

# **The 2012 Taiwan Communication Survey (Phase One, Year One):**

## **Literacy and Communication**

### **User guide**

#### **I. Overview**

|                        |   |
|------------------------|---|
| Principle Investigator | Ching-Ching Chang                                       |
| Execution Institution  | Department of Advertising, National Chengchi University |
| Funding Sources        | National Science Council                                |
| Project Period         | 2011.10.01-2014.12.30                                   |
| Data Collection Period | 2013.06.10-2013.09.10                                   |

#### **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. |
|---------------|--|

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

|             |                                    |
|-------------|------------------------------------|
| ques_en.pdf | Questionnaires for data collection |
|-------------|------------------------------------|

##### **3. Datasets**

|          |              |
|----------|--------------|
| data.sav | SPSS dataset |
|----------|--------------|

#### **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**

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**V. Contact us**

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