

# **The 2019 Taiwan Communication Survey (Phase Two, Year Three):**

## **The Utility and Impacts of Media Use II**

### **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.
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##### **2. Questionnaire**

ques.pdf	Questionnaires for data collection
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##### **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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Available from Survey Research Data Archive, Academia Sinica.

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## **III. Contact us**

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