

2023 Taiwan Communication Survey Panel Survey Questionnaire

Part A.

- A01 How many days per week on average do you surf the Internet (Including using LINE, checking bus times, watching videos online, etc.) **[List of options, scale: (00) 0 day, (01) Less than 0.5 day, (02) 0.5 day, (03) 1 day, (04) 1.5 days, ... , (14) 6.5 days, (15) 7 days]**
____ day(s).
- A02 How long do you surf the Internet **for working and learning purposes** every day?
____ hour(s) and ____ minute(s).
- A03 How long do you surf the Internet **for entertainment and leisure purposes** every day on average?
____ hour(s) and ____ minute(s).
- A11 **In the past month**, which of the following **instant messaging apps** do you use (including on the phone, tablet or computer)? **(Multiple choice)**
- | | |
|---------------------------------|--|
| (01) LINE | (08) Facetime |
| (02) FB Messenger | (09) Telegram |
| (03) Instagram Direct Messenger | (10) Discord |
| (04) Wechat | (88) Other (please specify): _____ |
| (05) WhatsApp | (90) None of the above |
| (06) Hangouts | [Mutually exclusive with (01)-(88)] |
| (07) Skype | |
- A12 **In the past month**, which of the following **online video platform** do you use? **(Multiple choice)**
- | | |
|--------------|--|
| (01) YouTube | (08) Disney+ |
| (02) iQiyi | (09) Bahamut Animation Crazy |
| (03) Netflix | (10) Bilibili |
| (04) KKTV | (88) Other (please specify): _____ |
| (05) LINETV | (90) None of the above |
| (06) Li TV | [Mutually exclusive with (01)-(88)] |
| (07) Twitch | |
- A13 **In the past month**, which of the following **social media** do you use? **(Multiple choice)**
- | | |
|---------------------|--|
| (01) Facebook | (08) Dcard |
| (02) Instagram (IG) | (09) PTT |
| (03) Twitter | (10) Xiaohongshu |
| (04) LinkedIn | (11) LINE community |
| (05) Weibo | (88) Other (please specify): _____ |
| (06) Plurk | (90) None of the above |
| (07) TikTok | [Mutually exclusive with (01)-(88)] |
- A14 Among Facebook and Instagram, which one do you use **most**? **If you use them both, which one would you prioritize using?**
[Required to answer this section if you selected both (01) and (02) in A13]
- | | |
|---------------|---------------------|
| (01) Facebook | (02) Instagram (IG) |
|---------------|---------------------|

- A21 How many days a week do you use Facebook? **[List of options, scale: (00) 0 day, (01) Less than 0.5 day, (02) 0.5 day, (03) 1 day, (04) 1.5 days, ... , (14) 6.5 days, (15) 7 days]****[Required to answer this section if you selected (01) in A13]**
____ day(s).
- A22 On the days that you do use Facebook, roughly how much time do you use it per day? **[Required to answer this section if you selected (01) in A13]**
____ hour(s) and ____ minute(s).
- A23 Which of the following are the main reasons or motives as to why you use Facebook? **(Multiple choice)****[Display options (01)-(17) randomly]****[Required to answer this section if you selected (01) in A13]**
- (01) To communicate.
 - (02) To maintain relationships with friends and family.
 - (03) To make new friends.
 - (04) To share my thoughts and feelings with friends.
 - (05) To share tidbits of my life with my friends.
 - (06) To not miss out on what's happening between my friends/family.
 - (07) Checking the status updates or posts from people I'm interested
 - (08) Exposing something I'm interested in.
 - (09) For work or school.
 - (10) To get new informations.
 - (11) To learn new things.
 - (12) Recording tidbits of my life.
 - (13) Sharing or commentating on current events to showcase my unique
 - (14) To get away from school or work.
 - (15) To kill time.
 - (16) For recreation or entertainment.
 - (17) It's become a habit.
 - (88) Other (please specify): _____ **[Don't display randomly]**
- A24 What do you usually do on Facebook? **(Multiple choice)****[Display options (01)-(17) randomly]****[Required to answer this section if you selected (01) in A13]**
- (01) Writing posts.
 - (02) Sharing or reposting posts.
 - (03) Doing live streams
 - (04) Commenting or liking other people's posts
 - (05) Commenting or liking posts in groups
 - (06) Browsing my friends' posts.
 - (07) Browsing what my friends share or repost.
 - (08) Watching live streams.
 - (09) Browsing posts or videos that are automatically recommended to you.
 - (10) Browsing the news.
 - (11) Browsing ads and brand messages.
 - (12) Browsing pictures or articles.
 - (13) Following (liking) pages that I'm interested in
 - (14) Browsing 'Memories' on timelines.
 - (15) Browsing birthday messages of the day.
 - (16) Exploring events that I'm interested in.
 - (17) Shopping, buying or selling things.
 - (88) Other (please specify): _____ **[Don't display randomly]**

- A31 How many days a week do you use Instagram? **[List of options, scale: (00) 0 day, (01) Less than 0.5 day, (02) 0.5 day, (03) 1 day, (04) 1.5 days, ... , (14) 6.5 days, (15) 7 days]****[Required to answer this section if you selected (02) in A13]**
____ day(s).
- A32 On the days that you do use Instagram, roughly how much time do you use it per day? **[Required to answer this section if you selected (02) in A13]**
____ hour(s) and ____ minute(s).
- A33 Which of the following are the main reasons or motives as to why you use Instagram? **(Multiple choice)****[Display options (01)-(17) randomly]****[Required to answer this section if you selected (02) in A13]**
- (01) To communicate.
 - (02) To maintain relationships with friends and family.
 - (03) To make new friends.
 - (04) To share my thoughts and feelings with friends.
 - (05) To share tidbits of my life with my friends.
 - (06) To not miss out on what's happening between my friends/family.
 - (07) Checking the status updates or posts from people I'm interested in.
 - (08) Exposing something I'm interested in.
 - (09) For work or school.
 - (10) To get new informations.
 - (11) To learn new things.
 - (12) Recording tidbits of my life.
 - (13) Sharing or commentating on current events to showcase my unique.
 - (14) To get away from school or work.
 - (15) To kill time.
 - (16) For recreation or entertainment.
 - (17) It's become a habit.
 - (88) Other (please specify): _____ **[Don't display randomly]**
- A34 What do you usually do on Instagram? **(Multiple choice)****[Display options (01)-(16) randomly]****[Required to answer this section if you selected (02) in A13]**
- (01) Writing posts.
 - (02) Publishing Stories.
 - (03) Sharing or reposting other's posts or Stories.
 - (04) Sending messages to others.
 - (05) Doing live streams.
 - (06) Browsing pictures or articles.
 - (07) Commenting or liking other people's posts.
 - (08) Replying to other people's Stories.
 - (09) Browsing my friends' posts.
 - (10) Browsing my friends' Stories.
 - (11) Watching live streams.
 - (12) Browsing posts or videos that are automatically recommended to you.
 - (13) Browsing ads and brand messages.
 - (14) Following accounts or hashtags that I'm interested in.
 - (15) Archiving posts.
 - (16) Using filters, special effects or games in Stories.
 - (88) Other (please specify): _____ **[Don't display randomly]**

A41-A44. This section is about the using of social media [Skip this section if you selected (90) in A13]

- A41 How often do you **search/browse/watch/follow** the updates/posts/messages/photos/videos of your social media friends?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- A42 How often do you **repost/forward/share** the updates/posts/messages/photos/videos of your social media friends?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- A43 How often do you **leave comments/likes** to the updates/posts/messages/photos/videos of your social media friends?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- A44 How often do you **publish/share/repost** the updates/posts/messages/photos/videos **about yourself** on social media?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

Attention check question 1.

- AC1 What do you usually do on cellphone? **(Multiple choice)**[Display options (01)-(05) randomly]
Often, people answer questions without reading them word by word, and answer them casually, which may lead to bias in our survey results. To confirm that you have read the questions carefully and have read to this point, please click "Other" in the options of this question and fill in the word "read" in "Please specify ". Thank you.
- (01) Answer calls (88) Other (please specify): _____
(02) Watch videos [Don't display randomly]
(03) Use LINE
(04) Tell time
(05) Check map

Part B. [Skip this section if you selected (90) in A13]

- B01 How often do you disclose **positive** things about yourself on social media?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always
- B02 How often do you disclose **negative** things about yourself on social media?
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

B03-B06. Do you agree with the following statements?

- B03 Your publish/photos/share/comments/likes on social media **are accurate reflections of who you are**.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B04 Your publish/photos/share/comments/likes on social media about your feelings **are honest**.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B05 Your publish/photos/share/comments/likes on social media about your experiences **are accurate**.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B06 **You are sincere** when you reveal your own feelings by publish/photos/share/comments/likes on social media.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

B07-B10. Do you agree with the following statements?

- B07 When something bad happens, your first impulse is to seek out the company of others.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B08 You appreciate having others' support through difficult times.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B09 When things are going well, you just have to tell other people about it.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree
- B10 You are happier when you are with your friends than when you are by yourself.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

Part C.

C01-C10. This section is about the using of Facebook or Instagram (IG) [Required to answer this section if you selected (01) or (02) in A14]

- C01 How many friends on your Facebook or Instagram (IG)? [Value range: 1-5000]
 There are _____ friends (9997) Don't know
 (5001) More than 5,000 friends (9998) Refuse to answer
- C02 By placing your friends on Facebook or Instagram (IG) into a single category, what percentage of your friends belong to: **(Multiple choice)**[Numeric and can be accepted with up to two decimal places. The summation in items (01)-(88) should be 100.00]
 (01) Family: _____% (05) Co-workers: _____%
 (02) Friends: _____% (06) Members of religious organizations: _____%
 (03) Classmates: _____% (88) Other (please specify): _____%
 (04) Teachers: _____%
 (97) Don't know [Mutually exclusive with (01)-(88), (98)]
 (98) Refuse to answer [Mutually exclusive with (01)-(88), (97)]
- C03 How close are you to your friends on Facebook or Instagram (IG)?
 (01) Very close (97) Don't know
 (02) Close (98) Refuse to answer
 (03) Neither close nor distant
 (04) Distant
 (05) Very distant
-
- C00A **[TEXT]** This section is about your posts on Facebook or Instagram (IG), including the posts, pictures or photos, videos, or comments.
-
- C04 Which topics would you avoid sharing when you post/interact with others publicly on Facebook or Instagram (IG) **(Multiple choice)**[To group and display options (01)-(08), options (09)-(11), options (12)-(15), options (16)-(17) randomly][Mutually exclusive between (01)-(88), (90), (97), and (98)]
- | | | | |
|------------------------------------|-----------------------|-------------------------|-----------------------|
| (01) Romance | (09) Lifestyle | (12) Sexual orientation | (16) Sadness |
| (02) Family | (10) Politics | (13) Achievement | (17) Photos |
| (03) Marriage | (11) Religion | (14) Pride | (18) Current location |
| (04) Social | | (15) Failure | |
| (05) Work | | | |
| (06) Finance | | | |
| (07) Health | | | |
| (08) Life | | | |
| (88) Other (please specify): _____ | (97) Don't know | | |
| (90) None of the above | (98) Refuse to answer | | |

C05 **Why do you avoid sharing the topics when you post/interact with others publicly on Facebook or Instagram (IG)? (Multiple choice)**[Skip this section if you selected (90), (97), (98) in C04][To group and display options (01)-(03), options (04)-(06), options (07)-(09), options (10)-(12), and (13)-(15) randomly]]

- | | | |
|------------------------|--------------------|------------------------------------|
| (01) Inferior | (07) Alienated | (13) Show-off |
| (02) Unpresentable | (08) Disliked | (14) Overly affectionate |
| (03) Uncool | (09) Embarrassing | (15) Envy-inducing |
| (04) Attention-seeking | (10) Unpredictable | (88) Other (please specify): _____ |
| (05) Overly emotional | (11) Two-faced | (97) Don't know |
| (06) Too transparent | (12) Difficult | (98) Refuse to answer |

C06 How often do you avoid sharing the topics on Facebook or Instagram (IG)? [Skip this section if you selected (90), (97), (98) in C04]

- | | | |
|----------------|-------------|-----------------------|
| (02) Seldom | (04) Often | (97) Don't know |
| (03) Sometimes | (05) Always | (98) Refuse to answer |

C00B [TEXT] This section is about your friends' posts on Facebook or Instagram (IG), including the posts, pictures or photos, videos, or comments.

C07 Which topics would your friends avoid sharing on Facebook or Instagram (IG)? (Multiple choice)[To group and display options (01)-(08), options (09)-(11), options (12)-(15), options (16)-(17) randomly][Mutually exclusive between (01)-(88), (90), (97), and (98)]

- | | | | |
|------------------------------------|-----------------------|-------------------------|-----------------------|
| (01) Romance | (09) Lifestyle | (12) Sexual orientation | (16) Sadness |
| (02) Family | (10) Politics | (13) Achievement | (17) Photos |
| (03) Marriage | (11) Religion | (14) Pride | (18) Current location |
| (04) Social | | (15) Failure | |
| (05) Work | | | |
| (06) Finance | | | |
| (07) Health | | | |
| (08) Life | | | |
| (88) Other (please specify): _____ | (97) Don't know | | |
| (90) None of the above | (98) Refuse to answer | | |

C08 **Which topics would you avoid when your friends sharing on Facebook or Instagram (IG)? (Multiple choice)**[To group and display options (01)-(08), options (09)-(11), options (12)-(15), options (16)-(17) randomly][Mutually exclusive between (01)-(88), (90), (97), and (98)]

- | | | | |
|------------------------------------|-----------------------|-------------------------|-----------------------|
| (01) Romance | (09) Lifestyle | (12) Sexual orientation | (16) Sadness |
| (02) Family | (10) Politics | (13) Achievement | (17) Photos |
| (03) Marriage | (11) Religion | (14) Pride | (18) Current location |
| (04) Social | | (15) Failure | |
| (05) Work | | | |
| (06) Finance | | | |
| (07) Health | | | |
| (08) Life | | | |
| (88) Other (please specify): _____ | (97) Don't know | | |
| (90) None of the above | (98) Refuse to answer | | |

C09 **How often** do you **see** your friends sharing topics that you would avoid on **Facebook or Instagram (IG)**? **[Skip this section if you selected (90), (97), (98) in C08]**

(02) Seldom

(04) Often

(97) Don't know

(03) Sometimes

(05) Always

(98) Refuse to answer

C10 How would you react if you saw your friends sharing **topics that you would avoid** on **Facebook or Instagram (IG)**? **(Multiple choice)****[Skip this section if you selected (90), (97), (98) in C08]****[Display options (01)-(06) randomly]**

(01) To engage

(04) To send stickers

(88) Other (please specify): _____

(02) To advise

(05) To block

(97) Don't know

(03) To emoji

(06) To ignore

(98) Refuse to answer

Part D.

D01-D10. This section is about how often you have experienced the following situation while using Facebook or Instagram (IG). [Required to answer this section if you selected (01) or (02) in A14]

D01 Your Facebook or Instagram (IG) friends ignore your sharing.
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

D02 Your Facebook or Instagram (IG) friends treat you as if you were not there at all.
(01) Never (02) Seldom (03) Sometimes (04) Often (05) Always

D03-D04. When your Facebook or Instagram (IG) friends liked other people's posts but didn't liked yours, do you agree with the following statements?

D03 You are ignored by Facebook or Instagram (IG) friends.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D04 You are excluded by Facebook or Instagram (IG) friends.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D05-D07. When your Facebook or Instagram (IG) friends liked other people's posts but didn't liked yours, do you agree with the following statements?

D05 You will ignore the friends as well.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D06 You will block the friends.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D07 You will unfriend or unfollow.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D08-D10. Do you agree with the following statements?

D08 You often observe how well your friends on Facebook or Instagram (IG) are doing and compare it with your status.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D09 You often compare how you are doing socially with your friends on Facebook or Instagram (IG).
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

D10 You often visit your friends' Facebook or Instagram (IG) to figure out what others in a similar situation would think and do.
(01) Strongly disagree (03) Neither agree nor disagree (04) Agree
(02) Disagree (05) Strongly agree

Attention check question 2.

AC2 Which municipality is the Presidential Office located in? [Display options (01)-(10) randomly]
(01) Taipei City (05) Taichung City (09) Yilan County
(02) Taoyuan City (06) Nantou County (10) Hualien County
(03) Hsinchu County (07) Tainan City
(04) Miaoli County (08) Kaohsiung City

Part E.

E01-E04 This section is about your perception or experience while using Facebook or Instagram (IG). Do you agree with the following statements? [Required to answer this section if you selected (01) or (02) in A14]

-
- E01 You felt you belonged to the group.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E02 You felt 'disconnected'.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E03 You felt good about yourself.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E04 You felt insecure.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
-

E05-E08. This section is about your interactions with friends and others while using Facebook or Instagram (IG). Do you agree with the following statements? [Required to answer this section if you selected (01) or (02) in A14]

-
- E05 You felt important.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E06 You felt invisible.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E07 You felt you had control over events.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E08 You felt you were unable to influence the action of others.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
-

E09-E10. Overall, Do you agree with the following statements?

-
- E09 You can often understand how people are feeling even before they tell you.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer
- E10 Your friend's unhappiness doesn't make you feel anything.
 (1) Strongly disagree (2) (3) (4) (5) Strongly agree
 (97) Don't know (98) Refuse to answer

Part F.**F01-F10. Finally, we want to ask your perception:**

- F01 Overall, how satisfied are you **with your life** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (97) Don't know (98) Refuse to answer
- F02 Overall, how satisfied are you with **your family** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (90) Don't have family (97) Don't know (98) Refuse to answer
- F03 Overall, how satisfied are you with **your interpersonal relationship** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (97) Don't know (98) Refuse to answer
- F04 Overall, how satisfied are you with **your social life** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (90) Don't have social life (97) Don't know (98) Refuse to answer
- F05 Overall, how satisfied are you with **your work**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (90) Don't have a job (97) Don't know (98) Refuse to answer
- F06 Overall, how satisfied are you **with your financial status** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (97) Don't know (98) Refuse to answer
- F07 Overall, how satisfied are you **with your healthy status** currently?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (97) Don't know (98) Refuse to answer
- F08 Overall, how satisfied are you **with yourself**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Strongly dissatisfied Strongly satisfied
 (97) Don't know (98) Refuse to answer
- F09 In general, are you **happy about your current life**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Very unhappy Very happy
 (97) Don't know (98) Refuse to answer
- F10 In general, do you **currently feel lonely**?
 (0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)
 Not at all lonely Very lonely
 (97) Don't know (98) Refuse to answer