The 2019 Taiwan Communication Survey (Phase Two, Year Three): The Utility and Impacts of Media Use II (Public Access Data) User guide

I. Overview

Principle Investigator	Chingching Chang
Execution Institution	Department of Advertising, National Chengchi University
Funding Sources	Ministry of Science and Technology
Project Period	2016.08.01-2019.12.31
Data Collection Period	2019.07.01-2019.10.20

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.

2. Questionnaire

ques.pdf	Questionnaires for data collection

3. Datasets

data1.sav	TCS survey data of 2019
data2.sav	TCS survey data of 2019_horizontal integration
data3.sav	TCS survey data of 2019_vertical integration
data4.sav	TCS survey data of 2019_longitudinal weight

I. 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.

II. Guideline for citation

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

Citation

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III. Contact us

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