

The 2012 Taiwan Communication Survey (Phase One, Year One):

Literacy and Communication

User guide

I. Overview

Principle Investigator	Chingching Chang
Execution Institution	Department of Advertising, National Chengchi University
Funding Sources	National Science Council
Project Period	2011.10.01-2014.12.30
Data Collection Period	2013.06.10-2013.09.10

II. Released File Description

1. User guide

userguide.doc	Including project overview, released file description, documentations for data validation and clean, note for usage etc.
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2. Questionnaire

ques_en.pdf	Questionnaires for data collection
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3. Datasets

data.sav	SPSS dataset
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III. Guideline for data validation and usage

1. The Center for Survey Research (CSR), Research Center for Humanities and Social Sciences Academia Sinica, has checked wild codes and out-of-range values, to validate and clean data. There is no doubt about data accuracy after the validation.
2. Note for data usage
 - (1) Please be attentive if “system missing” may not be listed in the variable value because of the design of skip question (N/A), missing /no response and so on.
 - (2) In case of any inconsistent findings between project report and dataset, priority is given to findings in dataset.

IV. Guideline for citation

Citation, based upon the requirement of various journals, theses or dissertations, can be revised.

Citation

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V. Contact us

Survey Research Data Archive (SRDA),
Center for Survey Research, Research Center for Humanities Social Sciences,
Academia Sinica, Taipei, Taiwan
Email: srda@gate.sinica.edu.tw

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