

Respondent's ID : _____

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

A. Basic information

A1. Gender : (01) male (02) female

A2a. 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"/> (88) Other _____ | | |

A4. What is your father's ethnic background? (MCQ) (Based on his ethnic background)

- (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? (MCQ) (Based on her ethnic background)

- (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. 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 year)
- (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"/> (Skip question B1b)	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)

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

B2a.

		Never	Seldom	Sometimes	Often
	How often do you talk with others on the phone (including mobile phone)?	1 <input type="checkbox"/> (Skip question B2b)	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

B2b. Who do you talk on the phone with (including mobile phone) most often? (MCQ)

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

B3a.

		Never	Seldom	Sometimes	Often
	How often do you talk with others online (including voice chat and text chat)?	1 <input type="checkbox"/> (Skip question B3b)	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

B3b. Who do you talk online with (including voice chat and text chat) most often?

- (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 _____ minute

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 (free newspapers) |
| <input type="checkbox"/> (09) Upaper (free newspapers) | |
| <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) News Taiwan (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) Epoch Times | <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 _____ | |

C1d. What topics do you most often read in a newspaper (printed newspaper only)? (You may choose more than one answer) (Please show cue card)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentaries or letters to the editor	<input type="checkbox"/> (05) Transportation and traffic
	<input type="checkbox"/> (36) Political news	<input type="checkbox"/> (40) Mainland news	<input type="checkbox"/> (41) Front page		
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (14) Games (e.g., Sudoku, crosswords)			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	
Education and Knowledge	<input type="checkbox"/> (26) Computers and technology	<input type="checkbox"/> (29) Education and learning (e.g., languages)		<input type="checkbox"/> (30) Political propaganda	
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (88) Other (please specify) _____		

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 _____ minute

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

- | | | |
|--|--|--|
| <input type="checkbox"/> (01) udn.com | <input type="checkbox"/> (02) chinatimes.com | <input type="checkbox"/> (03) atnext.com |
| <input type="checkbox"/> (04) libertytimes.com | <input type="checkbox"/> (05) Nownews | <input type="checkbox"/> (06) Yahoo |
| <input type="checkbox"/> (07) Google | <input type="checkbox"/> (08) MSN | <input type="checkbox"/> (09) PC Home |
| <input type="checkbox"/> (10) BBS | <input type="checkbox"/> (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 _____ minute

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

 (00) 0 day (skip to D3) (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 _____ minute

D3. What topics do you most often read about in magazines? (You may choose more than one answer) (Please show cue card)

(If you answered "0 day" for both D1a and D2a, please skip this section)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (04) Commentaries or letters to the editor	<input type="checkbox"/> (36) Political news		
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and Finance	<input type="checkbox"/> (09) Food	<input type="checkbox"/> (42) Fashion	
	<input type="checkbox"/> (45) Automobiles					
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (12) Music	<input type="checkbox"/> (43) Video games, comics			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	<input type="checkbox"/> (44) Pets		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science (Photography)	<input type="checkbox"/> (27) Scientific knowledge	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Public Administration	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (88) Other (Please specify) _____			

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 _____ minute

E3. What types of radio programs do you listen to most often? (You may choose more than one answer)

(Please show cue card) (Interviewers, please check based on content of the program)

News	<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 (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic
	<input type="checkbox"/> (36) Political news				
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (12) Music	<input type="checkbox"/> (13) Radio drama			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Children programs	<input type="checkbox"/> (18) Sports broadcast	<input type="checkbox"/> (19) Medicine and health	
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science	<input type="checkbox"/> (27) Scientific knowledge	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, Political propaganda, Public affairs	
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or Marketing	<input type="checkbox"/> (88) Other (Please specify) _____		

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 ____ minute

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 ____ minute

(If you answered “0 day” for both F1 and F3, please skip to G1)

F5. How do you normally watch TV? (MCQ)

- (01) Wireless digital set-top box (Please refer to the list of digital TV channels for F9)
- (02) cable (Please refer to the list of cable TV channels based on your viewing location for F9)
- (03) MOD (including Next TV) (Please refer to the list of MOD and Next TV channels for F9)

F6. What TV programs do you watch most often? (You may choose more than one answer)
(Please show cue card)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) Inter-national news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic	
	<input type="checkbox"/> (36) Political news					
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food		
Leisure And Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (11) Variety shows (including interviews)	<input type="checkbox"/> (12) Pop music	<input type="checkbox"/> (13) Drama (e.g., skits or soap operas)	<input type="checkbox"/> (14) Competition (racing) programs or quiz shows	<input type="checkbox"/> (15) Movies
	<input type="checkbox"/> (37) TV series					
Family, Sports, or Medicine	<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	
Arts and Culture	<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)
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science	<input type="checkbox"/> (27) Knowledge (e.g., Discovery, National Geographic)	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, Political propaganda, Public affairs	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in Marketing	<input type="checkbox"/> (88) Other (Please specify) _____			

F7. On average, how many days a week do you watch the news on TV?

(00) 0 day (skip to G1) (01) _____ day(s)

F8. On the days that you do watch the news on TV, how much time do you spend on watching it a day?

_____ Hour _____ minute

F9. On what TV channels do you watch the news most often? (Please see appendix for the list of news channels)

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. When you go to the cinema to watch a movie or when you watch a VHS, CD, DVD, or VCD, what kind of movies (or programs) do you watch most often?

- (01) Love stories, romance movies
- (02) Science fiction films
- (03) Horror films
- (04) Films on social issues
- (05) Action films
- (06) Pornography
- (07) Comedies
- (08) War films
- (09) Films on sports games
- (10) Musicals
- (11) Westerns
- (12) Religious films
- (13) Cartoons
- (14) Kung fu films
- (15) Disaster films or programs
- (16) Learning programs)
- (17) Cabaret
- (18) Crime and suspense
- (19) Fantasy Film
- (20) Custom drama (Chinese or Western)
- (88) Other (please specify) _____

H. Internet Usage

H1. On average, how many days a week do you use the Internet?

(00) 0 day (skip to I1) (01) _____ day(s)

H2. On the days that you do use the Internet, how much time do you spend on the Internet each day?

_____ Hour _____ minute

H3. Apart from your professional and academic needs, on average, how much time do you spend on the Internet (e.g., playing games, reading news) a day?

_____ hour _____ minute

H4. Do you have a personal e-mail account?

(01) yes

(02) no (skip to H5)

H4.a Continuing the previous question, if you do, how many of them do you use regularly?

H5. What kinds of information do you search for on the Internet? (You may choose more than one answer) (Please show cue card)

News	<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			
Finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and Finance	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<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)
Family, Sports, or Medicine	<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
Arts and Culture	<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)				
Education and Knowledge	<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				
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in marketing	<input type="checkbox"/> (38) Pornography	<input type="checkbox"/> (39) Search notices	<input type="checkbox"/> (88) Other (please specify) _____

H6.

		Never	Seldom	Sometimes	Often
(1)	How often do you receive and send e-mails?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(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)	How often do you use social media on the Internet (e.g., Facebook, microblog)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(6)	How often do you use online discussion forums (e.g., Mobile 01, Fashion Guide, Gamer)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(7)	How often do you make friends on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(8)	How often do you view video, music clips or TV programs on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(9)	How often do you play online games (all the online games, including Facebook, multiplayer online role-playing game)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(10)	How often do you shop on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(11)	How often do you make stock and financial transactions or search for related information on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

H7.

		Never	Seldom	Sometimes	Often
(1)	In the past year, how often did you use e-mails to interact with others?	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 social media sites (e.g., Facebook, microblog) to communicate or 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 instant messengers (e.g., MSN, Yahoo) to interact with others?	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 games 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 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"/>
(6)	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"/>
(7)	In the past year, how often did you use chat rooms or friendship websites to interact with others?	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 use online forums (e.g., Mobile 01, Fashion Guide, Gamer) to interact with others?	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 via web conferencing?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(10)	In the past year, how often did you interact with others by browsing or replying to their blogs?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

H8.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Do you agree that you feel more at ease interacting with others on the Internet as opposed to face to face.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you agree that you chat with others online when you feel lonely.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you agree that you think obsessively about going online when you are offline.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Do you agree that you have difficulty controlling the amount of time you spend online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	Do you agree that you often find yourself surfing the Internet without knowing it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Do you agree that you surf the Internet as a habit, for no particular reason.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Do you agree that you find it hard to avoid using the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Do you agree that it takes great effort for you to restrain myself from using the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	Do you agree that your family or friends complain about me using the Internet for too long.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	Do you agree that when websites ask you for personal information, you will think twice before providing it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	Do you agree that when websites ask you for personal information, you will provide it selectively.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

I. News**II.**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Do you agree that you watch the news to get new information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you agree that you watch the news so that you have more to talk about 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"/>
(3)	Do you agree that you watch the news to relax yourself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Do you agree that you watch the news as a way to temporarily escape from your real life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	Do you agree that you watch the news to pass your time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Do you agree that you watch the news as a habit, for no particular reason.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Do you agree that reports in newspapers are usually accurate.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Do you agree that reports in newspapers are usually unbiased.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	Do you agree that reports in TV news are usually accurate.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	Do you agree that reports in TV news are usually unbiased.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	Do you agree that reports in online news are usually accurate.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	Do you agree that reports in online news are usually unbiased.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	Do you agree that you can tell whether a news story is accurate or not.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14)	Do you agree that you can tell whether a news story is influenced by political or commercial factors.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

(15)	Do you agree that most people, aside from you, can tell whether a news story is accurate or not.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(16)	Do you agree that most people, aside from you, can tell whether a news story is influenced by political or commercial factors.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

(If you answered “0 day” for C1a, C2a and F7, please skip questions II (1) through II (6))

J. Politics

J1.

(If you answered "0 day" for both F1 and F3, please skip question J1 (1))

(If you answered "0 day" for both C1a and C2a, please skip question J1 (2))

(If you answered "0day" for H1, please skip question J1 (3))

		Not at all	Not much	So-so	Somewhat	Very much
(1)	Do you pay attention when you see political news on TV?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you pay attention when you see political news in the newspaper?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you pay attention when you see political news on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

J2.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Politics might be complicated, but you can still understand what is 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, you are interested in politics.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	You are willing to call in political commentary shows on TV or the radio to express my views on certain political issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	You are willing to take part in a protest, march, or demonstration on some national or local issue.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	You are willing to participate in TV polls to express my views on certain political issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	You are willing to write to newspapers or magazines to express my views on certain political issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	You are willing to see, speak, or write to legislators or politicians to express my views on certain political issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	You are 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"/>

(9)	You are 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"/>
(10)	You are 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"/>
(11)	You are 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"/>
(12)	You are willing to donate money to candidates running for public office.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K. Health**K1.**

(If you answered “0 day” for both F1 and F3, please skip question K1 (1))

(If you answered “0 day” for E1, please skip K1 (2))

(If you answered “0 day” for both C1a and C2a, please skip question K1 (3))

(If you answered “0 day” for H1, please skip question K1 (4))

		Not at all important	Not important	Somewhat important	Important	Very important
(1)	To you, how important is the knowledge on health found in TV programs?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	To you, how important is the knowledge on health found in radio programs?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	To you, how important is the knowledge on health found in newspapers?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	To you, how important is the knowledge on health found on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K2.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	You make a point to read and watch stories about health in different media.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	You enjoy learning about health issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Before making a decision about your health, you find out everything you can about this issue.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	It's important to you to be informed about health issues.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K3.

(If you answered “0 day” for both F1 and F3, please skip question K1 (1))

(If you answered “0 day” for E1, please skip question K1 (2))

(If you answered “0 day” for both C1a and C2a, please skip question K1 (3))

(If you answered “0 day” for H1, please skip question K1 (4))

		Not at all	Not really	Somewhat	Moderately	Extremely
(1)	Do you trust the knowledge on health found in TV programs?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you trust the knowledge on health found in radio programs?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you trust the knowledge on health found in newspapers?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Do you trust the knowledge on health found on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

L. Advertisement**L1.**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Do you agree that advertising is generally effective on you?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you agree that advertising provides timely information on products?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you agree that, in general, you think that you can trust advertising?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Do you agree that advertisements are entertaining?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	Do you agree that you are willing to take ad-conveyed information into consideration when making purchase-related decisions?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Do you agree that you often find products not living up to the promise of quality and performance made in their advertisement?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Do you agree that there is too much advertising and it is getting annoying?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Do you agree that ,generally speaking, you like watching commercials?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

L2.

(If you answered "0 day" for both F1 and F3, please skip question L2 (1))

(If you answered "0 day" for C1a, please skip question L2 (2))

(If you answered "0 day" for H1, please skip question L2 (3))

		Never	Seldom	Sometimes	Often
(1)	How often do you switch TV channel during commercials?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(2)	How often do you skip over newspaper pages that are mainly advertising?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(3)	How often do you skip over Internet pages that are mainly advertising?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

L3.

		Not at all	Not really	Somewhat	Moderately	Extremely
(1)	Do you trust TV commercials?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you trust advertisements in the newspaper?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you trust online ads?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

M. Consumption

M1. When you want to make a purchase, which of the following do you trust? (You may choose more than one answer) (Not in any particular order)

- (01) Family or friends' recommendation
 (02) Advertising
 (03) News reports
 (04) User feedback on the Internet
 (05) Websites of the product or its manufacturer
 (06) Recommendation of the salesperson

M2.

(If you answered "0 day" for H1, please skip questions M2 (1) through M2 (4) and question M2 (13))

(If you answered "0 day" for both F1 and F3, and did not select (02), (03) or (04) for F5, please skip question M2 (14))

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Do you agree that there is too much uncertainty associated with shopping on the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Do you agree that compared with other ways of shopping, buying things on the Internet would be more risky.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Do you agree that online shopping is currently my primary means of shopping.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(4)	Do you agree that you would rather buy something online even if it is also for sale elsewhere.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(5)	Do you agree that you like to shop wherever and whenever you want.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(6)	Do you agree that you like to compare prices before making a purchase.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(7)	Do you agree that you like to try out free samples before actually buying the product.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(8)	Do you agree that going shopping is a great leisure activity.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(9)	Do you agree that you like to buy something new and try it out after seeing it on the news.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

(10)	Do you agree that you like to try out the foods or products that are introduced in TV shows.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	Do you agree that when you read about or see celebrities using certain products in the newspapers, magazines or on TV, you want to buy and use the same products as well.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	Do you agree that when you see characters in TV series using certain products (drinks, cell phones, outfits), you want to buy and use the same products as well.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	Do you agree that when you see people recommending certain products on the Internet, you want to buy and use the same products as well.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14)	Do you agree that when you see infomercials on TV, you want to call in and make a purchase.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

N. Mobile Communication

N1. 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?

(If you answered "1" for both N1, please skip question N4)

(If you answered "0" for both N1, please skip to question N5)

N2. Of the people you feel very close to and with whom you are frequently in contact to discuss various things, how many are women? _____

N3. Of the people you feel very close to and with whom you are frequently in contact to discuss various things, how many did you meet online and have never met in person?

N4. How well do your close friends know one another? Please choose the most appropriate description from below. (MCQ)

- (1) They all know each other
- (2) Most of them know each other
- (3) About half of them know each other
- (4) Only some of them know each other
- (5) None of them know each other

N5. Do you have a cell phone?

(01) Yes (02) No (Skip to question O1)

N6.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Regarding the cell phone that you use most often, there are features that you can never quite figure out how to use.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	Regarding the cell phone that you use most often, you always find it very difficult to operate.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(3)	Regarding the cell phone that you use most often, you are comfortable with the technical features of my phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

N7. Do you know how to use any functions other than dialing and answering phone calls on your cell phone?

(01) Yes (02) No (Skip to question N9)

N8. In the past year, have you used non-call features on your cell phone by yourself on any of the following occasions? (Ask one by one) (You may choose more than one answers)

- (01) In meetings (02) In class (03) In a public transport vehicle
 (04) In gatherings with friends (88) Other (please specify) _____

N9.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(1)	Your productivity has been affected by the time you spend on talking on the cell phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(2)	You feel anxious when you go out without your cell phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

O. Employment status

O1. 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 O3)
- (06) I am a student or trainee and do not work now (skip to O3)
- (07) I am a student or trainee but I am also working now
- (08) I am retired
- (09) I am a homemaker and do not work now (skip to O3)
- (10) I am elderly, physically or mentally disabled, or sick, and cannot work (skip to O3)
- (11) I am serving mandatory military service
- (12) I am serving (R&D) alternative military service
- (88) other, please specify _____

O2. 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 _____

O3. 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.)**

P. Interview Records

PA. Assessing the interviewing process

PA1. How was the interview conducted?

- (01) Using paper only
- (02) Using app only (Please skip to question PA2)
- (03) Partly using app, partly using paper
- (88) Other, please specify _____ (Please skip to question PA2)

PA1a. Why was it conducted using paper? (Please specify) _____

PA2. Did anyone accompany you during the interview?

- (01) Yes, please specify who that is? _____
- (02) No

PA3. Was the interview completed in one-session?

- (01) Yes
- (02) No

PA4. Was the interview scheduled with the respondent beforehand?

- (01) Yes
- (02) No

PA5. 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 _____

PA6. 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 _____

PA7. Who wrote down/input the answers during the interview?

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

PA8. Was any of the respondent's family, friends, or neighbors present during the interview?

- (01) Yes
- (02) No (Please skip to question PA9)

PA8a. 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 _____

PA9. 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

PA10. Did you find any of the following problems with the respondent during the interview?
(You may choose more than one answer)

- (01) Speech disorder
- (02) Hearing disorder
- (03) Mental disorder, please describe _____
- (04) Other, please specify _____
- (05) None

PA11. 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

PA12. 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 _____

PB. Assessing the respondent

PB1a. After the interviewing process began, did the respondent at any point express refusal to proceed with the interview?

- (01) Yes (02) No (Please skip to question PB2)

PB1b. 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

PB2. After the interviewing process began, did the respondent express impatience?

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

PB3. 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

PB4. 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 _____

PB5. 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.”

News Channel List

1. CNN	44. DiMO TV
2. Formosa Television, FTV	45. FTV CH7
3. Beautiful Life Television	46. FTV CH8
4. Taiwan Television, TTV	47. PTS HiHD
5. Da Ai Television	48. TTV Finance Channel
6. China Television, CTV	49. TTV
7. Chinese Television System, CTS	50. CTS EQ
8. Public Television Service, PTS	51. CN)
9. Good TV	52. CN HD
10. Taiwan Indigenous Television, TITV	53. CTS MOD
11. Hakka Television	54. NTV
12. Videoland Television, VT	55. ESPN HD
13. GTV CH27	56. BBC Lifestyle Channel
14. GTV CH28	57. BBC Knowledge Channel
15. SET Taiwan	58. BBC Entertainment Channel
16. SET City	59. tvN
17. ETTV CH32	60. DaAi HD
18. Azio TV 、Asia Plus	61. Fashion TV
19. TVBS-G	62. WeTV
20. Era News	63. Australia Network
21. ETTV News	64. TV5MONDE
22. Cti TV News	65. Arirang TV
23. FTV News	66. Bloomberg TV
24. SET News	67. Deutsche Welle
25. TVBS-N	68. VTV4
26. TVBS	69. Al Jazeera
27. EBC Financial News Channel	70. CNBC Asia Channel
28. Unique Satellite TV 、USTV News Channel	71. Euronews
29. VT Sports	72. DW TV
30. ESPN	73. TFC
31. Star Sports	74. Channel NewsAsia
32. Unique Satellite TV 、USTV Financial Channel	75. FOX News Channel
33. Hang Sang Business TV)	76. SKY NEWS HD
34. CSTV	77. SBN MOD
35. EFTV	
36. FINANCE	
37. SBN TV	
38. Afa TV	
39. NHK	
40. CTS IQ	
41. BBC	
42. CTV News Channel	
43. CTV MyLife	