

Respondent's ID : \_\_\_\_\_

Interview started at \_\_\_\_\_ (MM) \_\_\_\_\_ (DD) \_\_\_\_\_ (HH) \_\_\_\_\_ (mm) (24-hour format)

### A. Basic information

A1.Gender : ☐ (01) male ☐ (02) female

A2.When were you born? R.O.C. year \_\_\_\_\_

A3.Where were you born?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> (01) Keelung City      | <input type="checkbox"/> (02) Taipei City    | <input type="checkbox"/> (03) New Taipei City |
| <input type="checkbox"/> (04) Taoyuan County    | <input type="checkbox"/> (05) Hsinchu County | <input type="checkbox"/> (06) Hsinchu City    |
| <input type="checkbox"/> (07) Miaoli County     | <input type="checkbox"/> (08) Nantou County  | <input type="checkbox"/> (09) Taichung City   |
| <input type="checkbox"/> (10) Changhua County   | <input type="checkbox"/> (11) Yunlin County  | <input type="checkbox"/> (12) Chiayi County   |
| <input type="checkbox"/> (13) Chiayi City       | <input type="checkbox"/> (14) Tainan City    | <input type="checkbox"/> (15) Kaohsiung City  |
| <input type="checkbox"/> (16) Pingtung County   | <input type="checkbox"/> (17) Yilan County   | <input type="checkbox"/> (18) Hualien County  |
| <input type="checkbox"/> (19) Taitung County    | <input type="checkbox"/> (20) Penghu County  | <input type="checkbox"/> (21) Kinmen County   |
| <input type="checkbox"/> (22) Lienchiang County | <input type="checkbox"/> (88) Other _____    |   |

A4.What is your father's ethnic background? (MCQ) (Based on his ethnic background) (Select one of the following)

- ☐ (01) Fukienese/Hoklo of Taiwan  
☐ (02) Hakka of Taiwan  
☐ (03) Mainlander  
☐ (04) Aborigine  
☐ (05) New Resident/Immigrant  
☐ (88) Other (Please specify) \_\_\_\_\_

A5.What is your mother's ethnic background? (Based on her ethnic background) (Select one of the following)

- ☐ (01) Fukienese/Hoklo of Taiwan  
☐ (02) Hakka of Taiwan  
☐ (03) Mainlander  
☐ (04) Aborigine  
☐ (05) New Resident/Immigrant  
☐ (88) Other (Please specify) \_\_\_\_\_

A6.What is your current marital status?

- ☐ (01) Single and never married
- ☐ (02) Married
- ☐ (03) Cohabiting
- ☐ (04) Divorced or separated
- ☐ (05) Widowed
- ☐ (88) Other (Please specify) \_\_\_\_\_

A7.Do you have children?

- ☐ (01) Yes
- ☐ (02) No **Skip to A9**

A8.How many children do you have? \_\_\_\_\_

How many of your children are under 12 (inclusive) years of age? \_\_\_\_\_

A9.What is your education level? (Including have attended or still attending)

- ☐ (01) none
- ☐ (02) self-study
- ☐ (03) elementary school
- ☐ (04) junior high school
- ☐ (05) vocational junior high school
- ☐ (06) senior high school(general class)
- ☐ (07) senior high school(vocational class)
- ☐ (08) vocational senior high school
- ☐ (09) cadet school
- ☐ (10) five-year junior college
- ☐ (11) two-year junior college
- ☐ (12) three-year junior college
- ☐ (13) Military/police junior college (one year)
- ☐ (14) Military/police junior college (two years)
- ☐ (15) open junior college
- ☐ (16) open university
- ☐ (17) Military/police college
- ☐ (18) Institute of technology
- ☐ (19) university
- ☐ (20) master's degree
- ☐ (21) doctorate degree
- ☐ (88) other \_\_\_\_\_

**B. Media Behavior (Interpersonal and communication)**

B1a.

		Never	Seldom	Sometimes	Often
	How often do you talk with others face-to-face (not including via webcam)?	1 <input type="checkbox"/> <b>Skip to B2a</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

B1b. Who do you talk face-to-face with (not including via webcam) most often? (MCQ) (Select one of the following)

- ☐ (01) Family members or relatives  
☐ (02) Neighbors  
☐ (03) Coworkers  
☐ (04) Friends  
☐ (88) Other (please specify) \_\_\_\_\_

B2a. Do you have a cell phone?

- ☐ (01) Yes    ☐ (02) No

B2b.

		Never	Seldom	Sometimes	Often
	How often do you use nonface-to-face forms of communication (e.g., telephones or the Internet)?	1 <input type="checkbox"/> <b>Skip to C1a</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

B2c. What nonface-to-face form(s) of communication do you use? (You may choose more than one answer)

- ☐ (01) Telephone (including mobile phone)  
☐ (02) The Internet (including text and audio software)  
☐ (03) Other form(s) of communication \_\_\_\_\_

B2d. With whom do you most often engage in nonface-to-face communication? (Select one of the following)

- ☐ (01) Family members or relatives  
☐ (02) Neighbors  
☐ (03) Coworkers  
☐ (04) Friends  
☐ (05) Online friends that you've never met  
☐ (88) Other (please specify) \_\_\_\_\_

**C. Media Behavior (Newspaper)**

C1a. How many days a week do you read the newspaper (printed newspaper only)?

☐ (00) 0 day **skip to C2a** ☐ (01) \_\_\_\_ day(s)

C1b. On the days that you do read (printed) newspaper, how much time do you spend on reading it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

C1c. What newspapers do you most often read? (You may choose more than one answer)

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Liberty Times   | <input type="checkbox"/> (02) Apple Daily             |
| <input type="checkbox"/> (03) United Daily News                                       | <input type="checkbox"/> (04) China Times             |
| <input type="checkbox"/> (05) Economy Daily News                                      | <input type="checkbox"/> (06) Commercial Times        |
| <input type="checkbox"/> (07) United Evening News                                     | <input type="checkbox"/> (08) Sharp Daily             |
| <input type="checkbox"/> (09) Upaper  |   |
| <input type="checkbox"/> (10) China Daily News (Tainan City)                          |   |
| <input type="checkbox"/> (11) Taiwan Times (Kaohsiung City)                           |   |
| <input type="checkbox"/> (12) Merit Times   |   |
| <input type="checkbox"/> (13) Keng Sheng Daily News (Hualien County) (Taitung County) |   |
| <input type="checkbox"/> (14) Mandarin Daily News                                     |   |
| <input type="checkbox"/> (15) Youth Daily News  | <input type="checkbox"/> (16) China Post              |
| <input type="checkbox"/> (17) Want Daily  | <input type="checkbox"/> (18) CENS                    |
| <input type="checkbox"/> (19) Taipei Times  | <input type="checkbox"/> (20) Matsu Daily News        |
| <input type="checkbox"/> (21) Kinmen Daily News                                       |   |
| <input type="checkbox"/> (22) The Commons Daily (Kaohsiung City)                      |   |
| <input type="checkbox"/> (23) NewsTaiwan (Kaohsiung City)                             |   |
| <input type="checkbox"/> (24) Taichung Daily News (Taichung City)                     |   |
| <input type="checkbox"/> (25) Taichung Evening News (Taichung City)                   |   |
| <input type="checkbox"/> (26) Taichung Times (Taichung City)                          |   |
| <input type="checkbox"/> (27) Hansi News  |   |
| <input type="checkbox"/> (28) Eastern Daily News (Hualien County)                     |   |
| <input type="checkbox"/> (29) Q-life! (New Taipei City)                               |   |
| <input type="checkbox"/> (30) GBO (Chiayi County) (Chiayi City)                       |   |
| <input type="checkbox"/> (31) Taiwan Church News                                      |   |
| <input type="checkbox"/> (32) Christian Tribune                                       | <input type="checkbox"/> (33) Catholic Weekly         |
| <input type="checkbox"/> (34) CF News   | <input type="checkbox"/> (35) TSSD News               |
| <input type="checkbox"/> (36) EpochTimes  | <input type="checkbox"/> (37) Madarin Weekly Magazine |
| <input type="checkbox"/> (38) Lihpao Daily  | <input type="checkbox"/> (39) Pots Weekly             |
| <input type="checkbox"/> (40) Metro Times   | <input type="checkbox"/> (41) Taiwan Times            |
| <input type="checkbox"/> (42) DIGITIMES   | <input type="checkbox"/> (43) Taiwan News             |
| <input type="checkbox"/> (88) Other _____   |   |

C2a. On average, how many days a week do you read news on the Internet?

☐ (00) 0 day **skip to D1a** ☐ (01) \_\_\_\_\_ day(s)

C2b. On the days that you do read online news, how much time do you spend on reading it a day?  
\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

C2c. On what website do you read online news most frequently? (You may choose more than one answer)

☐ (01) udn.com

☐ (02) chinatimes.com

☐ (03) atnext.com

☐ (04) libertytimes.com

☐ (05) Nownews

☐ (06) Yahoo

☐ (07) Google

☐ (08) MSN

☐ (09) PC Home

☐ (10) BBS

☐ (88) Other \_\_\_\_\_

## D. Media Behavior (Magazines)

D1a. On average, how many days a month do you read magazines (printed magazines only)?

☐ (00) 0 day **skip to D2a**      ☐ (01) \_\_\_\_\_ day(s)

D1b. On the days that you do read printed magazines, how much time do you spend on reading it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

D2a. On average, how many days a month do you read online magazines?

☐ (00) 0 day **skip to E1**      ☐ (01) \_\_\_\_\_ day(s)

D2b. On the days that you do read online magazines, how much time do you spend on reading it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

## E. Media Behavior (Radio)

E1. On average, how many days a week do you listen to the radio?

☐ (00) 0 day **skip to F1** ☐ (01) \_\_\_\_\_ day(s)

E2. On the days that you do listen to the radio, how much time do you spend on listening to it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

## F. Media Behavior (Television)

F1. On average, how many days a week (excluding weekends) do you watch TV?

☐ (00) 0 day **skip to F3** ☐ (01) \_\_\_\_\_ day(s)

F2. On the days (only weekdays) that you do watch TV, how much time do you spend on watching it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

F3. On average, how many days do you watch TV on a weekend (Saturday and Sunday)?

☐ (00) 0 day **skip to F5** ☐ (01) \_\_\_\_\_ day(s)

F4. On the days (only weekends) that you do watch TV, how much time do you spend on watching it a day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

**《If you answered “0 day” for both F1 and F3, please skip to G1》**

F5. How do you normally watch TV? (Select one of the following)

☐ (01) Wireless digital set-top box

☐ (02) cable

☐ (03) MOD including Next TV

☐ (04) web TV

## G. Media Behavior (Movies)

G1.How often did you go to the cinema to watch a movie during the last year?

☐ (00) 0 time      ☐ (01) \_\_\_\_ time(s)

G2.On average, how many days a week do you watch movies on VHS, CD, VCD, DVD, or streaming (PPS, Tudou.com) (not including in the cinema)?

☐ (00) 0 day      ☐ (01) \_\_\_\_ day(s)

**《For those who answered “(00) 0” for both G1 and G2, please skip to H1》**

G3.What other movie-viewing media do you often use, other than going to movie theaters? (You may choose more than one answer)

☐ (01) DVD/VCD

☐ (02) Streaming media (e.g., PPS, Tudou, and Funshion) and movie downloads

☐ (03) Cable TV

☐ (04) MOD (including Next TV)

☐ (05) Other \_\_\_\_\_



## H. Internet Usage

H1a. On average, how many days a week do you use the Internet? (not including Internet surfing using a mobile phone)

☐ (00) 0 day **skip to H2a** ☐ (01) \_\_\_\_ day(s)

H1b. On the days that you do use the Internet, how much time do you spend on the Internet each day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

H2a. On average, how many days per week do you surf the Internet by using a mobile phone?

☐ (00) 0 day ☐ (01) \_\_\_\_ day(s)

**《For those who answered “(00) 0” for both H1a and H2a, please skip to I1》**

H2b. On average, how long do you surf when surfing the Internet using a mobile phone (i.e., time spent looking at the screen)?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

H3. What device(s) do you use to surf the Internet? (You may choose more than one answer)

☐ (01) A desktop computer (including Macintosh and Apple)

☐ (02) A laptop

☐ (03) A tablet PC

☐ (04) A mobile phone (equipped with WAP, GPS, PHS, or 3G functions that allow users to surf the Internet)

☐ (05) Home appliances (e.g., a television or set-top box)

☐ (06) An e-book reader (e.g., Kindle)

☐ (07) Other

☐ (08) I don't know

H4.What kinds of information do you search for on the Internet? (You may choose more than one answer) (Please show cue card)

<b>News</b>	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows	<input type="checkbox"/> (05) Transportation and traffic	<input type="checkbox"/> (34) Entertainment news
	<input type="checkbox"/> (36) Political news					
<b>Finances and investment</b>	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food		
<b>Leisure and Entertainment</b>	<input type="checkbox"/> (10) Leisure & entertainment	<input type="checkbox"/> (12) Pop music	<input type="checkbox"/> (13) Drama (e.g., radio drama, skits or soap operas)		<input type="checkbox"/> (14) Competition (racing) programs or quiz shows	<input type="checkbox"/> (15) Movies (including TV series)
<b>Family, Sports, or Medicine</b>	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Cartoons and children's programs		<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	
<b>Arts and Culture</b>	<input type="checkbox"/> (20) Art-related or cultural events	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Astrology and divination	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts(e.g.,Chinese opera,Chinese music, folk arts and performances,Taiwanese opera)
<b>Education and Knowledge</b>	<input type="checkbox"/> (26) Information and technology	<input type="checkbox"/> (27) Scientific knowledge	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related information, political propaganda, public Affairs	<input type="checkbox"/> (31) Policy
<b>Other</b>	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in marketing	<input type="checkbox"/> (38) Pornography	<input type="checkbox"/> (39) Searching for people	<input type="checkbox"/> (88) Other (please specify) _____	

**H5. 《If you answered “0 day” for both H1a and H2a, please skip to H6》**

		Never	Seldom	Sometimes	Often
(1)a	How often do you receive and send e-mails?	1 <input type="checkbox"/> <b>skip to H5(2)</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(1)b	How many active e-mail accounts do you have? _____				
		Never	Seldom	Sometimes	Often
(2)	How often do you search and browse information on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	How often do you read the news on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(4)	How often do you transfer files online (e.g., using Dropbox, Google Drive, Sugersync, SkyDrive, Box.NET, free online space)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)a	How often do you use social media on the Internet (e.g., Facebook, microblog)?	1 <input type="checkbox"/> <b>skip to H5(6)</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)b	How many days per week do you use social networking sites (e.g., Facebook and microblogs)? _____				
(5)c	On the days when you use social networking web sites (e.g., Facebook and microblogs), for how long do you use them? _____ hour(s) _____ minute(s)				
(5)d	Of all the social networking web sites that you use, which do you use the most often? (Select one of the following) <input type="checkbox"/> (01) Facebook <input type="checkbox"/> (02) Twitter <input type="checkbox"/> (03) Plurk <input type="checkbox"/> (04) Weibo <input type="checkbox"/> (05) Other _____				
(5)e	On the social networking website that you most frequently use, how many people do you have on your friend list? _____				
(5)f	How would you describe your relationship with the person with whom you most frequently talk on the above social networking website? <input type="checkbox"/> (01) We do not know each other well at all <input type="checkbox"/> (02) We do not know each other very well <input type="checkbox"/> (03) We know each other fairly enough <input type="checkbox"/> (04) We know each other very well <input type="checkbox"/> (05) We know each other extremely well				
		Never	Seldom	Sometimes	Often
(6)	How often do you read or write blogs (e.g., Wretch and PIXNET)?(including surfing and writing)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

(7)	How often do you use online discussion forums (e.g., Mobile 01, Fashion Guide, Gamer,baidu)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(8)	How often do you visit online dating web sites (e.g., iPartment)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(9)	How often do you view video, music clips or TV programs on the Internet? (e.g., Youtube and PPS)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
		Never	Seldom	Sometimes	Often
(10)a	How often do you play online games (all the online games, including Facebook, multiplayer online role-playing game)?	1 <input type="checkbox"/> <b>skip to H5(11a)</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(10)b	In general, what platforms do you use to play online games? (You may choose more than one answer) <input type="checkbox"/> (01) Mobile phone <input type="checkbox"/> (02) Personal computer (including desktop and laptop computers) <input type="checkbox"/> (03) Tablet PC <input type="checkbox"/> (04) Video game console (e.g., Xbox 360, Wii, and PS3) <input type="checkbox"/> (05) Portable video game console (e.g., PSP) <input type="checkbox"/> (06) Other platforms _____				
(10)c	What types of game (including apps) do you commonly play? (You may choose more than one answer) <input type="checkbox"/> (01) Role-playing games (e.g., MMORPG) <input type="checkbox"/> (02) Shooting games <input type="checkbox"/> (03) Action/adventure games <input type="checkbox"/> (04) Fighting games <input type="checkbox"/> (05) Casual/puzzle games (e.g., Candy Crush and Facebook games) <input type="checkbox"/> (06) Racing games <input type="checkbox"/> (07) Sports games <input type="checkbox"/> (08) Music games <input type="checkbox"/> (09) Casino games <input type="checkbox"/> (10) Other games				
		Never	Seldom	Sometimes	Often
(11)a	How often do you shop on the Internet?	1 <input type="checkbox"/> <b>skip to H5(12)</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(11)b	Prior to shopping online, how often do you search for product-related information?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(11)c	On average, how many times do you shop online per month? _____				
(11)d	On average, how much do you spend on each online purchase? _____				

		Never	Seldom	Sometimes	Often
(11)e	On average, how many times per month do you share your shopping experiences online (e.g., by writing posts and feedback)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(11)f	What channels do you use to shop online? (You may choose more than one answer) <input type="checkbox"/> (01) Group buying web sites <input type="checkbox"/> (02) Online auction platforms (e.g., Taiwan Rakuten Ichiba Auctions and Yahoo! Auctions) <input type="checkbox"/> (03) Shopping web sites (e.g., PChome and Yahoo! Shopping Mall) <input type="checkbox"/> (04) Brand web sites (e.g., Lativ and 7net cloud chain store) <input type="checkbox"/> (05) Social networking platforms (e.g., Facebook, BBS, and blogs)				
		Never	Seldom	Sometimes	Often
(12)	How often do you make stock and financial transactions or search for related information on the Internet(including web banking and iPost)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(13)	How often do you use download managing software (e.g., Xunlei, FlashGet, Foxy, and eMule)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(14)	How often do you take online learning lessons (e.g., OpenCourseWare)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(15)	How often do you read e-books?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

## H6.

		Never	Seldom	Sometimes	Often
(1)	In the past year, how often did you use e-mails to interact with others? <b>For respondents who answered “1” to H5(1)a, please skip to H6(2).</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	In the past year, how often did you use instant messengers (e.g., typing texts or sending pictures on Skype, Yahoo, Line, or WeChat) to interact with others?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	In the past year, how often did you use online games to interact with others? <b>For respondents who answered “1” to H5(10)a, please skip to H6(4)</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(4)	In the past year, how often did you use online phone calls (e.g., Skype) to interact with others?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)	In the past year, how often did you use online bulletin boards (BBS) to interact with others?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(6)	In the past year, how often have you used chat rooms or dating web sites (e.g., iPartment) to stay connected with others? <b>For respondents who answered “1” to H5(8), please skip to H6(7)</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(7)	In the past year, how often did you use online forums (e.g., Mobile 01, Fashion Guide, Gamer) to interact with others? <b>For respondents who answered “1” to H5(7), please skip to H6(8)</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(8)	In the past year, how often did you interact with others via web conferencing?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(9)	In the past year, how often did you interact with others by browsing or replying to their blogs? <b>For respondents who answered “1” to H5(6), please skip to H7</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

H7.The following is a list of possible reasons for using the internet. To what extent do you agree or disagree with each of the following reasons?

**《For those who answered “(00) 0” for both H1a and H2a, please skip to I1.》**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I use the Internet to express my opinions.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	I use the Internet to maintain friendships.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I use the Internet to help others solve their problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I use the Internet to search for useful information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	I use the Internet to learn or understand new things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	I use the Internet to keep up with current events around the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	I use the Internet to kill time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	I use the Internet to find entertainment.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	I use the Internet as an escape from reality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**I 、 Social Networking Web Sites**

I1.Do you agree or disagree with the following statements?

《For respondents who answered “0” to H1a and H2a or “1” to H5(5)a, please skip questions I1(11)–I1(14)》

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I am outgoing.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	I am sociable	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I am comfortable depending on others	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I am nervous when anyone gets too close..	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	When I need suggestions on how to deal with a personal problem, I know someone I can turn to.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	If I needed an emergency loan of \$3000, I know someone offline I can turn to.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	If I decide one afternoon that I would like to go to a movie that evening, I could easily find someone to go with me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	I am satisfied with my social life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	I felt isolated from others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	I am satisfied with my social life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	I find the relationships I form in Facebook fulfilling.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	I felt a sense of camaraderie while using Facebook.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	When I was interacting with the friends on FB, I felt a lot of closeness.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14)	The people I interacted in FB gave me a sense of community.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>



I2. Do you agree or disagree with the following statements regarding the Internet?

《For those who answered “(00) 0” for both H1a and H2a, please skip to I3.》

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Conversations with others on the Internet arouse my curiosity concerning other parts of the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Interactions with others on the Internet allow me to broaden my horizons.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	People who interact with me on the Internet come to my help when needed.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	People who interact with me on the Internet speak up for me when needed.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

I3. Do you agree or disagree with the following statements regarding the world outside of the Internet?

《For those who answered “(00) 0” for both H1a and H2a, please skip to J1.》

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Conversations in the real world arouse my curiosity concerning other parts of the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Interactions with others in the real world allow me to broaden my horizons.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	People who interact with me in the real world come to my help when needed.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	People who interact with me in the real world speak up for me when needed.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**J • Simultaneous Media Use**

**《For those who answered “(00) 0” for both H1a and H2a, please skip to K1.》**

J1. How often do you watch TV and use mobile Internet at the same time? (“Watch TV” refers to watching television programs using a TV set; “mobile Internet” refers to Internet-surfing using a portable device such as a mobile phone, a Tablet PC, and a laptop).

- ☐ (01) Never **skip to K1.**
- ☐ (02) Less than once a week
- ☐ (03) Once a week
- ☐ (04) Once every 2–3 days
- ☐ (05) At least once a day

J2. Which of the following statements best describes the situation in which you watch TV and use mobile Internet at the same time? (Select one only)

- ☐ (01) The time I spend focusing on the TV and the mobile device is roughly the same
- ☐ (02) The time I spend focusing on the TV is longer
- ☐ (03) The time I spend focusing on the mobile device is longer

J3. Listed below are possible reasons for watching TV and using mobile Internet at the same time. Do you agree or disagree?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	It is very convenient to do so.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Get what I need at once.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Certain tasks are easy to multitask with.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Finish the most tasks with the least time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	It is just a habit.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	I can do things at my own pace.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	It is easier to kill time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	It is more interesting.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	I can obtain more information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	It is more beneficial to my studies or work.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	I want to watch TV while staying connected with my family and friends.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	I have enough devices to allow me to use more than one media at the same time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	It allows me to feel important.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**K · Digital Entertainment**

K1. Do you agree or disagree with the following statements?

《For respondents who answered “0” to H1a and H2a or “1” to H5(5)a, please skip questions K1(1)–K1(4) and K1(1)–K1(13)》

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I play games when I am anxious.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	I play games when I am angry.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I play games when I am relaxed.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I play games when I am happy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	In most ways my life is close to my ideal.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	I am willing to spend a lot of time to solve problems that require a great deal of thinking.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	I enjoy tasks that require me to come up with new methods to solve problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	I like to engage in abstract thinking.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	I like doing things just for the thrill of it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	I like to have new and exciting experiences even if they are a little frightening.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	It was fun for me to play games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	I think about playing games all day long.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	I spend much free time on games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**L · Online Shopping**

L1. Do you agree or disagree with the following statements?

《For respondents who answered “0” to H1a and H2a or “1” to H5(5)a, please skip questions L1(5)–L1(15) and L1(11)–L1(13)》

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I generally trust other people.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	I usually purchase the cheapest item.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I like to try different things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I am often afraid that things might turn out badly.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	I am confident about online shopping if only the clear instructions for my reference is provide online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	I know very well where to purchase any type of product online when I need it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Online shopping is quicker and less time-consuming than offline shopping.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Online shopping is open to customers anytime, anywhere, making it extremely convenient.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	You can find anything you want online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	It is easier to find cheaper products online than offline..	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	It is fun shopping online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	Online shopping is risky.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	It is not safe shopping online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14)	The products that I purchase online often differ from their online descriptions.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(15)	I like online shopping.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**M · Internet curation**

《For respondents who answered “0” to H1a and H2a, please skip questions M2 and M3》

M1a. How many people do you feel very close to and with whom you are frequently in contact to discuss various things, including your personal issues and feelings?

M1b. How many people in your life have you known for a long time, are often in touch with, and are very close with? \_\_\_\_\_  
(These people can be your family members or friends)

M2.

		Never	Seldom	Sometimes	Often
(1)	How often have you shared a <b>self-made video</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	How often have you shared a <b>self-taken photograph</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	How often have you shared a <b>self-written article</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(4)	How often have you shared a <b>video made by others</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(5)	How often have you shared a <b>photograph taken by others</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(6)	How often have you shared an <b>article written by others</b> over the Internet within the past month?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

M3. Do you agree or disagree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I enjoy receiving responses from friends regarding the information that I have shared on the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Sharing information on the Internet allows me to know myself better and to find out what I care about the most.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Sharing information on the Internet allows me to feel the sense of participation.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Sharing information on the Internet lets me	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

	to build a reputation among my friends.					
(5)	The information I share on the Internet influences others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Sharing information on the Internet is one of the ways I use to show support for events that I care about.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Sharing information on the internet let me develop closer relationships with people who share similar interests with me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Sharing information on the Internet allows me to stay in touch with friends who I do not see often.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**N · Internet Literacy**

《For those who answered “(00) 0” for both H1a and H2a, please skip to O1.》

N1.Concerning Internet usage, which of the following activities are you capable of? (You may choose more than one answer) (Please show cue card)

- ☐ (01) Searching for desired information
- ☐ (02) Creating e-mail accounts
- ☐ (03) Sending instant messages
- ☐ (04) Downloading music (e.g., for MP3)
- ☐ (05) Setting up junk-mail and pop-up-ad filters
- ☐ (06) Cleaning computer viruses or solving computer problems
- ☐ (07) None of the above

N2.How would you describe your Internet skills?

- ☐ (01) I am a beginner
- ☐ (02) I am an average user
- ☐ (03) I am an advanced user
- ☐ (04) I am an expert

N3.Do you agree or disagree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	I compare and evaluate the information I gather online to determine whether it is reliable.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	I understand the legal issues related to Internet information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I reference various web sites when searching for information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

N4.How often do you encounter the following situations on the Internet?

		Never	Seldom	Sometimes	Often
(1)	Receiving malicious messages (not including junk mail).	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	Receiving requests from strangers asking for personal information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	Ended up on a porn site or a site with violent or gruesome pictures when looking for something else.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>



N5.How often do you engage in the following activities on the Internet?

		Never	Seldom	Sometimes	Often
(1)	Sending malicious messages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	Intentionally accessing pornographic web sites	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

N6a.When accessing unfamiliar or seemingly unsafe web sites, in which of the following activities do you engage? (You may choose more than one answer)

- ☐ (01) Using filters and antivirus software.
- ☐ (02) Improving web page security settings.
- ☐ (03) Using a false name or false ID or providing incomplete personal information.
- ☐ (04) Reading the privacy statement provided by the web site.
- ☐ (05) Going to other web sites that do not ask personal information.
- ☐ (06) Doing nothing and leaving the Web site.
- ☐ (07) Paying no attention and accessing the web site.
- ☐ (08) Being confused as to what to do.
- ☐ (09) Asking strangers on the Internet as to what to do.
- ☐ (10) Asking somebody(e.g., parents or teachers) what I should do. **(For respondents who check this answer, please proceed to Question N6b)**

N6b.How many people that you know do you ask? \_\_\_\_\_

N7. How often do you experience the following feelings when using the Internet?

		Never	Seldom	Sometimes	Often
(1)	Disturbed by seeing undesired information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	Feel a sense of guilt when using the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

N8.On the whole, how would you describe the Internet-using experience?

- ☐ (01) Very unpleasant
- ☐ (02) Unpleasant
- ☐ (03) Average
- ☐ (04) Pleasant
- ☐ (05) Very pleasant

**O · Citizen Participation****《For respondents who answered “0” to H1a and H2a, please skip questions O2》**

O1. Do you agree or disagree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Sometimes politics and the government seem so complicated that a person like me can't really understand what's going on.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Generally speaking, I am interested in politics.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	I am willing to take part in local reform work (e.g. reporting community problems to the persons-in-charge of the neighborhood committee, keeping the community environment nice and clean, protesting against the building of incinerators, etc.)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	I am willing to attend local gatherings or take part in local activities (e.g. apartment committee meetings, district assemblies, gatherings of the local residents in village, town and city, gatherings of farmers and fishermen, gatherings of the women in the community and gatherings of parents)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	I am willing to take part in activities of local political societies (e.g. local gatherings of political parties, activities initiated by the office or back-up association of local political figures etc, excluding voting within the political party.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	I am willing to attend election campaign rallies.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	I am willing to canvass for the candidates I support.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	I am willing to talk to my friends and convince them to support the candidates I support.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	I am willing to go out and vote during elections.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	When government officials want to do something, they do not care for people's opinions.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

O2.

		Never	Seldom	Sometimes	Often
(1)a	How often do you search, browse, read, or watch news, information, or videos related to politics and public affairs?	1 <input type="checkbox"/> <b>skip to</b> <b>O2.(2)a</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(1)b	Which of the following platforms do you use to search, browse through, read, or watch news, information, or videos related to politics and public affairs? (You may choose more than one answer) <input type="checkbox"/> (01) Social networking web sites (e.g., Facebook, MySpace, and LinkedIn) <input type="checkbox"/> (02) Blogs <input type="checkbox"/> (03) Online video web sites (e.g., Youtube and Justin TV) <input type="checkbox"/> (04) Microblogs (e.g., Twitter, Plurk, and FriendFeed) <input type="checkbox"/> (05) News web sites (e.g., Yahoo News Network and udn.com)				
		Never	Seldom	Sometimes	Often
(2)a	How often do you repost or forward news, information, or videos related to politics and public affairs?	1 <input type="checkbox"/> <b>skip to</b> <b>O2.(3)a</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)b	Which of the following platforms do you use to repost or forward news, information, or videos related to politics and public affairs? (You may choose more than one answer) <input type="checkbox"/> (01) Through social networking web sites (e.g., Facebook, MySpace, and LinkedIn) <input type="checkbox"/> (02) Through blogs <input type="checkbox"/> (03) Through online video web sites (e.g., Youtube and Justin TV) <input type="checkbox"/> (04) Through microblogs (e.g., Twitter, Plurk, and FriendFeed) <input type="checkbox"/> (05) Through news web sites (e.g., Yahoo News Network and udn.com) <input type="checkbox"/> (06) By forwarding e-mails				
		Never	Seldom	Sometimes	Often
(3)a	How often do you comment on news, information, or videos related to politics and public affairs?	1 <input type="checkbox"/> <b>skip to</b> <b>O2.(4)a</b>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)b	Which of the following platforms do you use to comment on news, information, or videos related to politics and public affairs? (You may choose more than one answer) <input type="checkbox"/> (01) Through social networking web sites (e.g., Facebook, MySpace, and LinkedIn) <input type="checkbox"/> (02) Through blogs <input type="checkbox"/> (03) Through online video web sites (e.g., Youtube and Justin TV) <input type="checkbox"/> (04) Through microblogs (e.g., Twitter, Plurk, and FriendFeed) <input type="checkbox"/> (05) Through news web sites (e.g., Yahoo News Network and udn.com)				
(4)a	Have you joined any political or public-affairs-related discussion groups or fan clubs? <input type="checkbox"/> (01) Yes <input type="checkbox"/> (02) No ( <b>For respondents who answered "No," please skip to Section P. Screening Questions for the Internet Audience Measurement Project</b> )				
(4)b	How many political or public-affairs-related discussion groups or fan clubs on the				

	Internet have you joined? _____
(4)c	<p>Through what platform did you join political or public-affairs-related discussion groups or fan clubs ? (You may choose more than one answer)</p> <p><input type="checkbox"/> (01) Through a social networking web site (e.g., Facebook, MySpace, and LinkedIn)</p> <p><input type="checkbox"/> (02) Through a blog</p> <p><input type="checkbox"/> (03) Through an online video web site (e.g., Youtube and Justin TV)</p> <p><input type="checkbox"/> (04) Through a microblog (e.g., Twitter, Plurk, and FriendFeed)</p> <p><input type="checkbox"/> (05) Through a news web site (e.g., Yahoo News Network and udn.com)</p>

## P. Employment status

P1. Do you currently have a job?

- ☐ (01) I have a full-time job
- ☐ (02) I have a part-time job
- ☐ (03) I do irregular jobs (odd jobs) or I am temporarily unemployed
- ☐ (04) I work for a family business
- ☐ (05) I am currently unemployed **skip to P3.**
- ☐ (06) I am a student or trainee and do not work now **skip to P3.**
- ☐ (07) I am a student or trainee but am also working now
- ☐ (08) I am retired
- ☐ (09) I am a homemaker and do not work now **skip to P3.**
- ☐ (10) I am elderly, physically or mentally disabled, or sick, and cannot work **skip to P3.**
- ☐ (11) I am serving mandatory military service
- ☐ (12) I am serving (R&D) alternative military service
- ☐ (88) other, please specify

P2. What is your occupation?

(A) ☐ (1) Agriculture, forestry, fishery and animal husbandry

(B) Industry

- ☐ (2) Mining and quarrying
- ☐ (3) Manufacturing
- ☐ (4) Electricity and gas supply
- ☐ (5) Water supply and remediation
- ☐ (6) Construction

(C) Service

- ☐ (7) Wholesale and retail
- ☐ (8) Transportation and storage
- ☐ (9) Accommodation and food
- ☐ (10) Information and communication
- ☐ (11) Financial and insurance
- ☐ (12) Real estate
- ☐ (13) Professional, scientific, and technical services
- ☐ (14) Support services
- ☐ (15) Public administration and defense; compulsory social security
- ☐ (16) Education services
- ☐ (17) Human health and social work services
- ☐ (18) Arts, entertainment and recreation
- ☐ (19) Other services
- ☐ (20) Never worked, full-time or part-time, before serving military duties

☐ (88) Other, please specify \_\_\_\_\_

P3. What is your average monthly income before taxes (including your salary, year-end bonus, overtime compensation, commission, income from personal business or investments, rent, pension, economic support from parents or children, etc.)?

- ☐ (01) No income
- ☐ (02) NT\$10,000 or less
- ☐ (03) NT\$10,001 – NT\$20,000
- ☐ (04) NT\$20,001 – NT\$30,000
- ☐ (05) NT\$30,001 – NT\$40,000
- ☐ (06) NT\$40,001 – NT\$50,000
- ☐ (07) NT\$50,001 – NT\$60,000
- ☐ (08) NT\$60,001 – NT\$70,000
- ☐ (09) NT\$70,001 – NT\$80,000
- ☐ (10) NT\$80,001 – NT\$90,000
- ☐ (11) NT\$90,001 – NT\$100,000
- ☐ (12) NT\$100,001 – NT\$110,000
- ☐ (13) NT\$110,001 – NT\$120,000
- ☐ (14) NT\$120,001 – NT\$130,000
- ☐ (15) NT\$130,001 – NT\$140,000
- ☐ (16) NT\$140,001 – NT\$150,000
- ☐ (17) NT\$150,001 – NT\$160,000
- ☐ (18) NT\$160,001 – NT\$170,000
- ☐ (19) NT\$170,001 – NT\$180,000
- ☐ (20) NT\$180,001 – NT\$190,000
- ☐ (21) NT\$190,001 – NT\$200,000
- ☐ (22) NT\$200,001 – NT\$300,000
- ☐ (23) More than NT\$300,000

**Respondent phone number:** \_\_\_\_\_

**The interview ended at** \_\_\_\_ (MM) \_\_\_\_ (DD) \_\_\_\_ (HH) \_\_\_\_ (mm) **(24-hour format.)**

## Q.Screening Questions for the Internet Audience Measurement Project

《Participants who answered “0” to H1 are not required to answer these screening questions》

Q1a.What devices do you own that feature Internet-surfing capability?

- ☐ A desktop computer  
☐ A laptop computer  
☐ None **skip to RA1.**

Q1b. Where did you complete the current survey? (Select one below)

- ☐ My home **skip to Q2a.**  
☐ Outside my home (e.g., my company, school, or a chain restaurant) **skip to Q3a.**

Q2a. What operating system does your computer run?

- ☐ Only Windows (Microsoft)  
☐ Only Windows (Microsoft) **skip to RA1.**  
☐ Both

Q2b. Is your Internet device solely used by yourself or shared with others?

- ☐ Solely used by myself (Process A))  
☐ Shared with others (Process B) **skip to Q2c(2).**

**(After the completion of this question, the interviewer will be required to use the Internet to test the software installation process. Next, they may proceed to Q2c)**

Q2c(1). Select “Process A” to install. Next, indicate your installation result:

- ☐ Installation complete **skip to RA1.**  
☐ Incomplete installation **skip to Q4.**

Q2c(2). Select “Process B” to install. Next, indicate your installation result:

- ☐ Installation complete **Proceed to Q2d.**  
☐ Incomplete installation **skip to Q4.**

Q2d.What time do you normally use this computer? (You may select more than one answer)

In the morning	<input type="checkbox"/> (01) 6:00~6:59	<input type="checkbox"/> (02) 7:00~7:59	<input type="checkbox"/> (03) 8:00~8:59
	<input type="checkbox"/> (04) 9:00~9:59	<input type="checkbox"/> (05) 10:00~10:59	<input type="checkbox"/> (06) 11:00~11:59
In the afternoon	<input type="checkbox"/> (07) 12:00~12:59	<input type="checkbox"/> (08) 13:00~13:59	<input type="checkbox"/> (09) 14:00~14:59
	<input type="checkbox"/> (10) 15:00~15:59	<input type="checkbox"/> (11) 16:00~16:59	<input type="checkbox"/> (12) 17:00~17:59
In the evening	<input type="checkbox"/> (13) 18:00~18:59	<input type="checkbox"/> (14) 19:00~19:59	<input type="checkbox"/> (15) 20:00~20:59
	<input type="checkbox"/> (16) 21:00~21:59	<input type="checkbox"/> (17) 22:00~22:59	<input type="checkbox"/> (18) 23:00~23:59
At night	<input type="checkbox"/> (19) 0:00~0:59	<input type="checkbox"/> (20) 1:00~1:59	<input type="checkbox"/> (21) 2:00~2:59
	<input type="checkbox"/> (22) 3:00~3:59	<input type="checkbox"/> (23) 4:00~4:59	<input type="checkbox"/> (24) 5:00~5:59

Q3a. What operating system does the device you use to access the Internet run?

- ☐ Only Windows (Microsoft)  
☐ Only Mac OS (Apple) **skip to RA1.**  
☐ Both

Q3b. Is the device solely used by yourself or shared with others?

- ☐ Used solely by myself (Process C)  
☐ Shared with others (Process D) **skip to Q3c(2).**

**(After the completion of this question, interviewer will be required to use the Internet to test the software installation process. Next, they may proceed to Q3c)**

Q3c(1). Select "Process C" to install. Next, indicate your installation result:

- ☐ Installation complete **skip to RA1.**  
☐ Incomplete installation **skip to Q4**

Q3c(2). Select "Process D" to install. Next, indicate your installation result:

- ☐ Installation complete **skip to Q3d.**  
☐ Incomplete installation **skip to Q4**

Q3d. What time do you normally use the Internet on this computer? (You may select more than one answer)

In the morning	<input type="checkbox"/> (01) 6:00~6:59	<input type="checkbox"/> (02) 7:00~7:59	<input type="checkbox"/> (03) 8:00~8:59
	<input type="checkbox"/> (04) 9:00~9:59	<input type="checkbox"/> (05) 10:00~10:59	<input type="checkbox"/> (06) 11:00~11:59
In the afternoon	<input type="checkbox"/> (07) 12:00~12:59	<input type="checkbox"/> (08) 13:00~13:59	<input type="checkbox"/> (09) 14:00~14:59
	<input type="checkbox"/> (10) 15:00~15:59	<input type="checkbox"/> (11) 16:00~16:59	<input type="checkbox"/> (12) 17:00~17:59
In the evening	<input type="checkbox"/> (13) 18:00~18:59	<input type="checkbox"/> (14) 19:00~19:59	<input type="checkbox"/> (15) 20:00~20:59
	<input type="checkbox"/> (16) 21:00~21:59	<input type="checkbox"/> (17) 22:00~22:59	<input type="checkbox"/> (18) 23:00~23:59
At night	<input type="checkbox"/> (19) 0:00~0:59	<input type="checkbox"/> (20) 1:00~1:59	<input type="checkbox"/> (21) 2:00~2:59
	<input type="checkbox"/> (22) 3:00~3:59	<input type="checkbox"/> (23) 4:00~4:59	<input type="checkbox"/> (24) 5:00~5:59



Q4.If the interviewer was unable to complete the installation on-site or if the respondent declined to participate in the installation process, enter the reason into the tablet PC.

- ☐ Privacy issues
- ☐ Company information issues
- ☐ Software security issues
- ☐ Computer is currently shared with others and that they cannot be reached to obtain permission
- ☐ Other user disagree
- ☐ Computer is provided by the respondent's company and the company's approval is required
- ☐ Respondent needs to think about it
- ☐ Other \_\_\_\_\_

## R. Interview Records

RA. Assessing the interviewing process

RA1. How was the interview conducted?

- ☐ (01) Using paper only
- ☐ (02) Using app only **skip to RA2.**
- ☐ (03) Partly using app, partly using paper
- ☐ (88) Other, please specify \_\_\_\_\_

RA1a. Why was it conducted using paper? (Please specify) \_\_\_\_\_

RA2. Did anyone accompany you during the interview?

- ☐ (01) Yes, please specify who that is
- ☐ (02) No **skip to RA3.**

RA2a. Please indicate your relationship with the person (or people).

- ☐ (01) Child/child-in-law
- ☐ (02) Spouse
- ☐ (03) Sibling/sibling-in-law
- ☐ (04) Parent/parent-in-law
- ☐ (05) Grandparent
- ☐ (06) Great-grandparent
- ☐ (07) Grandchild/grandchild's spouse
- ☐ (08) Uncle/aunt
- ☐ (09) Cousin/cousin's spouse
- ☐ (10) Other relative
- ☐ (11) Servant
- ☐ (12) Neighbor or friend
- ☐ (13) Classmate or colleague
- ☐ (88) Other, please specify \_\_\_\_\_

RA3. Was the interview completed in one-session?

- ☐ (01) Yes ☐ (02) No

RA4. Was the interview scheduled with the respondent beforehand?

- ☐ (01) Yes ☐ (02) No

RA5. Where was the interview conducted? (You may choose more than one answer)

- ☐ (01) At the respondent's residence
- ☐ (02) At the respondent's workplace
- ☐ (03) At the respondent's school
- ☐ (88) Other, please specify \_\_\_\_\_

RA6. Did you read the questions aloud during the interview?

- ☐ (01) Yes, I read all the questions aloud, and did not show the respondent the questions)
- ☐ (02) Yes, I read all the questions aloud, but showed the respondent the questions (not including the options))
- ☐ (03) Yes, but only part of the questions
- ☐ (04) No. Please explain why

RA7. Who wrote down/input the answers during the interview?

- ☐ (01) The interviewer
- ☐ (02) The respondent
- ☐ (03) Some by the interviewer, some by the respondent)

RA8. Was any of the respondent's family, friends, or neighbors present during the interview?

- ☐ (01) Yes
- ☐ (02) No **skip to RA9.**

RA8a.Continuing the previous question, if yes, who was it?

The respondent's...

- ☐ (01) Child/child-in-law
- ☐ (02) Spouse
- ☐ (03) Sibling/sibling-in-law
- ☐ (04) Parent/parent-in-law
- ☐ (05) Grandparent
- ☐ (06) Great-grandparent
- ☐ (07) Grandchild/grandchild's spouse
- ☐ (08) Uncle/aunt
- ☐ (09) Cousin/cousin's spouse
- ☐ (10) Other relative
- ☐ (11) Servant
- ☐ (12) Neighbor or friend
- ☐ (13) Classmate or colleague
- ☐ (88) Other, please specify

RA9. Was the interview conducted with the help of an translator/interpreter due to language barriers?

- ☐ (01) Yes, please specify who the translator/interpreter was
- ☐ (02) No

RA10. Did you find any of the following problems with the respondent during the interview?  
(You may choose more than one answer) (You may choose more than one answer)

- ☐ (01) Speech disorder
- ☐ (02) Hearing disorder
- ☐ (03) Mental disorder, please describe **Proceed to RA10a.**
- ☐ (04) Other, please specify \_\_\_\_\_
- ☐ (05) None

RA10a.Please explain the mental disorder(s) \_\_\_\_\_.

RA11.Did anyone other than the respondent him/herself answer any of the questions for the respondent during the interview?

- ☐ (01) Yes, please specify which questions were answered by that person
- ☐ (02) No

RA12.Did you give the souvenir/gift card to the respondent after the interview?

- ☐ (01) Yes, the respondent accepted it
- ☐ (02) Yes, but the respondent gave it to the interviewer
- ☐ (03) Yes, but the respondent refused to take it
- ☐ (04) No, the interviewer ran out of souvenirs/gift cards. The planning team has been notified to give it to the respondent at a later time
- ☐ (88) Other, please specify \_\_\_\_\_

## RB. Assessing the respondent

RB1a. After the interviewing process began, did the respondent at any point express refusal to proceed with the interview?

☐ (01) Yes ☐ (02) No **skip to RB2.**

RB1b. When did the respondent express refusal to proceed with the interview? (You may choose more than one answer)

☐ (01) At the beginning

☐ (02) In the middle

☐ (03) Towards the end

RB2. After the interviewing process began, did the respondent express impatience?

☐ (01) Never ☐ (02) Seldom ☐ (03) Sometimes ☐ (04) Often

RB3. After the interviewing process began, what do you think of the credibility of the respondent's answers?

☐ (01) Not at all credible

☐ (02) Not very credible

☐ (03) Somewhat credible

☐ (04) Very credible

RB4. After the interviewing process began, what language was used by the respondent?

(You may choose more than one answer)

☐ (01) Mandarin Chinese

☐ (02) Southern Min

☐ (03) Hakka

☐ (04) Aboriginal languages

☐ (88) Other, please specify \_\_\_\_\_

RB5. After the interviewing process began, how much do you think did the respondent trust you?

☐ (01) Not at all ☐ (02) Not very much ☐ (03) Moderately ☐ (04) Very much

## **Taiwan's Standard Industrial Classification**

### A. Agriculture, forestry, fishery and animal husbandry

### B. Mining and quarrying

Note: All preparatory and supplementary operations of mining and quarrying, such as dirt removal, pit opening, digging and other mining operations, are also classified as mining and quarrying. However, if those operations are not done by the mining and quarrying companies, they are classified as "construction."

### C. Manufacturing

Note: a. Major repairing, modification, alteration, maintenance of machinery/equipment, installation and assembling are all classified as manufacturing.

b. Manufacturing of components specifically designed for certain machinery and manufacturing of the machinery or equipment itself are classified within the same category.

### D. Electricity and gas supply

Note: a. Reservoirs can be classified either as "electricity supply" or "water supply" depending on their primary function.

b. Gas supply refers to producing and supplying users with gaseous fuel via pipelines. Services involving liquefied gas fall under the same category.

c. Wholesalers or retailers of propane tanks are classified as "wholesale and retail."

### E. Water supply and remediation

Note: a. Services involving water supply, wastewater treatment, waste management, or remediation all fall under this category.

b. Recycling, sorting and recycled material conversion all fall under this category. However, wholesaling recycled material is classified as "wholesale," and purchasing or trading used items is classified as "wholesale" or "retail."

### F. Construction

Note: a. General construction of buildings is classified as "construction of buildings." General construction of civil engineering objects is classified as "civil engineering." Works involving only parts of buildings or civil engineering objects are classified as "specialized construction activities."

b. The renting of construction equipment with operator is also classified as "construction."

### G. Wholesale and retail

Note: a. "Wholesale" includes any wholesaling, dealing or reselling of tangible goods to institutions or industries (such as other wholesalers, retailers, factories and companies). The reselling of non-consumer durables (such as farming/industrial equipment, air planes, locomotives, ships) is also classified as "wholesale."

b. "Retail" includes any shops, stalls, mail-order houses, or consumer cooperatives that resale new or used goods to the general public.

c. Retailing goods via mail, radio, television, the Internet or other electronic media, such as telemarketing, online auctions, are also classified as "retail."

#### H. Transportation and storage

- Note: a. This includes transport by land, water, and air, support, storage, postal and courier activities.
- b. Parking lots fall under “support activities.”
- c. The renting of transport equipment with driver or operator also falls under this category.
- d. Maintenance and repair of motor vehicles is classified as “repair of personal and household goods.” Maintenance and repair of locomotives, air planes and ships are classified as “maintenance and installation of industrial machinery and equipment.”
- e. Postal savings and remittance services are classified as “financial service activities.”

#### I. Accommodation and food

- Note: a. This includes the provision of monthly or yearly accommodation. The renting of houses that do not provide accommodation services is classified as “real estate and associated services.”

#### J. Information and communication

- Note: a. This includes service activities that distribute information and communication products, such as publishing, video, sound recording, music, radio and TV broadcasting, telecommunication, computer system design, and other information service activities.
- b. Software publishing (not custom-made), such as operating system software, apps, packages, games, all fall under “publishing.” Online game websites, software design, reproduction and distribution also fall under “publishing.”
- c. “Computer software design industry,” which designs, modifies, tests and maintains software based on client’s request, is classified as “computer systems design services.”

#### K. Financial and insurance

- Note: a. Credit departments of farmers and fishermen’s associations, postal savings and remittance, pawn broking, and private finance are all classified as “financial service activities.”
- b. Finance leasing falls under “financial service activities.”

#### L. Real estate

- Note: a. Hotels and other short-term accommodation services are classified as “accommodation services.”
- b. The leasing and maintenance of cemetery properties fall under “other personal service activities.”

#### M. Professional, scientific, and technical services

- Note: a. This includes services such as legal and accounting activities, management and consultancy activities, architectural and engineering activities, technical testing and analysis, research and development, advertising and market research, designing, and veterinary activities.

#### M. Support services

- Note: a. This includes a variety of activities that support general business operations, such

as rental and leasing, employment activities, travel agency, security and private investigator, services to building and landscape activities, and office administrative.  
b. Financial leasing falls under “financial services.” Real estate leasing falls under “real estate.”

O. Public administration and defense; compulsory social security

Note: a. “Compulsory social security” includes funding and administration of government-provided social security programs, such as sickness, work-accident and unemployment insurance, and retirement pensions.

P. Education services

Note: a. If the respondent is a cram school teacher, please ask him/her specifically what type of cram school s/he works for, such as cram schools aimed at secondary or tertiary education entrance exams, national exams, special exams, or for special talents.

b. Military academies and schools affiliated with legal institutions that provide formal academic degrees are classified in this category. Military schools that do not provide formal academic degrees fall under “public administration and defense.”

Q. Human health and social work services

Note: a. Hospitals affiliated with medical schools, religious organizations, national defense institutions and prison, and chronic disease prevention agencies set up by health authorities are all included in this category.

b. Home care, birth attendants, physical and occupational therapy, acupuncture, nutrition counseling, ambulances, blood donation organizations, cord blood banks and sperm banks are all classified as “human health services.”

R. Arts, entertainment and recreation

Note: a. This includes creative, artistic performances and associated activities, such as live performances, operation of museums, gambling, sports, entertainment and recreation activities.

b. The operation of historical sites, botanical and zoological gardens, and natural reserves is classified as “libraries, archives, museums and other similar activities.”

c. “Gambling and betting activities” include lotteries, casinos, coin-operated gambling machines, and gambling websites.

d. Escort and prostitution services fall under “other personal service activities.”

S. Other services

Note: a. Building management committees are classified as “activities of religious, professional and similar membership organizations.”

b. Periodic motor vehicle safety inspections fall under “architectural, engineering, technical testing and analysis services.”

c. Servants, laundrymen, butlers, nannies, tutors, private secretaries, chauffeurs, gardeners, bodyguards and other service activity personnel hired by households are classified as “other personal service activities.”