

# The 2017 Taiwan Communication Survey (Phase Two, Year One): The Utility and Impacts of Media Use I (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	2016.08.01-2019.07.31
Data Collection Period	2017.05.18-2017.06.29 2017.08.23-2017.11.05

### 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**

Chingching Chang (2020). The 2017 Taiwan Communication Survey (Phase Two, Year One): The Utility and Impacts of Media Use I (Public Access Data) (D00175) [Data file]. Available from Survey Research Data Archive, Academia Sinica. doi:10.6141/TW-SRDA-D00175-1

#### **V. Contact us**

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