

2024 Taiwan Communication Survey

Panel Survey Questionnaire (Two waves online survey)

Part A.

- d07 What is your height?
[Numeric and can be accepted with up to one decimal place] [Value range: 120.0 - 230.0]
_____ centimeters.
- d08 What is your weight?
[Numeric and can be accepted with up to one decimal place] [Value range: 12.0 - 200.0]
_____ kilograms.
- a01 How many days per week on average do you surf the Internet (Including using LINE, checking bus times, watching videos online, etc.)
[List of options, scale: 0.5 days, 1 day, 1.5 day..., 6.5 days, 7 days]
_____ day(s).
- a02 How long do you surf the Internet **for working and learning purposes** every day?
_____ hour(s) and _____ minute(s).
- a03 How long do you surf the Internet **for entertainment and leisure purposes** every day on average?
_____ hour(s) and _____ minute(s).
- a04 **In the past month**, which of the following **instant messaging apps** do you use (including on the phone, tablet or computer)? **(Multiple choice)**
- | | |
|---------------------------------|-------------------------------------|
| (01) LINE | (08) Facetime |
| (02) FB Messenger | (09) Telegram |
| (03) Instagram Direct Messenger | (10) Discord |
| (04) Wechat | (11) Microsoft Teams |
| (05) WhatsApp | (88) Other (please specify): _____ |
| (06) Google chat | (90) None of the above |
| (07) Skype | [Mutually exclusive with (01)-(88)] |
- a05 **In the past month**, which of the following **online video platform** do you use? **(Multiple choice)**
- | | |
|--------------|-------------------------------------|
| (01) YouTube | (08) Disney+ |
| (02) iQiyi | (09) Bahamut Animation Crazy |
| (03) Netflix | (10) Bilibili |
| (04) KKTv | (88) Other (please specify): _____ |
| (05) LINETV | (90) None of the above |
| (06) Li TV | [Mutually exclusive with (01)-(88)] |
| (07) Twitch | |
- a06 **In the past month**, which of the following **social media** do you use? **(Multiple choice)**
- | | |
|---------------------|-------------------------------------|
| (01) Facebook | (09) PTT |
| (02) Instagram (IG) | (10) Xiaohongshu |
| (03) X/Twitter | (11) Threads |
| (04) LinkedIn | (12) Pinterest |
| (05) Weibo | (88) Other (please specify): _____ |
| (06) Plurk | (90) None of the above |
| (07) TikTok | [Mutually exclusive with (01)-(88)] |
| (08) Dcard | |

Attention check question.

ac1 Which of the following social media names contains a typo?

[Display options (01)-(05) randomly without showing item numbers] [Skip in wave 2]

(01) Facibook

(03) WeChat

(05) Instagram

(02) TikTok

(04) Xiaohongshu

Correct answer: (01) Facibook.

ac3 What issues regarding personal data and consumption do you think are needs to be addressed?

(Multiple choice)

[Display options (01)-(07) randomly without showing item numbers] [Skip in wave 1]

Often, people answer questions without reading them word by word, and answer them casually, which may lead to bias in our survey results. To confirm that you have read the questions carefully and have read to this point, please click "Other" in the options of this question and fill in the word "read" in "Please specify ". Thank you.

(01) Problem with an online shopping

(88) Other (please specify): _____

(02) Online job scams

[Don't display randomly]

(03) Personal data theft

(04) Online romance scams

(05) Computer hacking

(06) Too many advertising messages

(07) Online game scams

Part B. [Skip this section if you selected (90) in a06]

a07-a08. [TEXT] We will ask you several questions about watching real-life social media influencers (e.g. Tsai A-Ga, Chien seating, Ray Du, etc.)

a07 How many days per week on average do you watch **real-life social media influencers'** content on social media or video platforms (e.g. Facebook, IG, X, YouTube, etc.)?
[List of options, scale: 0 days, 0.5 day, 1 day, 1.5 days..., 6.5 days, 7 days]
____ day(s).

a08 How long do you watch real-life social media influencers' content every day?
[Skip this question if you selected 0 days in a07]
____ hour(s) and ____ minute(s).

b01-b10. [TEXT] Please answer the following questions anout the real-life social media influence whom you often watched or followed (no matter which platform you used) in the past month.
[Skip this section if you selected 0 days in a07]

- b01 Does he/she share content about personal events and experiences?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- b02 Does he/she share content that is useful or interesting facts and tips?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- b03 Does he/she often follow content that is trending?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- b04 Do you agree that he/she is real to you?
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- b05 Do you agree that he/she is authentic?
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- b06 How likely is it that you would comply with recommendations made by him/her?
(01) Impossible (02) Unlikely (03) Neutral (04) Likely (05) Extremely likely
- b07 How likely is it that you would share the content that was provided by him/her?
(01) Impossible (02) Unlikely (03) Neutral (04) Likely (05) Extremely likely
- b08 How likely is it that you would purchase a brand that was being promoted by him/her?
(01) Impossible (02) Unlikely (03) Neutral (04) Likely (05) Extremely likely
- b09 Do you agree that you follow him/her because he/she is standing out?
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- b10 Do you agree that you follow him/her because he/she is trendy?
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

Part C. [Skip this section if you selected (90) in a06]

a09-a10. [TEXT] We will ask you several questions about watching virtual influencers.

The virtual influencers are digital fictional characters generated using computer by designers and technical teams. They are played by real-life influencers or artificial intelligence and active on social media with pre-written scripts. The famous VTubers are YanHua, Annin Miru in Taiwan, Lil Miquela in American, and Imma in Japan.

a09 How many days per week on average do you watch **virtual influencers'** content on social media or video platforms (e.g. Facebook, IG, X, YouTube, etc.) such as Hatsune Miku, Lil Miquela, Imma, or other characters that you recognize as the virtual influences?

[List of options, scale: 0 days, 0.5 day, 1 day, 1.5 days..., 6.5 days, 7 days]

____ day(s).

a10 How long do you watch virtual influencers' content every day?

[Skip this question if you selected 0 days in a09]

____ hour(s) and ____ minute(s).

c01-c10. [TEXT] Please answer the following questions about the virtual influences whom you have ever watched or followed. [Skip this section if you selected 0 days in a09]

c01 Do you agree that their presence was obvious to you?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c02 Do you agree that your presence was obvious to them?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c03 Do you agree that you could describe the their feelings accurately?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c04 Do you agree that they could describe your feelings accurately?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c05 Do you agree that their behavior was often in direct response to your behavior?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c06 Do you agree that your behavior was often in direct response to the their behavior?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c07 Do you agree that you have strong emotional bond with them?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

c08 Do you agree that you feel emotionally connected with them?

(01) Strongly disagree

(03) Neither agree nor disagree

(04) Agree

(02) Disagree

(05) Strongly agree

- c09 Do you agree that you have strong feelings of attachment towards them?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree

- c10 What have you ever done for them? **(Multiple choice)**
[Display options (01)-(04) randomly without showing item numbers]
 (01) Like (88) Other (please specify): _____
 (02) To comment **[Don't display randomly]**
 (03) To share them with friends or family (90) None of the above
 (04) To participate in online/offline events **[Mutually exclusive with (01)-(88)]**

Part D. [Skip this section if you selected (90) in a06]

- d01 In the past month, how much time per day on average do you use social media (including on the phone, tablet or computer)?
 ____ hour(s) and ____ minute(s).
- d02 When you are using social media, how often do you also...
- d02a Play online games?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d02b Use instant messaging apps?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d02c Video call with friends or family? **[Skip this question if you selected (90) in a04]**
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d02d Watch videos?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

d03-d06. [TEXT] Please answer the following questions about your use of social media.

- d03 On the days you use social media for a long time, how often does your desire to eat increase and eating more?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d04 Even though you're full, how often do you eat a food/dish you see on social media?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d05 How often do the healthy foods/dishes that you see on social media arouse your desire to eat?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- d06 How often do the fast food, cook-chill food, beverages, and sweets you see on social media trigger your appetite?
 (01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

Part E.

e01-e02. [TEXT] We will ask you several questions about your use of AI chatbots.

The chatbots are such as OpenAI ChatGPT, Microsoft Bing, Google Gemini, etc. They are the intelligence service that can generate the conversation of human, understand the commands or answer the questions of users.

e01 How often do you use AI chatbots while working or studying?

(01) Seldom (02) Sometimes (03) Often (04) Always (90) Never

e02 What do you usually ask AI chatbots to do when working or studying? **(Multiple choice)**

[Skip this question if you selected (90) in e01]

[Display options (01)-(12) randomly without showing item numebbers]

- | | |
|------------------------------|------------------------------------|
| (01) Answer questions | (08) Check mistake and fix them |
| (02) Give advice | (09) Translate |
| (03) Search or analyze data | (10) Write drafts |
| (04) Provide new ideas | (11) Summarize points |
| (05) Brainstorm | (12) Plan tasks or activities |
| (06) Chat for company | (88) Other (please specify): _____ |
| (07) Suggest for improvement | [Don't display randomly] |

Part F. [Skip this section if you selected (90) in e01]

f01-f08. [TEXT] Do you agree about the following statements about your use of AI chatbots when you are working or studying?

- | | |
|-----|--|
| f01 | You would prefer to make the decision with using the intelligent decision aid.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f02 | You would rely on the intelligent decision aid output when forming a decision.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f03 | Even after you've made up your mind, you are eager to consider a different opinion.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f04 | When thinking about a problem, you consider as many different opinions on the issue as possible.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f05 | You do not usually consult many different opinions before forming your own view.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f06 | You prefer to make your own decisions rather than rely on suggestions from AI chatbots.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f07 | You seeing what to do but don't want to do it.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f08 | You avoid more complex job, affairs or assignment.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |

**f01-f10. [TEXT] Please answer the following questions your use of AI chatbots:
When interacting with AI chatbots during your work or study, the content is related to:**

- | | |
|-----|---|
| f09 | You have relevant experienced with.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |
| f10 | You were already knowledgeable about.
(1) Strongly disagree (2) (3) (4) (5) Strongly agree |

Part G.**g01-g10. We want to ask your perception:**

- g01 Overall, how satisfied are you **with your life** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
- g02 Overall, how satisfied are you with **your family** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (90) Don't have family
- g03 Overall, how satisfied are you with **your interpersonal relationship** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
- g04 Overall, how satisfied are you with **your work**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (90) Don't have a job
- g05 Overall, how satisfied are you **with your financial status** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
- g06 Overall, how satisfied are you **with your healthy status** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
- g07 Overall, how satisfied are you **with yourself**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
- g08 In general, are you **happy about your current life**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Very unhappy Very happy
- g09 In general, do you **currently feel lonely**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Not at all lonely Very lonely

Attention check question.

- ac2 Which of the following people has ever served as President of Taiwan?
[Display options (01)-(08) randomly without showing item numbers] [Skip in wave 2]
 (01) TSai, Ing-wen (05) James Soong
 (02) CHU, Eric Li-luan (06) CHEN, Chien-jen
 (03) CHEN, Chi-mai (07) WU, Den-yih
 (04) HAN, Kuo-yu (08) CHIANG, Wan-an
 Correct answer: (01) TSai, Ing-wen.
- ac4 Which of the following options contains a typo?
[Display options (01)-(08) randomly without showing item numbers] [Skip in wave 1]
 (01) Facepook (05) Online forum
 (02) Television (06) Radio
 (03) Newspaper (07) Internet
 (04) Online stream channel (08) Movie
 Correct answer: (01) Facepook.

Part H.**h01-h06. Do you agree the following statements?**

- h01 Do you agree that your painful experiences and memories make it difficult for you to have a life that you would value?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree
- h02 Do you agree that you are afraid of your feelings?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree
- h03 Do you agree that you worry about not being to control your worries and feelings?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree
- h04 Do you agree that your painful memories prevent you from having a fulfilling life?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree
- h05 Do you agree that emotions cause problems in your life?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree
- h06 Do you agree that it seems like most people are handling their lives better than you are?
 (01) Strongly disagree (03) Neither agree nor disagree (04) Agree
 (02) Disagree (05) Strongly agree