
Taichung City Constituency 1	4	57	11.4	11	5.181818
Taichung County Constituency 3	4	56	11.2	11	5.090909
Taichung County Constituency 4	4	59	11.8	12	4.916667
Changhua County Constituency 1	4	56	11.2	11	5.090909
Changhua County Constituency 2	4	56	11.2	11	5.090909
Chiayi County Constituency 2	4	60	12	12	5
Chiayi City	4	58	11.6	12	4.833333
Tainan County Constituency 1	4	58	11.6	12	4.833333
Tainan City Constituency 1	4	61	12.2	12	5.083333
Kaohsiung City Constituency 2	4	55	11	11	5
Kaohsiung City Constituency 3	4	62	12.4	12	5.166667
Kaohsiung County Constituency 2	4	61	12.2	12	5.083333
Kaohsiung County	4	55	11	11	5

Constituency 3					
Pingtung County	4	57	11.4	11	5.181818
Constituency 2					
Yilan County	4	40	8	8	5
Hualien County	4	45	9	9	5
Total	112	1592	318.4	318	

(5) Sample Sizes and Error Margins

An indicator of data quality is the standard error of the estimate, on which the margin for sampling error is based. As survey statistics are mostly proportions, the key measure of data precision is the standard error of a proportion taken from a sample. It is computed as follows:

$$\pm z^* \sqrt{\frac{p(1-p)}{N}}$$

Where Z, at 95% confidence level is 1.96; p is the sample proportion estimate and n is the sample size. The overall sample size of 1,592 voting-age adults gives a maximum error margin of $\pm 2.46\%$ at the 95% confidence level, assuming a simple random sampling design.

5. RESEARCH METHODOLOGY

(1) Preparation

A. Questionnaire

The Chinese-version questionnaire was designed based on the module questionnaire developed by the Asian Barometer Survey. In order to deliver the definitive message in the questionnaire, several meetings were held among the team members to discuss the questions and indicators that would accurately evaluate and explore the citizens' attitudes toward democracy.

B. Pre-testing and Finalizing the Questionnaire

In order to narrow down the perception gap between the questionnaire designers and the respondents, a pre-test was needed so that problems, such as unclear wording, conceptually vague sentences, recording difficulties etc., could be corrected before the fieldwork began. The team also received feedback about the questionnaire from field supervisors and interviewers after they conducted the pre-test. The pre-test has helped determine the following things:

- The length of interviews (about 40 min. to 1 hour)
- Wording of questions
- Adding new items or eliminating less significant questions
- Question sequence
- Translation
- Coding system
- Questionnaire instructions
- Conception and idea of questions

C. Training

a. Training for Supervisor

Two one-day trainings were held to allow the field supervisors to become familiar with the questionnaire and survey procedure. They were instructed on how to supervise their field interviewers and check the questionnaires returned by the field interviewers. The supervisors were asked to conduct a pre-test before the second training. In the second training, the problems that the supervisors found during the pre-test were discussed together with the national team members and they were also instructed on how to deal with real situations encountered in fieldwork.

b. Training for Interviewers

The training for field interviewers were conducted in Taipei City (north) and Tainan City (south) respectively. In the training, the interviewers were given instruction on interview skills and coding. Moreover, they learned to become familiar with questionnaire by reading the questions in both Mandarin and Taiwanese, the dialect the majority of people speak in Taiwan, in order to deliver the exact meaning that the questions want to convey. The interviewers were asked to conduct pre-test before going to field and the supervisors were asked to assist their field interviewers when needed.

(2) Field work

A. Workers on Hand

For the survey, a total of 142 field staff was deployed:

Keelung/Taipei City/Taipei County Area Field

Supervisor = 7

Field Interviewer = 44

Taoyuan/Hsinchu/Miaoli Area Field

Supervisor = 4

Field Interviewer = 21

Taichung/Changhua/Nantou Area Field

Supervisor = 3

Field Interviewer = 23

Yunlin/Chiayi/Tainan Area Field

Supervisor = 3

Field Interviewer = 20

Kaohsiung City/Kaohsiung County/Pingtung Area

Field Supervisor = 3

Field Interviewer = 26

Yilan/Hualien/Taitung/Penghu/Kinmen/Matsu Area Field

Supervisor = 2

Field Interviewer = 8

B. Supervision

Supervisors reported to the project manager who monitored the progress and quality of the survey full-time. Supervisors would accompany the interviewers to conduct one or two interviews in the beginning to observe the interviewers and instruct them on how to improve their skills and avoid refusal from respondents. They also followed up and checked on the field interviewers as well as ensured that field logistics were received promptly and administered properly.

C. Spot-checking

Supervisors were responsible for investigating the failure or success of a case and spot-check in order to retain the survey quality. Supervisors either visited the respondent or called the respondent to ensure that the questionnaire was properly conducted and that the respondent was the one selected on the list. By doing so, any incomplete or inconsistent answer was verified by the supervisors.

D. Re-testing

One fifth of respondents were selected for re-test. The questions in the re-test questionnaires were far fewer and the same interviewer was not allowed to interview the same respondent he/she interviewed in the previous fieldwork.

(3) Field Editing and Data Processing

The supervisors went over the interviewers' work to check for consistency after the interview and the office editors conducted final consistency checks on all interviews prior to coding. The team members also gathered to discuss the coding problem in open questions and decided the new codes. Data was then verified and the consistency of the encoded data was checked before data tables were generated.

6. RELIABILITY ANALYSIS

(1) Economic Evaluations

Each of the six items showed positive correlation with the other five items. “Q2. How would you describe the change in the economic condition of our country over the last few years?” had the lowest correlation with a figure of .232. The total Cronbach’s α value for the six items was .652. The consistency of each concept was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. Therefore, it is not necessary to delete any items.

Cronbach's $\alpha = .652$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q1. How would you rate the overall economic condition of our country today?	.462	.580
Q2. How would you describe the change in the economic condition of our country over the last few years?	.232	.674
Q3. What do you think will be the state of our country’s economic condition a few years from now?	.405	.601
Q4. As for your own family, how do you rate the economic situation of your family today?	.405	.603
Q5. How would you compare the current economic condition of your family with what it was a few years ago?	.436	.588
Q6. What do you think the economic situation of your family will be a few years from now?	.390	.608

(2) Trust In Institutions

Each of the twelve items showed positive correlation with the other eleven items. “Q16. Newspapers” had the lowest correlation with a figure of .367. The total Cronbach’s α value of the twelve items was .833. The consistency of each item was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. Therefore, it is not necessary to delete any items. Overall, the design of this group of questions was good, and each item passed the reliability test.

Cronbach's $\alpha = .833$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q7. The president (for presidential system) or Prime Minister (for parliamentary system)	.500	.819
Q8. The courts	.539	.816
Q9. The national government [in capital city]	.603	.812
Q10. Political parties [not any specific party]	.524	.817
Q11. Parliament	.572	.814
Q12. Civil service	.489	.820
Q13. The military(or armed forces)	.496	.820
Q14. The police	.509	.819
Q15. Local government	.529	.817
Q16. Newspapers	.367	.829
Q17. Television	.379	.828
Q18. The election commission	.388	.828

(3) Social Capital

A. Family Trust

Each of the three items showed positive correlation with the other two items. “Q27. Other people you interact with” had the lowest correlation with a figure of .457. The total Cronbach’s α value of the three questions was .684. The consistency of each concept was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. Therefore, it is not necessary to delete any items.

Cronbach's $\alpha = .684$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q25. Your relatives	.489	.604
Q26. Your neighbors	.554	.513
Q27. Other people you interact with	.457	.642

B. Social Trust

“Q31. If you had friends or co-workers whose opinions on politics differed from yours, would you have a hard time conversing with them?” showed the lowest correlation with the other two items with a figure of only .104. This item can be considered for removal. The total Cronbach’s α value of the three items was .422. The consistency of each item was therefore not ideal in terms of reliability analysis. If “Q31. If you had friends or co-workers whose opinions on politics differed from yours, would you have a hard time conversing with them?” is deleted, then Cronbach’s α value becomes .622. Removing Q31. will therefore improve reliability.

Cronbach's $\alpha = .422$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q29. If you have a difficult problem to manage, are there people outside your household you can ask for help?	.368	.115
Q30. When people outside your household have problems, do they come to you for help?	.325	.204
Q31. If you had friends or co-workers whose opinions on politics differed from yours, would you have a hard time conversing with them?	.104	.622

(4) Psychological Involvement

“Q45. How often do you use the internet?” had the lowest correlation with the other three items with a figure of only .128. The total Cronbach’s α value of the four items was only .380. The consistency of each item was therefore not ideal in terms of reliability analysis. If “Q45. How often do you use the internet?” is deleted, then Cronbach’s α value becomes .552. Removing Q31. will therefore improve reliability. However, overall the reliability of this set of questions is not ideal.

Cronbach's $\alpha = .380$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q43. How interested would you say you are in politics?	.370	.240
Q44. How often do you follow news about politics and government?	.228	.287
Q45. How often do you use the internet?	.128	.552
Q46. When you get together with your family members or friends, how often do you discuss political matters?	.432	.273

(5) Traditionalism

“Q49. Most people are trustworthy?”, “Q61. Wealth and poverty, success and failure are all determined by fate.”, and “Q62. If one could have only one child, it is more preferable to have a boy than a girl.” each had correlations of under .200. Given these relatively low figures, these items can be considered for deletion. The total Cronbach’s α value of the fifteen items was .682. The consistency of each item was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. There are therefore no items that need to be deleted from this perspective.

Cronbach's $\alpha = .682$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q49. Most people are trustworthy?	.154	.684
Q50. For the sake of the family, the individual should put his personal interests second.	.309	.665
Q51. In a group, we should sacrifice our individual interest for the sake of the group’s collective interest.	.402	.653
Q52. For the sake of national interest, individual interest could be sacrificed.	.311	.665
Q53. When dealing with others, developing a long-term relationship is more important than securing one’s immediate interest.	.316	.664
Q54. When dealing with others, one should not only focus on immediate interest but also plan for future.	.275	.669
Q55. Even if parents’ demands are unreasonable, children still should do what they ask.	.340	.660
Q56. When a mother-in-law and a daughter-in-law come into conflict, even if the mother-in-law is in the wrong, the husband should still persuade his wife to obey his mother.	.367	.656
Q57. Being a student, one should not question the authority of their teacher.	.351	.659
Q58. In a group, we should avoid open quarrel to preserve the harmony of the group.	.392	.656
Q59. Even if there is some disagreement with others, one should avoid the conflict.	.401	.653

Q60. A person should not insist on his own opinion if his co-workers disagree with him.	.319	.664
Q61. Wealth and poverty, success and failure are all determined by fate.	.124	.694
Q62. If one could have only one child, it is more preferable to have a boy than a girl.	.088	.692
Q63. When dealing with others, one should not be preoccupied with temporary gains and losses.	.270	.670

(6) Political Participation

A. Expression of Ideas

Each of the five items showed positive correlation with the other four questions. “Q68. Contacted news media.” had the lowest correlation with a figure of .224. The total Cronbach’s α value for the five items was .679. The consistency of each concept was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. Therefore, it is not necessary to delete any items.

Cronbach's $\alpha = .679$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q64. Contacted elected officials or legislative representatives at any level.	.506	.594
Q65. Contacted officials at higher level.	.444	.624
Q66. Contacted acquaintances in the government.	.500	.597
Q67. Contacted other influential people outside the government.	.491	.603
Q68. Contacted news media.	.224	.700

B. Civil Action

Each of the five items showed a low level of correlation with the other four questions. Only “Q69. Got together with others to try to resolve local problems.” and “Q70. Got together with others to raise an issue or sign a petition.” scraped passed the .200 level. The total Cronbach’s α value of the five items was only .323. The consistency of each item was therefore not ideal in terms of reliability analysis. Even when individual items were removed, the Cronbach’s α value remained low. Overall, this group of questions needs to be reconsidered in order to clarify more clearly what concepts we want to measure.

Cronbach's $\alpha = .323$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q69. Got together with others to try to resolve local problems.	.257	.177
Q70. Got together with others to raise an issue or sign a petition.	.276	.183
Q71. Attended a demonstration or protest march.	.186	.269
Q72. Used force or violence for a political cause.	.089	.337
Q73. Thinking of whether you voted or not ever since you became eligible for voting, how would you describe yourself –have you voted in every election, voted in most elections, voted in some elections or hardly ever voted?	.104	.432

(7) Regime Preference

A. Ideal System of Democratic Government

This group has a total of twelve items. After measuring each main question and supplementary question, the two were grouped together and given a new code. For example, Q74 and Q74a were grouped together as “Strongly agree: Government leaders implement what voters want. (Code 1)”, “Agree: Government leaders implement what voters want. (Code 2)”, “Agree: Government leaders do what they think is best for the people. (Code 3)”, and “Strongly agree: Government leaders do what they think is best for the people. (Code 4)”.

“Q74. Regime Preference 1” and “Q77. Regime Preference 4” showed the lowest correlations with the other five items with a figure of less than .200 in both cases. These items can be considered for removal. The total Cronbach’s α value for the six items was .399. The consistency of each item was therefore not ideal in terms of reliability analysis. If “Q77. Regime Preference 4” is deleted, then Cronbach’s α value rises appreciably. However, the overall reliability of the question set remains less than ideal. It is therefore recommended that the overall design of this set is reconsidered.

Cronbach's $\alpha = .399$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q74+Q74a. Regime Preference 1 <i>Statement 1. Government leaders implement what voters want.</i> <i>Statement 2. Government leaders do what they think is best for the people.</i>	.154	.381
Q75+Q75a. Regime Preference 2 <i>Statement 1. Government is our employee, the people should tell government what needs to be done.</i> <i>Statement 2. The government is like parent, it should decide what is good for us.</i>	.290	.295
Q76+Q76a. Regime Preference 3 <i>Statement 1. The media should have the right to publish news and ideas without government control.</i> <i>Statement 2. The government should have the right to prevent the media from publishing things that might</i>	.213	.341

<i>be politically destabilizing.</i>		
Q77+Q77a. Regime Preference 4 <i>Statement 1. People should look after themselves and be primarily responsible for their own success in life. Statement 2. The government should bear the main responsibility for taking care of the wellbeing of the people.</i>	-.024	.498
Q78+Q78a. Regime Preference 5 <i>Statement 1. Political leaders are chosen by the people through open and competitive elections. Statement 2. Political leaders are chosen on the basis on their virtue and capability even without election.</i>	.266	.312
Q79+Q79a. Regime Preference 6 <i>Statement 1. Multiple parties compete to represent political interests. Statement 2. One party represents the interests of all the people.</i>	.314	.291

B. Operation of Current Government Institutions

The correlation of each item with the other three items in the set is good, with a minimum figure of .482. The total Cronbach's α value for the four items was .791. The consistency of each item was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. Therefore, it is not necessary to delete any items. Overall, the design of this set of questions is good. Each question passed the reliability test.

Cronbach's $\alpha = .791$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q80. Over the long run, our system of government is capable of solving the problems our country faces.	.591	.743
Q81. Thinking in general, I am proud of our system of government.	.686	.694
Q82. A system like ours, even if it runs into problems, deserves the people's support.	.644	.716
Q83. I would rather live under our system of government than any other that I can think of.	.482	.794

(8) Quality of Governance

“Q102. Most citizens in our country don’t make much effort to influence government decisions.” had the lowest correlation with the other nine questions with a figure of only .087. This figure is far from ideal. The total Cronbach’s α value of the ten items was .639. The consistency of each item was therefore acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. However, it is suggested that a redesign of “Q102. Most citizens in our country don’t make much effort to influence government decisions.” should be considered.

Cronbach's $\alpha = .639$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q98. People have the power to change a government they don’t like.	.248	.627
Q99. Political parties or candidates in our country have equal access to the mass media during the election period.	.244	.627
Q100. Between elections, the people have no way of holding the government responsible for its actions.	.304	.615
Q101. When government leaders break the laws, there is nothing the court can do.	.321	.611
Q102. Most citizens in our country don’t make much effort to influence government decisions.	.087	.656
Q103. All citizens from different ethnic communities in Country X are treated equally by the government.	.398	.593
Q104. Rich and poor people are treated equally by the government.	.375	.598
Q105. People have basic necessities like food, clothes, and shelter.	.319	.612
Q106. People are free to speak what they think without fear.	.427	.590
Q107. People can join any organization they like without fear.	.329	.611

(9) Democratic Legitimacy

Each of the five questions showed positive correlation with the other four questions. The correlation of each item with the other four items in the set was above .250, just reaching the minimum standard. The total Cronbach's α value for the five items was .519. The consistency of each item was a little on the low side in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. There are therefore no items that need to be deleted. Overall, the ability of this set to reliably measure democratic legitimacy is not adequate and improvements to parts of the set are possible.

Cronbach's $\alpha = .519$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q124. Which of the following statements comes closest to your own opinion? (1) Democracy is always preferable to any other kind of government (2) Under some circumstances, an authoritarian government can be preferable to a democratic one (3) For people like me, it does not matter whether we have a democratic or a nondemocratic regime	.257	.492
Q125. Which of the following statements comes closer to your own view? (1) Democracy is capable of solving the problems of our society (2) Democracy cannot solve our society's problems	.256	.489
Q126. If you had to choose between democracy and economic development, which would you say is more important?	.382	.395
Q127. If you had to choose between reducing economic inequality and protecting political freedom, which would you say is more important?	.315	.447
Q128. Do you agree or disagree with the following statement: "Democracy may have its problems, but it is still the best form of government."	.271	.479

(10) General Political Attitudes

“Q133. I think I have the ability to participate in politics.”, “Q135. People like me don’t have any influence over what the government does.”, and “Q137. A citizen should always remain loyal only to his country, no matter how imperfect it is or what wrong it has done.” each had correlations of under .200. These figures are not ideal. The total Cronbach’s α value of the nine items was .606. The consistency of each item was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. However, there is space to further improve the reliability of this set. The design of “Q137. A citizen should always remain loyal only to his country, no matter how imperfect it is or what wrong it has done.” should be reconsidered.

Cronbach's $\alpha = .606$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q129. We should get rid of parliament and elections and have a strong leader decide things.	.441	.535
Q130. Only one political party should be allowed to stand for election and hold office.	.507	.520
Q131. The army (military) should come in to govern the country.	.424	.544
Q132. We should get rid of elections and parliaments and have experts make decisions on behalf of the people.	.454	.533
Q133. I think I have the ability to participate in politics.	.139	.620
Q134. Sometimes politics and government seems so complicated that a person like me can't really understand what is going on.	.248	.588
Q135. People like me don't have any influence over what the government does.	.189	.604
Q136. You can generally trust the people who run our government to do what is right.	.280	.580
Q137. A citizen should always remain loyal only to his country, no matter how imperfect it is or what wrong it has done.	.017	.646

(11) Authoritarian / democratic values

Each of the eleven questions showed positive correlation with the other ten questions. “Q138. The government should consult religious authorities when interpreting the laws.” had the lowest correlation with a figure of .227. The total Cronbach’s α value for the eleven items was .699. The consistency of each item was acceptable in terms of reliability analysis. There was no significant difference in the coefficient Cronbach's α when we removed individual items. There are therefore no items that need to be deleted.

Cronbach's $\alpha = .699$	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q138. The government should consult religious authorities when interpreting the laws.	.227	.696
Q139. Women should not be involved in politics as much as men.	.363	.677
Q140. People with little or no education should have as much say in politics as highly-educated people.	.239	.694
Q141. Government leaders are like the head of a family; we should all follow their decisions.	.443	.664
Q142. The government should decide whether certain ideas should be allowed to be discussed in society.	.475	.658
Q143. Harmony of the community will be disrupted if people organize lots of groups.	.377	.673
Q144. When judges decide important cases, they should accept the view of the executive branch.	.316	.684
Q145. If the government is constantly checked [i.e. monitored and supervised] by the legislature, it cannot possibly accomplish great things.	.279	.689
Q146. If we have political leaders who are morally upright, we can let them decide everything.	.424	.666
Q147. If people have too many different ways of thinking, society will be chaotic.	.367	.675
Q148. When the country is facing a difficult situation, it is ok for the government to disregard the law in order to deal with the situation.	.292	.688

(12) Globalization

“Q151. Our country should defend our way of life instead of becoming more and more like other countries.” had the lowest correlation with a figure of only .056. This figure is low in comparison with the other four questions. This item can therefore be considered for deletion. The total Cronbach’s α value of the five items was only .475. The consistency of each item was therefore not ideal in terms of reliability analysis. When “Q151. Our country should defend our way of life instead of becoming more and more like other countries.” was removed, the Cronbach’s α coefficient rose to .510. Since the increase in reliability is limited, it is suggested that further review of this question set is needed.

Cronbach's α =.475	Corrected Item-total correlation	Cronbach's α if Item Deleted
Q149. How closely do you follow major events in foreign countries / the world?	.338	.358
Q150. How often do you watch or listen to foreign programs (television, DVDs, movies, radio)?	.360	.379
Q151. Our country should defend our way of life instead of becoming more and more like other countries.	.056	.510
Q152. Do you agree or disagree with the following statement: “We should protect our farmers and workers by limiting the import of foreign goods.”	.292	.411
Q153. Do you agree or disagree with the following statement: “Foreign goods are hurting the local community.”	.333	.397

7. EXAMINATION OF REPRESENTATIVENESS OF SAMPLE SET AND WEIGHTING

Is the demographic structure of successful samples consistent with that of the entire population? Characteristics of the sampled population are listed below to examine whether or not our sample is representative. Population characteristics considered were gender, age, and education level. Figures for the entire population come from the most recent 2009 statistics from the Department of Household Registration, Ministry of the Interior.

Sample Representativeness: Gender (before weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	
Male	835	52.4	50.3	Chi square=2.943 P>.05
Female	757	47.6	49.7	
Total	1592	100	100	Consistent with the population

Sample Representativeness: Age (before weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	
20 – 29	291	18.3	19.7	Chi square=12.214 P<.05 Not consistent with the population
30 – 39	301	18.9	21.3	
40 – 49	346	21.7	21.1	
50 – 59	335	21.0	18.5	
60 and above	319	20.0	19.3	
Total	1592	100	100	

Sample Representativeness: Level of education (before weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	

Elementary and less	269	16.9	18.8	Chi square=14.283 P<.05 Not consistent with the population
Junior High School	211	13.3	14.2	
Senior High School	454	28.6	29.4	
Vocational	207	13.0	13.3	
College and above	448	28.2	24.3	
Total	1589	100	100	

As the tables above show, only the gender structure in our sample set is consistent with the entire population. Both age and educational structures in the sample set are not consistent with the entire population. In order to achieve consistency between the sample set and the entire population, we used the ranking method to weight our samples. We then verified that the structure of the sample set after weighting was consistent with the entire population.

Sample Representativeness: Gender (After weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	
Male	790	49.6	50.3	Chi square=0.343 P>.05 Consistent with the population
Female	804	50.4	49.7	
Total	1595	100	100	

Sample Representativeness: Age (After weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	
20 – 29	281	17.6	19.7	Chi square=7.521 P>.05 Consistent with the
30 – 39	327	20.5	21.3	
40 – 49	339	21.2	21.1	

50 – 59	311	19.5	18.5	population
60 and above	337	21.1	19.3	
Total	1595	100	100	

Sample Representativeness: Level of education (After weighting)

	Sample		Population	Result
	Frequency	Percent	Percent	
Elementary and less	300	18.8	17.3	Chi square=0.007 P>.05 Consistent with the population
Junior High School	226	14.2	14.0	
Senior High School	469	29.4	32.3	
Vocational	211	13.3	12.7	
College and above	387	24.3	23.7	
Total	1592	100	100	