

## A. Basic information

A1. When were you born? R.O.C. year \_\_\_\_\_

- (98) I refuse to answer  (97) I don't know

A1a. How old are you?

- (01) 18~19 years old  
 (02) 20~25 years old  
 (03) 26~29 years old  
 (04) 30~35 years old  
 (05) 36~39 years old  
 (06) 40~49 years old  
 (07) 50~59 years old  
 (08) 60~69 years old  
 (09) 70 years old or older  
 (97) I don't know  
 (98) I refuse to answer

A2. 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 City      | <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(please specify)_____ |   |
| <input type="checkbox"/> (97) I don't know      | <input type="checkbox"/> (98) I refuse to answer         |   |

A3. Is your current residential address your permanent address?

- (01) Yes **【Please skip to question A5.】**  (02) No  
 (97) I don't know  (98) I refuse to answer

A4. What is your permanent address?

- |   |   |
|---|---|
| (01) Keelung City, _____ District           | (02) Taipei City, _____ District              |
| (03) New Taipei City, _____ District        | (04) Taoyuan City, _____ District             |
| (05) Hsinchu City, _____ District           | (06) Hsinchu County, _____ City (Township)    |
| (07) Miaoli County, _____ City (Township)   | (08) Taichung City, _____ District            |
| (09) Changhua County, _____ City (Township) | (10) Nantou County, _____ City (Township)     |
| (11) Yunlin County, _____ City (Township)   | (12) Chiayi City, _____ District              |
| (13) Chiayi County, _____ City (Township)   | (14) Tainan City, _____ District              |
| (15) Kaohsiung City, _____ District         | (16) Pingtung County, _____ City (Township)   |
| (17) Taitung County, _____ City (Township)  | (18) Hualien County, _____ City (Township)    |
| (19) Yilan County, _____ City (Township)    | (20) Penghu County, _____ City (Township)     |
| (21) Kinmen County, _____ City (Township)   | (22) Lienchiang County, _____ City (Township) |
| (88) Other (please specify) _____           | (97) I don't know                             |
|   | (98) I refuse to answer                       |

A5. What is your father's ethnic background? (Please select one)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> (01) Fukienses/Hoklo of Taiwan  | <input type="checkbox"/> (02) Hakka of Taiwan              | <input type="checkbox"/> (03) Mainlander             |
| <input type="checkbox"/> (04) Spouse from Mainland China | <input type="checkbox"/> (05) Aborigine                    | <input type="checkbox"/> (06) New Resident/Immigrant |
| <input type="checkbox"/> (97) I don't know               | <input type="checkbox"/> (88) Other (please specify) _____ |  |
| <input type="checkbox"/> (98) I refuse to answer         |  |  |

A6. What is your mother's ethnic background? (Please select one)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> (01) Fukienses/Hoklo of Taiwan  | <input type="checkbox"/> (02) Hakka of Taiwan              | <input type="checkbox"/> (03) Mainlander             |
| <input type="checkbox"/> (04) Spouse from Mainland China | <input type="checkbox"/> (05) Aborigine                    | <input type="checkbox"/> (06) New Resident/Immigrant |
| <input type="checkbox"/> (97) I don't know               | <input type="checkbox"/> (88) Other (please specify) _____ |  |
| <input type="checkbox"/> (98) I refuse to answer         |  |  |

A7. What is your current marital status?

- (01) Single and never been married
- (02) Married and living with spouse
- (03) Married but not living with spouse
- (04) Cohabiting
- (05) Divorced

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- (06) Separated
- (07) Widowed
- (88) Other (please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

A8. 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 (bachelor's degree)
- (20) graduate school (master's degree)
- (21) graduate school (doctorate degree)
- (88) other (Please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

**B. Media Behavior(Television)**

B1. On average, how many days a week (excluding weekends) do you watch TV?

- (00)0 days **【Skip to B3.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know       (98) I refuse to answer

B2. 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)       (97) I don't know       (98) I refuse to answer

B3. On average, how many days on the weekend (Saturday and Sunday) do you watch TV?

- (00)0 days **【Skip to B5.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know       (98) I refuse to answer

**【If you answered “0 days” for both B1 and B3, please skip to C1.】**

B4. On the day(s) that you do watch TV on the weekend, how much time do you spend on watching it a day?

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)       (97) I don't know       (98) I refuse to answer

B5. On average, how many days do you watch TV News in a week?

- (00)0 days **【Skip to B8.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know       (98) I refuse to answer

B6. On the days that you do watch the news on TV, how much time do you spend on watching it a day?

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)       (97) I don't know       (98) I refuse to answer

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B7. On what TV channels do you watch the news most often?

(95) It depends    (97) I don't know    (98) I refuse to answer

<input type="checkbox"/> (01)	ETtoday	<input type="checkbox"/> (46)	BBC
<input type="checkbox"/> (02)	SBN TV	<input type="checkbox"/> (47)	Channel NewsAsia
<input type="checkbox"/> (03)	TVBS	<input type="checkbox"/> (48)	CNBC Asia
<input type="checkbox"/> (04)	TVBS News	<input type="checkbox"/> (49)	CNN
<input type="checkbox"/> (05)	GTV CH27	<input type="checkbox"/> (50)	NHK
<input type="checkbox"/> (06)	SET Taiwan	<input type="checkbox"/> (51)	TFC
<input type="checkbox"/> (07)	SET-Money (iNEWS)	<input type="checkbox"/> (52)	TV5MONDE
<input type="checkbox"/> (08)	SET News	<input type="checkbox"/> (53)	VTV4
<input type="checkbox"/> (09)	SET-MIXED	<input type="checkbox"/> (54)	Al Jazeera
<input type="checkbox"/> (10)	CTi News	<input type="checkbox"/> (55)	Arirang TV
<input type="checkbox"/> (11)	CSTV	<input type="checkbox"/> (56)	Bloomberg TV
<input type="checkbox"/> (12)	China Television, CTV	<input type="checkbox"/> (57)	The Voice of Germany
<input type="checkbox"/> (13)	CTV Brvao.	<input type="checkbox"/> (58)	Euronews
<input type="checkbox"/> (14)	CTV News		
<input type="checkbox"/> (15)	CTV classical	<input type="checkbox"/> (59)	AMC
<input type="checkbox"/> (16)	Public Television Service, PTS	<input type="checkbox"/> (60)	ESPN
<input type="checkbox"/> (17)	PTS 3 Channel	<input type="checkbox"/> (61)	Fashion TV
<input type="checkbox"/> (18)	PTS Taiwanese Channel	<input type="checkbox"/> (62)	FOX SPORTS
<input type="checkbox"/> (19)	Taiwan Television, TTV	<input type="checkbox"/> (63)	Beautiful Life Television
<input type="checkbox"/> (20)	TTV Finance Channel	<input type="checkbox"/> (64)	Da Ai Television
<input type="checkbox"/> (21)	TTV News	<input type="checkbox"/> (65)	Da Ai Television 2
<input type="checkbox"/> (22)	Formosa Television, FTV	<input type="checkbox"/> (66)	Good TV
<input type="checkbox"/> (23)	FTV Taiwan Channel	<input type="checkbox"/> (67)	VL Sports
<input type="checkbox"/> (24)	FTV One	<input type="checkbox"/> (68)	Star Sports
<input type="checkbox"/> (25)	FTV News	<input type="checkbox"/> (88)	Other (Please specify) _____
<input type="checkbox"/> (26)	Era News		
<input type="checkbox"/> (27)	Azio TV		
<input type="checkbox"/> (28)	EBC Financial News Channel		
<input type="checkbox"/> (29)	ETTV News		
<input type="checkbox"/> (30)	Unique Satellite TV, USTV Financial Channel		
<input type="checkbox"/> (31)	Unique Satellite TV, USTV News Channel		
<input type="checkbox"/> (32)	Hakka Television		
<input type="checkbox"/> (33)	Hang Sang Business TV		
<input type="checkbox"/> (34)	TITV		

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<input type="checkbox"/> (35)	FINANCE		
<input type="checkbox"/> (36)	NTV News		
<input type="checkbox"/> (37)	Chinese Television System, CTS		
<input type="checkbox"/> (38)	CTS-education and culture		
<input type="checkbox"/> (39)	CTS-News		
<input type="checkbox"/> (40)	NTD TV		
<input type="checkbox"/> (41)	Golden TV-information		
<input type="checkbox"/> (42)	Asia Digital Media Group		
<input type="checkbox"/> (43)	CSTV-business		
<input type="checkbox"/> (44)	CSTV News		
<input type="checkbox"/> (45)	CSTV Global News Taiwan		

B8. Which of the following types of **television program** did you watch often in the past month?

(multiple choice)

- (01) News (e.g., Local news, Instant news, Weather forecasts, Sports news, International news, Political news, Transportation and traffic)
- (02) Lifestyle and consumption (e.g., Travel, Food, Shopping)
- (03) Dramas and movies (e.g., Drama, Movie, TV series)
- (04) Entertainment (e.g., Entertainment TV shows, Music, Television programs, Competition programs or quiz shows, Dance)
- (05) Family, Sports, and Medicine (e.g., Sports, Medical issue, Family life)
- (06) Cartoons and anime (e.g., Cartoons, Children's programs, anime)
- (07) Arts and Culture (e.g., Artrelated or cultural reports, Astrology, Feng-shui, Divination, Religion, Shows about traditional arts, Literature and novels, Classical music)
- (08) Political commentary (e.g., Commentary talk shows, Call-in programs to discuss the most recent social issues)
- (09) Finance and investment (e.g., Stock market and finance, Management in Marketing)
- (10) Education and Knowledge (e.g., Knowledge, IT and Computer Science, Education-related programs, Academic Research, Educational programs, Law service)
- (11) Job openings
- (88) Other (Please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

### C. Media Behavior (Radio)

C1. On average, how many days a week do you listen to the radio (Including: Listening online.

Listening while you work on something else also counts)?

- (00)0 days **【Skip to D1.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know     (98) I refuse to answer

C2. 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)     (97) I don't know     (98) I refuse to answer

C3. What types of radio programs do you often listen to ? (multiple choice)

- (01) News (e.g., Local news, Instant news, Weather forecasts, International news, Political news, Transportation and traffic)
- (02) Lifestyle and consumption (e.g., Travel, Food, Shopping, Ads for medicine)
- (03) Radio drama
- (04) Entertainment (e.g., Music)
- (05) Family, Sports, and Medicine (e.g., Medical issue, Family life, Sportscast)
- (06) Children's programs
- (07) Arts and Culture (e.g., Classical music, Shows about traditional arts, Artrelated or cultural reports, Astrology, Feng-shui, Divination, Religion)
- (08) Political commentary (e.g., Commentary talk shows, Call-in programs to discuss the most recent social issues)
- (09) Finance and investment (e.g., Stock market and finance, Management in Marketing)
- (10) Education and Knowledge (e.g., Knowledge, IT and Computer Science, Education-related programs, Academic Research, Educational programs)
- (11) Job openings
- (88) Other (Please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

## D. Use of Cell Phones

D1. Do you have a cell phone (Only counts if you use your own cellphone. Please do not include using the cellphone of your parents, friends or others) ?

- (01) Yes  (02)No  (97) I don't know  (98) I refuse to answer **【Skip to E1.】**

D2. How many days a week do you use cell phones **(it doesn't matter if the Internet can be accessed)** if you only count the time when you're actually using the phone (including phone calls, listening to music, playing games, getting the news, watching videos, browsing Facebook, and other things you do on a phone)?

- (00)0 days **【Skip to E1.】** .  (01) \_\_\_\_\_ day(s)  (97) I don't know  
 (98) I refuse to answer

D3. On days that you're using your cell phone, roughly how much time do you use it per day if you only count the time when you're actually using the phone **(it doesn't matter if the Internet can be accessed)**?

- \_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

D4. When you're doing the following activities, which ones do you also use your cellphone to chat or text with others (e.g. via LINE, Facebook or Instagram) at the same time? (You may select more than one answer)

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Gathering or eating with family  | <input type="checkbox"/> (08) Shopping                               |
| <input type="checkbox"/> (02) Gathering or eating with friends | <input type="checkbox"/> (09) Participating in events                |
| <input type="checkbox"/> (03) Dating                           | <input type="checkbox"/> (10) Waiting for or taking public transport |
| <input type="checkbox"/> (04) Working                          | <input type="checkbox"/> (11) Waiting for others                     |
| <input type="checkbox"/> (05) Attending classes                | <input type="checkbox"/> (90) None of the above                      |
| <input type="checkbox"/> (06) Attending meetings               | <input type="checkbox"/> (88)Other (Please specify)_____             |
| <input type="checkbox"/> (07) Watching TV                      | <input type="checkbox"/> (97) I don't know                           |
|  | <input type="checkbox"/> (98) I refuse to answer                     |

D5. What do you think are **the positive things** about using the cellphone (via texting, Facebook, Instagram, or LINE) to text or chat with your family and friends? (You may select more than one answer)

- (01) It makes it easy to keep in touch with others  
 (02) You're not bound by space and time when you're contacting others  
 (03) It makes it easy to share how you feel with others  
 (04) It makes it easy to share what's happening in your life with others  
 (05) It makes it easy to keep up with how your friends and family have been  
 (06) It makes it easy to see what your friends and family care about

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- (07) It makes you feel as if your friends and family were always with you
- (08) It makes it easy to stay emotionally connected with others
- (09) It's fun to share humorous or fun things with others
- (10) It's fun to send pictures (e.g. memes, corny greetings, stickers) to others
- (11) It makes it easy to arrange activities with your friends and family
- (12) It makes it easy to take part in discussions with others
- (88) Other (Please specify)\_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

D6. What do you think are **the negative things** about using the cellphone (via texting, Facebook, Instagram, or LINE) to text or chat with your family and friends? (You may select more than one answer)

- (01) I'm worried that misunderstanding might happen if I don't reply to (after reading) other people's messages
- (02) Sometimes I don't feel like joining a discussion in a group chat
- (03) Sometimes I don't know how to end a conversation
- (04) Sometimes I don't know how to reply to a message
- (05) There are too many irrelevant messages
- (06) There are so many messages that it's annoying
- (07) I feel tired at the thought of having to interact with others at all times
- (08) I care too much about what I say that might offend others
- (09) Other people's messages or posts sometimes make me envious
- (10) I care too much about what fun or interesting things others are doing
- (11) I'm easily distracted by my friends or family's messages when I'm supposed to be working
- (12) My friends or family's messages could interrupt me from doing what I'm supposed to be doing
- (88) Other (Please specify)\_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

D7. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Chatting or texting with others on your cellphone can allow you open up for experiences that enrich your life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Chatting or texting with others on your cellphone can allow you want to escape from reality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D8. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	You find yourself using your phone absent-mindedly.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	You realized you checked your phone only after you have already been using it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	You daydream about your phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	You neglect work or schoolwork to spend more time using your phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	You should decrease the amount of time using your phone.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**E. Internet behavior**

E1. Do you normally access the Internet using a desktop computer, tablet, or cell phone? (Including using LINE, checking bus times, watching videos online, etc.)

- (01)Yes     (02)No     (97) I don't know     (98) I refuse to answer

**【If your answer for E1. is 2, 97 or 98, please skip to F1a.】**

E2. How many days per week on average do you surf the Internet using a **computer** (excluding the usage of mobile phones and tablets; only your Internet-surfing screen time)?

- (00)0 days     (01) \_\_\_\_\_ day(s)     (97) I don't know     (98) I refuse to answer

E3. How many days per week on average do you surf the Internet using a **tablet** (only your Internet-surfing screen time)?

- (00)0 days     (01) \_\_\_\_\_ day(s)     (97) I don't know     (98) I refuse to answer

E4. How many days per week on average do you surf the Internet using a **mobile phone** (e.g., Using LINE, watching YouTube) (only your Internetsurfing screen time)? **【If your answer for D1. is 2, please skip this question.】**

- (00)0 days     (01) \_\_\_\_\_ day(s)     (97) I don't know     (98) I refuse to answer

E5. How long do you surf the Internet using the following devices per day on average? (Ask about work and leisure separately.)

	(E5a.)Computer	(E5c.)Tablet	(E5e.)Mobile Phone
Work or school related	<p>How long do you surf the Internet using a <b>computer</b> (excluding the usage of mobile phones and tablets; only including your Internet-surfing screen time) for <b>working and learning purposes</b> every day? ?</p> <p>_____ hours _____ minutes</p> <p><b>【Please skip this question if you answered (00) to E2.】</b></p> <p><input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer</p>	<p>How long do you surf the Internet using a <b>tablet</b> (only including your Internet surfing screen time) for <b>working and learning purposes</b> every day?</p> <p>_____ hours _____ minutes</p> <p><b>【Please skip this question if you answered (00) to E3.】</b></p> <p><input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer</p>	<p>How long do you surf the Internet using a <b>mobile phone</b> (only including your-Internet surfing screen time) for <b>working and learning purposes</b> every day?</p> <p>_____ hours _____ minutes</p> <p><b>【If your answer for D1. is 2, please skip this question.】</b></p> <p><b>【Please skip this question if you answered (00) to E4.】</b></p> <p><input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer</p>
娛樂與	(E5b.) Excluding your	(E5d.) Excluding your	(E5f.) Excluding your

休閒	working and learning time online, how long do you surf the Internet using a <b>computer</b> for <b>entertainment and leisure purposes</b> every day on average? _____ hours _____ minutes <b>【Please skip this question if you answered (00) to E2.】</b> <input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer	working and learning time online, how long do you surf the Internet using a <b>tablet</b> for <b>entertainment and leisure purposes</b> every day on average? _____ hours _____ minutes <b>【Please skip this question if you answered (00) to E3.】</b> <input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer	working and learning time online, how long do you surf the Internet using a <b>mobile phone</b> for <b>entertainment and leisure purposes</b> every day on average? _____ hours _____ minutes <b>【If your answer for D1. is 2, please skip this question.】</b> <b>【Please skip this question if you answered (00) to E4.】</b> <input type="checkbox"/> (97) I don't know <input type="checkbox"/> (98) I refuse to answer
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E6. Do you use the Internet (**including via a cellphone, tablet or computer**) for the following reasons? (You may select more than one answer)

- (01) To stay in touch with others (via LINE, Facebook)
- (02) For entertainment or recreation (playing games, watching cartoons or anime, watching movies, drama, live streams, listening to music, using dating apps, following celebrities, horoscopes, killing time, not knowing what else to do)
- (03) To acquire information on current events, news, government (looking up buzzwords, reading or watching the news, reading government announcements, checking the weather)
- (04) To get information on lifestyle and recreation (food, tourism and travel, healthcare, family life, parental or marriage tips, transportation)
- (05) For finance, consumption or shopping (information on finance and investment, online shopping, managing finances, making payments, checking the stock market)
- (06) For learning or work (language learning, online courses, using productivity applications, learning about different software)
- (88) Other (Please specify) \_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

## F. Media Behavior (Magazines)

F1a. On average, how many days **a month** do you read magazines (printed magazines only)?

- (00)0 days **【Skip to F2a.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know     (98) I refuse to answer

F1b. On a day when you read printed magazines, how much time do you spend reading them that day?

\_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)     (97) I don't know     (98) I refuse to answer

F2a. On average, how many days a month do you read online magazines?

**【If your answer for E1. is 2, please skip this question.】**

- (00)0 days **【Skip to F3.】**       (01) \_\_\_\_\_ day(s)  
 (97) I don't know     (98) I refuse to answer

**【If you answered “0 days” for both F1a. and F2a., please skip to G1a.】**

F2b. On a day when you read online magazines, how much time do you spend reading them that day? **【If your answer for E1 is 2, please skip this question.】**

\_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)     (97) I don't know     (98) I refuse to answer

F3. What topics do you most often read about in magazines (including printed magazines and online magazines)? (Multiple choice.)

- (01) News (e.g., Local news, Weather forecasts, International news, Political news)  
 (02) Lifestyle and consumption (e.g., Travel, Food, Shopping, Fashion, Makeup, Automobiles)  
 (03) Entertainment (e.g., Television programs, Music, Video games, comics)  
 (04) Family, Sports, and Medicine (e.g., Medical issue, Family life, Sportscast, Pets)  
 (05) Arts and Culture (e.g., Artrelated or cultural reports, Literature and novels, Astrology, Feng-shui, Divination, Religion, Classical music)  
 (06) Finance and investment (e.g., Stock market and finance, Management in Marketing)  
 (07) Education and Knowledge (e.g., Knowledge, IT and Computer Science, Public Administration, Academic Research, Educational programs, Policy)  
 (08) Job openings  
 (88) Other (Please specify) \_\_\_\_\_  
 (97) I don't know  
 (98) I refuse to answer

### G. Media Behavior (Newspaper)

G1a. On average, how many days a week do you read newspapers (printed newspapers only)?

- (00)0 days **【Skip to G2a.】**       (01)\_\_\_\_\_ day(s)  
 (97) I don't know     (98) I refuse to answer

G1b. On a day when you do read printed newspapers, how much time do you spend reading them that day?

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)     (97) I don't know     (98) I refuse to answer

G1c. Which newspapers do you frequently read? (Multiple choice.)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> (01) Liberty Times     | <input type="checkbox"/> (13) Taiwan Times<br>(Kaohsiung City) | <input type="checkbox"/> (25) Taichung Times<br>(Taichung City)    |
| <input type="checkbox"/> (02) Apple Daily       | <input type="checkbox"/> (14) Youth Daily News                 | <input type="checkbox"/> (26) GBO (Chiayi County &<br>Chiayi City) |
| <input type="checkbox"/> (03) United Daily News | <input type="checkbox"/> (15) Taipei Times                     | <input type="checkbox"/> (27) Taiwan Church News                   |
| <input type="checkbox"/> (04) China Times       | <input type="checkbox"/> (16) Taiwan Times                     | <input type="checkbox"/> (28) Christian Tribune                    |
| <input type="checkbox"/> (05) Economic Daily    | <input type="checkbox"/> (17) Digitimes                        | <input type="checkbox"/> (29) Catholic Weekly                      |

News

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> (06) Commercial Times                                       | <input type="checkbox"/> (18) Taiwan News                            | <input type="checkbox"/> (30) CF News                     |
| <input type="checkbox"/> (07) Keng Sheng Daily<br>News (Hualien & Taitung<br>County) | <input type="checkbox"/> (19) Eastern Daily News<br>(Hualien County) | <input type="checkbox"/> (31) Mandarin Weekly<br>Magazine |

County)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> (08) Merit Times                       | <input type="checkbox"/> (20) TSSD News        | <input type="checkbox"/> (32) Lihpao Daily |
| <input type="checkbox"/> (09) EpochTimes                        | <input type="checkbox"/> (21) China Post       | <input type="checkbox"/> (33) Metro Times  |
| <input type="checkbox"/> (10) China Daily News<br>(Tainan City) | <input type="checkbox"/> (22) Matsu Daily News | <input type="checkbox"/> (34) The Affairs  |

(Tainan City)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> (11) Mandarin Daily<br>News | <input type="checkbox"/> (23) Kinmen Daily News | <input type="checkbox"/> (35) The Real Daily |
|--|---|--|

News

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> (12) Want Daily | <input type="checkbox"/> (24) The Commons Daily<br>(Kaohsiung City) | <input type="checkbox"/> (88) Other (Please specify)<br>_____ |
|--|---|---|

- (97) I don't know  
 (98) I refuse to answer

G2a. On average, how many days per week do you **consume news online** (via news websites or apps, either in the form of articles, audios or videos. Excluding on MOD)? **【If your answer for E1. is 2, please skip this question.】**

- (00)0 days **【Skip to G3.】**       (01)\_\_\_\_\_ day(s)  
 (97) I don't know     (98) I refuse to answer

**【If you answered “0 days” for both G1a. and G2a., please skip to H1.】**

G2b. On a days when you consume news online (via news websites or apps, either in the form of articles, audios or videos. Excluding on MOD), how much time do you spend reading it that day? **【If your answer for E1. is 2, please skip this question.】**

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)     (97) I don't know     (98) I refuse to answer

G2c. What websites or apps do you use frequently to read news? (Multiple choice.)

**【If your answer for E1. is 2, please skip this question.】**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> (01) Social media (such as Facebook and Twitter)                 | <input type="checkbox"/> (21) CNEWS                            | <input type="checkbox"/> (41) Awakening News          |
| <input type="checkbox"/> (02) Messaging apps (such as LINE Today and WeChat)              | <input type="checkbox"/> (22) iThome                           | <input type="checkbox"/> (42) The Wall Street Journal |
| <input type="checkbox"/> (03) ETtoday   | <input type="checkbox"/> (23) Economic Daily News              | <input type="checkbox"/> (43) QQ News                 |
| <input type="checkbox"/> (04) Yahoo!  | <input type="checkbox"/> (24) TechNews                         | <input type="checkbox"/> (44) newtalk.tw              |
| <input type="checkbox"/> (05) udn.com   | <input type="checkbox"/> (25) Baidu News                       | <input type="checkbox"/> (45) PeoPo                   |
| <input type="checkbox"/> (06) Integrated online news apps (such as Taiwan TV and TW News) | <input type="checkbox"/> (26) Microsoft edge                   | <input type="checkbox"/> (46) PNN                     |
| <input type="checkbox"/> (07) chinatimes.com  | <input type="checkbox"/> (27) msn                              | <input type="checkbox"/> (47) News&Market             |
| <input type="checkbox"/> (08) Liberty Times Net   | <input type="checkbox"/> (28) PChome                           | <input type="checkbox"/> (48) BBS                     |
| <input type="checkbox"/> (09) Nownews   | <input type="checkbox"/> (29) cooloud.org.tw                   | <input type="checkbox"/> (49) Google News             |
| <input type="checkbox"/> (10) The Storm Media   | <input type="checkbox"/> (30) Environmental Information E-News | <input type="checkbox"/> (50) BBC                     |
| <input type="checkbox"/> (11) The News Lens   | <input type="checkbox"/> (31) 4way.tw                          | <input type="checkbox"/> (51) EBC Financial News      |
| <input type="checkbox"/> (12) Civilmedia@Taiwan   | <input type="checkbox"/> (32) The Reporter                     | <input type="checkbox"/> (52) SET News                |
| <input type="checkbox"/> (13) lihpa.com   | <input type="checkbox"/> (33) Apple Daily                      | <input type="checkbox"/> (53) CTV News                |
| <input type="checkbox"/> (14) Wereport  | <input type="checkbox"/> (34) EBC News                         | <input type="checkbox"/> (54) Da Ai TV                |
| <input type="checkbox"/> (15) CNN   | <input type="checkbox"/> (35) FTV News                         | <input type="checkbox"/> (55) CNA                     |
| <input type="checkbox"/> (16) NHK   | <input type="checkbox"/> (36) CTS News                         | <input type="checkbox"/> (56) DQ                      |
| <input type="checkbox"/> (17) CTI News  | <input type="checkbox"/> (37) PBS                              | <input type="checkbox"/> (57) Cool3C                  |
| <input type="checkbox"/> (18) TTV News  | <input type="checkbox"/> (38) CBC                              | <input type="checkbox"/> (58) Taiwan People News      |

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- |  |  |   |
|--|--|---|
| <input type="checkbox"/> (19) Next TV  | <input type="checkbox"/> (39) CK101 Crazy News | <input type="checkbox"/> (59) Initium Media               |
| <input type="checkbox"/> (20)TVBS News | <input type="checkbox"/> (40) INSIDE           | <input type="checkbox"/> (88) Other (Please specify)_____ |
|  |  | <input type="checkbox"/> (97) I don't know                |
|  |  | <input type="checkbox"/> (98) I refuse to answer          |

G3. When you read newspapers, browse news websites or use news apps, what kind of content do you consume? (Multiple choice.)

- (01) News (e.g., Local news, Front page, International news, Weather forecasts, Commentary talk shows, Political news, Transportation and traffic, Mainland news)
- (02) Lifestyle and consumption (e.g., Travel, Food, Shopping)
- (03) Entertainment (e.g., Television programs, Competition (racing) programs or quiz shows)
- (04) Family, Sports, and Medicine (e.g., Medical issue, Sports, Family life)
- (05) Arts and Culture (e.g., Artrelated or cultural reports, Astrology, Feng-shui, Divination, Literature and novels, Religion)
- (06) Finance and investment (e.g., Stock market and finance, Management in Marketing)
- (07) Education and Knowledge (e.g., IT and Computer Science, Educational programs, Political propaganda)
- (08) Job openings
- (88) Other (Please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

## H. Media Behavior (Interpersonal and communication)

H1a. How many people do you regularly discuss important personal issues or concerns with?

\_\_\_\_\_ persons  (97) I don't know  (998) I refuse to answer

H1b. Of the people you come into contact with in a day, how many of them do you meet with “face-to-face”(including nodding, greeting, talking, including people you don't know)?

\_\_\_\_\_ persons **【If your answer for H1b. is 0, please skip to H1d.】**

(9997) I don't know  (9998) I refuse to answer

H1c. As a follow-up to the previous question. Of those who come “face-to-face” with you, roughly how many are you actually acquainted with?

(01) All or almost all of them

(02) Most of them

(03) About half of them

(04) Some of them

(05) Almost none of them

(97) I don't know

(98) I refuse to answer

H1d. Of the people you come into contact with in a day, how many of them are contacted through the Internet (including using Facebook, using LINE, via online games or online comment sections, including people you don't know)? **【If your answer for E1. is 2, please skip this question.】**

\_\_\_\_\_ persons **【If your answer for H1d. is 0, please skip to I1.】**

(9997) I don't know  (9998) I refuse to answer

H1e. As a follow-up to the previous question. Of those whom you encounter “online”, roughly how many are you actually acquainted with? **【If your answer for E1. is 2, please skip this question.】**

(01) All or almost all of them

(02) Most of them

(03) About half of them

(04) Some of them

(05) Almost none of them

(97) I don't know

(98) I refuse to answer

H1f. Of the people you come into contact with in a day, how many of them do you meet with “face-to-face” as well as “online”? **【If your answer for H1b. is 0, H1d. is 0 or E1. is 2, please skip to H1d.】**

\_\_\_\_\_ persons  (9997) I don't know  (9998) I refuse to answer

### I. Media Behavior (Drama)

I1. On average, how many days a week do you watch dramas series on TV, cable or streaming services? (Not including movies. Watching after download is also included. Genres may include local dramas, trendy dramas, Korean dramas, Japanese dramas, and TV series.)

(00)0 days **【Skip to J1.】**  (01) \_\_\_\_\_ day(s)  
 (97) I don't know  (98) I refuse to answer

I2. On a day when you watch such drama series, how much time do you spend watching them that day?

\_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

## J. Media Evaluation

Next, we would like to ask you about your media use. Please be open and honest.

J1. Which of the following media platforms is a source of **entertainment** to you? (please select one)

- (01) Television **【If your answer for both B1 and B3 is 0, please skip this option.】**
- (02) Newspapers **【If your answer for G1a is 0, please skip this option.】**
- (03) Radio **【If your answer for C1. is 0, please skip this option.】**
- (04) Magazines **【If your answer for F1a. is 0, please skip this option.】**
- (05) Internet **【If your answer for E1. is 2, please skip this option.】**
- (88) Other (Please specify) \_\_\_\_\_
- (90) None
- (97) I don't know
- (98) I refuse to answer

J2. When you want to **get the latest information**, which of the following media platforms do you rely on the most? (please select one)

- (01) Television **【If your answer for both B1 and B3 is 0, please skip this option.】**
- (02) Newspapers **【If your answer for G1a is 0, please skip this option.】**
- (03) Radio **【If your answer for C1. is 0, please skip this option.】**
- (04) Magazines **【If your answer for F1a. is 0, please skip this option.】**
- (05) Internet **【If your answer for E1. is 2, please skip this option.】**
- (88) Other (Please specify) \_\_\_\_\_
- (90) None
- (97) I don't know
- (98) I refuse to answer

J3. Which of the following media platforms is **the most trustworthy source of information** to you? (please select one)

- (01) Television **【If your answer for both B1 and B3 is 0, please skip this option.】**
- (02) Newspapers **【If your answer for G1a is 0, please skip this option.】**
- (03) Radio **【If your answer for C1. is 0, please skip this option.】**
- (04) Magazines **【If your answer for F1a. is 0, please skip this option.】**
- (05) Internet **【If your answer for E1. is 2, please skip this option.】**
- (88) Other (Please specify) \_\_\_\_\_
- (91) I believe in none of the above
- (97) I don't know
- (98) I refuse to answer

J4. With 0 representing least credible, 100 representing the most credible, and 60 as passing, please rate the overall performance of news reporting of the following media. (Please rate based on your general impressions. There are no correct answers)

(1) How reliable is TV news? \_\_\_\_\_ Points

(997) I don't know  (998) I refuse to answer

(2) How reliable is Newspapers? \_\_\_\_\_ Points

(997) I don't know  (998) I refuse to answer

(3) How reliable is Radio news? \_\_\_\_\_ Points

(997) I don't know  (998) I refuse to answer

(4) How reliable is News magazines? \_\_\_\_\_ Points

(997) I don't know  (998) I refuse to answer

(5) How reliable is Online news? \_\_\_\_\_ Points

(997) I don't know  (998) I refuse to answer

In the following questions, we would like to know your thoughts about the Taiwanese media. Please select the response that most closely matches what you think.

J5a. In terms of news content, what do you think is the most serious issue that **TV news** in Taiwan needs to address? (Multiple choice.)

- (01) TV news programs are too gossipy.
- (02) TV news programs are too sensational.
- (03) TV news programs are too commercial-oriented.
- (04) News content is homogenized.
- (05) TV news programs are not impartial and objective enough in their reporting.
- (06) Every news program repeatedly reports the same news content.
- (07) TV news programs are not truthful in their reporting.
- (08) Too much negative reporting
- (09) Lack of international news
- (10) Not in-depth reporting
- (11) TV news don't do enough research before reporting (reporting on unverified stories)
- (88) Other (Please specify) \_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

J5b. Regarding the content of non-news **television programs (e.g., entertainment shows, dramas, and television series)**, what do you think is the most important problem facing the Taiwanese **television programs** today? (Multiple choice.)

- (01) Lack of Taiwanese-made programs
- (02) Programs violate moral standards (e.g., Cussing)
- (03) Excessive amounts of product placement
- (04) Rating system is not implemented strictly
- (05) Low-quality television programs
- (06) Highly similar program content
- (88) Other (Please specify) \_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

J6. In the past month, has any of the following happened to you? (You may select more than one answer)

- (01) You saw the news, but you found was made up.
- (02) You saw the news and suspect that it's fake.
- (03) You seemed the news accurate at the time, but later you was told that the news was completely made up.
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

J7. Next, we'll ask you about information you see online (including on websites, LINE, YouTube).

To what extend do you agree with the following statements? **【If your answer for E1. is 2, please skip J7(01) to J7(05).】**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Do you agree that when you see or receive a piece of information online, you pay attention to whether these are a reliable source of information.(including the media, government agencies, KOLs)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Do you agree that when you see or receive a piece of information online, you think about whether these are advertisements?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Do you agree that when you see or receive a piece of information online, you think about whether these provides strong evidence for a claim?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	Do you agree that you know how to use search engine and Internet sources to accurate the information?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	Do you agree that there is a lot of inaccurate information online, and you are aware of the potential security threats and their negative consequences?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

J8. How often do you fact-check a piece of information before reposting or sharing it? **【If your answer for E1. is 2, please skip this question.】**

- (01) Never
- (02) Seldom
- (03) Sometimes
- (04) Often
- (05) Always
- (92) I never repost or share anything online
- (97) I don't know
- (98) I refuse to answer

**K. New media use behavior (instant messaging apps, social media and online video platform) [If your answer for E1. is 2, please skip to L1.]**

K1a. In the past month, which of the following **instant messaging apps** do you use (including on the phone, tablet or computer)? (Multiple choice)

<input type="checkbox"/> (01)LINE	<input type="checkbox"/> (06)Skype
<input type="checkbox"/> (02)FB Messenger	<input type="checkbox"/> (07)Facetime
<input type="checkbox"/> (03)Wechat	<input type="checkbox"/> (08)Telegram
<input type="checkbox"/> (04)WhatsApp	<input type="checkbox"/> (88) Other (Please specify) _____
<input type="checkbox"/> (05)Hangouts	<input type="checkbox"/> (90) None of the above
	<input type="checkbox"/> (97) I don't know
	<input type="checkbox"/> (98) I refuse to answer

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 K1b. In the past month, which of the following **social media** do you use (including on the phone, tablet or computer)? (Multiple choice)

<input type="checkbox"/> (01)Facebook	<input type="checkbox"/> (05)Weibo
<input type="checkbox"/> (02)Instagram	<input type="checkbox"/> (06)Plurk
<input type="checkbox"/> (03)Twitter	<input type="checkbox"/> (07)TikTok
<input type="checkbox"/> (04)LinkedIn	<input type="checkbox"/> (88) Other (Please specify) _____
	<input type="checkbox"/> (90) None of the above
	<input type="checkbox"/> (97) I don't know
	<input type="checkbox"/> (98) I refuse to answer

K1c. In the past month, which of the following **online video platform** do you use (including on the phone, tablet or computer)? (Multiple choice)

<input type="checkbox"/> (01)YouTube	<input type="checkbox"/> (05)LINE TV
<input type="checkbox"/> (02)iQiyi	<input type="checkbox"/> (06)Li TV
<input type="checkbox"/> (03)Netflix	<input type="checkbox"/> (07)Twitch
<input type="checkbox"/> (04)KKTV	<input type="checkbox"/> (88) Other (Please specify) _____
	<input type="checkbox"/> (90) None of the above
	<input type="checkbox"/> (97) I don't know
	<input type="checkbox"/> (98) I refuse to answer

**【If you didn't answer 01 on K1b., skip to K3a.】**

K2a. How many days a week do you use Facebook?

- (01) \_\_\_\_\_ day(s)  (97) I don't know  (98) I refuse to answer

K2b. On the days that you do use Facebook, roughly how much time do you use it per day (only count the time when you're actually using Facebook)?

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

K2c. Which of the following are the main reasons or motives as to why you use Facebook?

(Multiple choice)

- (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 (e.g. posting pictures of travels, food, workouts)
- (13) Sharing or commenting on current events to showcase my unique perspective
- (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) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

K2d. What do you usually do on Facebook? (You may select more than one answer)

- (01) Writing posts (including text, pictures, videos, check-ins, blogs, albums)
- (02) Sharing or reposting posts (including text, pictures, videos, check-ins, blogs, albums)
- (03) Doing live streams
- (04) Commenting or liking other people's posts
- (05) Commenting or liking posts in groups
- (06) Browsing my friends' posts (including text, pictures, videos, check-ins, blogs, albums)
- (07) Browsing what my friends share or repost (including text, pictures, videos, check-ins, blogs, albums)
- (08) Watching live streams (e.g. of friends, celebrities or KOLs, about food, video games, make-ups)
- (09) Browsing posts or videos that are automatically recommended to you
- (10) Browsing the news
- (11) Browsing ads
- (12) Browsing pictures or articles (including memes, corny greetings)
- (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) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

**【If you didn't answer 02 on K1b., skip to K4a.】**

K3a. How many days a week do you use Instagram?

- (01) \_\_\_\_\_ day(s)  (97) I don't know  (98) I refuse to answer

K3b. On the days that you do use Instagram, roughly how much time do you use it per day (only count the time when you're actually using Instagram)?

- \_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

K3c. Which of the following are the main reasons or motives as to why you use Instagram?

(Multiple choice)

- (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 (e.g. posting pictures of travels, food, workouts)
- (13) Sharing or commentating on current events to showcase my unique perspective
- (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) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

K3d. What do you usually do on Instagram? (You may select more than one answer)

- (01) Writing posts (including photos, pictures, videos)
- (02) Publishing Stories
- (03) Doing live streams
- (04) Commenting or liking other people's posts
- (05) Replying to other people's Stories
- (06) Browsing my friends' posts (including photos, pictures, videos)
- (07) Browsing my friends' Stories
- (08) Watching live streams (e.g. of friends, celebrities or KOLs, about food, video games, make-ups)
- (09) Browsing posts or videos that are automatically recommended to you
- (10) Browsing ads
- (11) Browsing pictures or articles (including memes, corny greetings)
- (12) Following accounts or hashtags that I'm interested in (e.g. celebrities, KOLs, travels, food)
- (13) Archiving posts
- (14) Using filters, special effects or games in Stories (e.g. Boomerang, hashtag, polls, questions)
- (88) Other (Please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

**【If you didn't answer 01 on K1a., skip to K5a.】**

K4a. How many days a week do you use LINE?

(01) \_\_\_\_\_ day(s)  (97) I don't know  (98) I refuse to answer

K4b. On the days that you do use LINE, roughly how much time do you use it per day (time spent on actually texting, talking on LINE, or browsing LINE Today)?

\_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

**【If you didn't answer 01 on K1c., skip to K6.】**

K5a. How many days a week do you use YouTube?

(01) \_\_\_\_\_ day(s)  (97) I don't know  (98) I refuse to answer

K5b. On the days that you do use YouTube, roughly how much time do you use it per day (only count the time when you're actually using YouTube)?

\_\_\_\_\_ hour (s) \_\_\_\_\_ minute(s)  (97) I don't know  (98) I refuse to answer

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 K6. Next, we'll ask you about KOLs. Please answer the following questions based on your own actual experience.

		Never	Seldom	Sometimes	Often	(97) I don't know	(98) I refuse to answer
(01)	How frequently do you encounter influencer-generated content on social media (including Facebook, Instagram, LINE, YouTube, Weibo)? <b>【If your answer for K6(01). is 1, please skip to K8.】</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

K7. Regarding information (of all kinds) that's shared by KOLs you follow, to what extent do you agree with the following?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Do you agree that your perceptions often change when you receive information from the influencers that you follow?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Do you agree that you share these postings of social media influencers on your social media (including Facebook, Instagram, LINE, YouTube, Weibo)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Do you agree that reposting said information is helpful to your friends' lives?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	Do you agree that reposting said information make you feel that you are making a positive difference in another person's life?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	Do you agree that you value the opinion of the influencers that you follow as if they were someone close whom you trust?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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 K11. Next, we'll ask you about online shopping. Please answer the following questions based on your own actual experience.

		Never	Seldom	Sometimes	Often	(97) I don't know	(98) I refuse to answer
(01)	When you want to shop, how often do you look up introductions or comments (e.g. unboxing, reviews, YouTube videos) made by KOLs or other people online about a particular product? <b>【If your answer for K11(01). is 1, please skip to K13.】</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

K12. Next, we'll ask you about "comparing different products online." Please answer the following questions based on your own actual experience.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Do you agree that finding this kind of information online can enhance your effectiveness in making purchase decision?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Do you agree that finding this kind of information online can help you find a better bargain?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Do you agree that finding this kind of information online can help you buy a product you're satisfied with?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	Do you agree that finding this kind of information online can help you better understand a product (e.g. in terms of brands, channels, prices)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	Do you agree that finding this kind of information online can help you assess the quality of a product?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

K13. How much money, on average, do you spend online every month? (such as online shopping, online game-related purchases, downloading music or movies.) \_\_\_\_\_ NT dollars

(999997) I don't know  (999998) I refuse to answer

**KA. Multi-screen behavior** **【If your answer for E1. is 2, please skip to L1a.】**

KA1. Which one of the following four activities do you most often engage in every day? (Select only one)

- (01) Watching TV shows
- (02) Using LINE
- (03) Using Facebook
- (04) Watching YouTube
- (90) None of the above **【Skip to L1.】**
- (97) I don't know
- (98) I refuse to answer

**【If your answer for KA1. is (01), please answer this question. 】**

KA2. What do you also do while you're watching TV shows? (Multiple choice.)

- (01) Using LINE
- (02) Using Facebook
- (03) Watching YouTube
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

**【If your answer for KA1. is (02), please answer this question. 】**

KA3. What do you also do while you're using LINE? (Multiple choice.)

- (01) Watching TV shows
- (02) Using Facebook
- (03) Watching YouTube
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

**【If your answer for KA1. is (03), please answer this question. 】**

KA4. What do you also do while you're using Facebook? (Multiple choice.)

- (01) Watching TV shows
- (02) Using LINE
- (03) Watching YouTube
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

**【If your answer for KA1. is (04), please answer this question. 】**

KA5. What do you also do while you're watching YouTube? (Multiple choice.)

- (01) Watching TV shows
- (02) Using LINE
- (03) Using Facebook
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

## L. Video games

L1a. On average, **how many hours in a week** do you play video games (including mobile games, computer games, Facebook games, MMORPGs, handheld systems [such as Nintendo 3DS, Switch], VR games [that require headsets] and AR games [such as Pokémon Go])?

- (00) 0 hours **【Skip to M1.】**  (01) \_\_\_\_\_ hour(s)  
 (997) I don't know  (998) I refuse to answer

L1b. Which genres of games (including mobile apps) do you usually play? (You may choose more than one answer)

- (01) MMORPG (e.g. World of Warcraft, Lineage, Ragnarok Online)  
 (02) PC RPG (e.g. Chinese Paladin, Xuan-Yuan Sword)  
 (03) FPS (e.g. PUBG, APEX, Overwatch)  
 (04) Action and adventure games (e.g. Monster Hunter, Super Mario Odyssey, Red Dead Redemption)  
 (05) Fighting games (e.g. Street Fighter, King of Fighters, Mortal Kombat)  
 (06) Puzzle or leisure games (e.g. Candy Crush, Travel Frog, Monument Valley)  
 (07) Racing games(e.g. KartRider Rush+, Garena Speed Drifters)  
 (08) Sports games(e.g. Slam Dunk, BB Online, NBA 2K20)  
 (09) Music (e.g. X-BEAT, DEEMO, Taiko Master)  
 (10) Casino or gambling games(e.g. Xin-Stars Online, Celebrity Mahjong 3+1)  
 (11) VR games (requires a headset, e.g. Resident Evil 7: Biohazard)  
 (12) AR games (e.g. Pokémon Go)  
 (13) MOBA(e.g. League of Legends, Arena of Valor, Identity V)  
 (14) Card games(e.g. Hearthstone, Shadowverse, Clash Royale)  
 (15) Simulation games(e.g. Animal Crossing, Mr Love: Dream Date, The tale of food, I Love Coffee)  
 (16) Open world games(e.g. Minecraft, Grand Theft Auto)  
 (88) Other (please specify) \_\_\_\_\_  
 (97) I don't know  
 (98) I refuse to answer

L2. Which of the following are the main reasons or motives as to why you play video games?

(multiple choice)

- (01) Enjoying the feeling of competing with other people (e.g. challenging, or defeating others).
- (02) Discovering different possibilities (e.g. exploring the world, gaining knowledge, or understanding the unknown).
- (03) Allowing me to play a different role (e.g. designing different plots, playing as historical figures, creating different characters, or entering a world of fantasy).
- (04) Running away from things (e.g. relaxing, escaping from my daily life, or forgetting about my worries).
- (05) Allowing me to interact with my friends (e.g. chatting, helping others, or making friends).
- (06) Allowing me to enhance my gaming skills (e.g. progressing through games faster, getting better, accumulating experience, or leveling up).
- (07) Helping me maintain good interpersonal relationships (e.g. becoming closer with my friends, sharing information about myself, or getting emotional support).
- (08) Enjoying the process of creating a game character (e.g. designing a character's appearance, accessories, styles, or different aesthetics).
- (09) Having the opportunity to team up with others (e.g. collaborating with others, setting up teams, or sharing a sense of accomplishment).
- (10) Understanding how games are designed (e.g. the number of levels, how to optimize a game, design templates, or analyzing a game)
- (11) For self reflection, meaning, or to think more deeply about the world
- (12) Entertaining, fun, and exciting.
- (88) Other (please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

L3. When playing video games, how much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	You feel addicted to a certain game.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	You spend much free time on video games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	You play video games longer than intended.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**M. Culture and aesthetics** **【If your answer for E1. is 2, please skip to N1.】**

M1. Next, we'll ask you about your views on finding life and aesthetics related information (e.g. travels, food, music, dancing, games and cartoons, home decor). Please answer the following questions based on your own actual experience.

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Do you agree that it's easy to find information about these topics online?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Do you agree that you express your thoughts on information about these topics you find online?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Do you agree that you use your own perspective to talk about information about these topics you find online?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(04)	Do you agree that you often repost or share information about these topics you find online?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	Do you agree that using the Internet to learn more about different people, places and things can help you develop more new ideas?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(06)	Do you agree that, after using the Internet, you're more in tune with what you like and dislike?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 M2. Next, we'll ask you about your appreciation of art on social media. Please answer the following questions based on your own actual experience.

		Never	Seldom	Sometimes	Often	(97) I don't know	(98) I refuse to answer
(01)	When you're using social media (e.g. Facebook, LINE, Instagram, YouTube), how often do you "come across by chance" and see or encounter works of art or aesthetics?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

M3. Over the past year, have you done any of the following things related to art or aesthetics? (You may select more than one answer)

- (01) Going to a venue in person to appreciate works of art or aesthetics
- (02) Checking-in at an art-related venue
- (03) Browsing works of art or aesthetics on social media
- (04) Posting or publishing Stories on social media about works of art or aesthetics
- (05) Following an account or channel that's about works of art or aesthetics
- (06) Commenting or liking something on social media that's about works of art or aesthetics
- (07) Sharing or reposting information on social media about works of art or aesthetics
- (08) Uploading pictures or videos on social media about works of art or aesthetics
- (88) Other (please specify) \_\_\_\_\_
- (90) None of the above
- (97) I don't know
- (98) I refuse to answer

**【If your answer for M2. is 1, and your answer for M3 is not one of 3 to 8, skip this whole section.】**

M4. Next, we'll ask you about your thoughts on social media and art appreciation. To what extent do you agree with the following?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	Do you agree that browsing works of art or aesthetics on social media can give you a better sense of aesthetics?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Do you agree that browsing works of art or aesthetics on social media can give you more knowledge in aesthetics?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Do you agree that browsing works of art or aesthetics on social media can make you feel pleasant?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	Do you agree that browsing works of art or aesthetics on social media can pique your interest?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**N. Personal Values**

N1. The following section contains some personal descriptions. How well do you think they fit you?

		Not at all	Slightly	Moderately	Mostly	(97) I don't know	(98) I refuse to answer
(01)	It is important to you to think up new ideas and be creative; to do things your own way.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	It is important to you to be rich; to have a lot of money and expensive things	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Living in secure surroundings is important to you; to avoid anything that might be dangerous	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	It is important to you to have a good time; to "spoil" yourself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	It is important to you to help the people nearby; to care for their well-being	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Not at all	Slightly	Moderately	Mostly	(97) I don't know	(98) I refuse to answer
(06)	Being very successful is important to you; to have people recognize your achievements.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(07)	Adventure and taking risks are important to you; to have an exciting life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(08)	It is important to you to always behave properly; to avoid doing anything people would say is wrong.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(09)	Looking after the environment is important to you; to care for nature.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10)	Tradition is important to you; to follow the customs handed down by your religion or family.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

N2. To what extent do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	In most ways your life is close to your ideal.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(02)	The conditions of your life are excellent.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	So far you have gotten the important things you want in life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	If you could get a second chance in life, you'd want a life that's completely different from what you have now.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	There are several people you trust to help solve your problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(06)	There are some people that you feel comfortable talking to about intimate personal problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(07)	When you feel lonely, there are several people you can talk to.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(08)	Interacting with people makes you want to try new things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(09)	Interacting with people makes you interested in what people unlike you are thinking.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10)	Talking with people makes you curious about other places in the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(11)	You feel good when you cooperate with others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12)	Family members should stick together, no matter what sacrifices are required.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13)	You'd rather depend on yourself than others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14)	Winning is everything.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

N3. To what extent do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(01)	When talking to others face-to-face, you're afraid to speak up in conversations. .	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	When chatting with others online through text, you're afraid to speak up in conversations. <b>【If your answer for E1. is 2, please skip this question.】</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	When you see what other people are up to (e.g. enjoying food, traveling) on the Internet, you'd also want to give it a try. <b>【If your answer for E1. is 2, please skip this question.】</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	When you see what other people are discussing (e.g. current events, trending movies or dramas, clothing, make-ups), it'd also pique your interest. <b>【If your answer for E1. is 2, please skip this question.】</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	(97) I don't know	(98) I refuse to answer
(05)	You're usually very focused when you're doing something.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(06)	You feel confident that you can do things well.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(07)	You feel you have been doing what really interests you.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(08)	You feel close and connected with other people who are important to you (e.g. family, friends).	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 N4a. The following section will enquire about your satisfaction toward certain matters.

		Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied	(97) I don't know	(98) I refuse to answer
(01)	In general, are you satisfied with your life?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly dissatisfi ed	Dissatisfied	Neutral	Satisfied	Strongly satisfied	NA	(97) I don't know	(98) I refuse to answer
(02)	In general, are you satisfied with your work?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	In general, are you satisfied with your social life?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied	(97) I don't know	(98) I refuse to answer
(04)	In general, are you satisfied with your current health conditions?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(05)	In general, are you satisfied with yourself?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

N4b. Overall, are you happy about your current life?

- (01) Very unhappy
- (02) Unhappy
- (03) Neutral
- (04) Happy
- (05) Very happy
- (97) I don't know
- (98) I refuse to answer

N5. Overall, do you currently feel lonely?

- (01) Not lonely at all
- (02) Not lonely
- (03) Neutral
- (04) Lonely
- (05) Very lonely
- (97) I don't know
- (98) I refuse to answer

N6. Overall, how satisfied are you with your **family** currently? On a scale of 0 to 10, with 0 being very dissatisfied and 10 being very satisfied, how would you rate your feeling?

0 10

( Very **dissatisfied** ) ----- ( Very **satisfied** )

- (97) I don't know  (98) I refuse to answer

N7. Overall, how satisfied are you with your **interpersonal relationships** currently? On a scale of 0 to 10, with 0 being very dissatisfied and 10 being very satisfied, how would you rate your feeling?

0 10

( Very **dissatisfied** ) ----- ( Very **satisfied** )

- (97) I don't know  (98) I refuse to answer

N8. Overall, how satisfied are you with your **financial situation** currently? On a scale of 0 to 10, with 0 being very dissatisfied and 10 being very satisfied, how would you rate your feeling?

0 10

( Very **dissatisfied** ) ----- ( Very **satisfied** )

- (97) I don't know  (98) I refuse to answer

Please answer the following based on your actual experience.

N9a. How often are you physically exhausted?

- (01)Never
- (02)Seldom
- (03)Sometimes
- (04)Often
- (97) I don't know
- (98)I refuse to answer

N9b. How often are you emotionally exhausted (such as feeling helpless or frustrated)?

- (01)Never
- (02)Seldom
- (03)Sometimes
- (04)Often
- (97) I don't know
- (98)I refuse to answer

N10. Over the last week, how often have you been bothered by the following problems?

		0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days	(97) I don't know	(98) I refuse to answer
(01)	Little interest or pleasure in doing things	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(02)	Feeling down, depressed or hopeless	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(03)	Feeling nervous, anxious or on edge	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(04)	Not being able to stop or control worrying	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## O. Job

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).
- (04) I work for a family business.
- (05) I am currently unemployed. **【Skip to O4.】**
- (06) I am a student or trainee **and do not work now.** **【Skip to O4.】**
- (07) I am a student or trainee **but I am also working now.**
- (08) I am retired. **【Skip to O4.】**
- (09) I am a homemaker **and do not work now.** **【Skip to O4.】**
- (10) I am elderly, physically or mentally disabled, or sick, and cannot work. **【Skip to O4.】**
- (11) I am serving mandatory military service. **【Skip to O4.】**
- (12) I am serving (R&D) alternative military service. **【Skip to O4.】**
- (88) Other (please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

O2. What is your occupation?

- (01) Agriculture, forestry, fishery and animal husbandry
- (02) Mining and quarrying       (03) Manufacturing       (04) Electricity and gas supply
- (05) Water supply and remediation       (06) Construction
  
- (07) Wholesale and retail       (08) Transportation and storage       (09) Accommodation and food
- (10) Publishing, video producing, communication and ICT service industry       (11) Financial and insurance
- (12) Real estate       (13) Professional, scientific, and technical services       (14) Support services
- (15) Education services       (16) Public administration and defense; compulsory social security
- (17) Human health and social work services
- (18) Arts, entertainment and recreation
- (19) Other services
- (88) Other (please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

O3a. Which category does your current job belong to?

- (01) Employer
- (02) Self employed
- (03) Private sector (e.g., private schools, private enterprise)
- (04) Public sector (e.g., public schools, government organizations)
- (88) Other (please specify) \_\_\_\_\_
- (97) I don't know
- (98) I refuse to answer

**【If your answer for O3a. is 2, please skip this question.】**

O3b. Do you manage subordinates at work?

- (01) Yes, \_\_\_\_\_ persons
- (02) No
- (9997) I don't know
- (9998) I refuse to answer

O4. What is your approximate personal average monthly income (NTD, before tax)? (including salary, year-end bonuses, New Year bonuses, overtime, income from sales, self-employment income, interest on investments, rent, pensions, or living expenses provided by parents/children)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (01) No income                       | <input type="checkbox"/> (02) Less than<br>NTD\$10,000        | <input type="checkbox"/> (03) NTD\$10,001 to<br>NTD\$20,000   |
| <input type="checkbox"/> (04) NTD\$20,001 to<br>NTD\$30,000   | <input type="checkbox"/> (05) NTD\$30,001 to<br>NTD\$40,000   | <input type="checkbox"/> (06) NTD\$40,001 to<br>NTD\$50,000   |
| <input type="checkbox"/> (07) NTD\$50,001 to<br>NTD\$60,000   | <input type="checkbox"/> (08) NTD\$60,001 to<br>NTD\$70,000   | <input type="checkbox"/> (09) NTD\$70,001 to<br>NTD\$80,000   |
| <input type="checkbox"/> (10) NTD\$80,001 to<br>NTD\$90,000   | <input type="checkbox"/> (11) NTD\$90,001 to<br>NTD\$100,000  | <input type="checkbox"/> (12) NTD\$100,001 to<br>NTD\$110,000 |
| <input type="checkbox"/> (13) NTD\$110,001 to<br>NTD\$120,000 | <input type="checkbox"/> (14) NTD\$120,001 to<br>NTD\$130,000 | <input type="checkbox"/> (15) NTD\$130,001 to<br>NTD\$140,000 |
| <input type="checkbox"/> (16) NTD\$140,001 to<br>NTD\$150,000 | <input type="checkbox"/> (17) NTD\$150,001 to<br>NTD\$160,000 | <input type="checkbox"/> (18) NTD\$160,001 to<br>NTD\$170,000 |
| <input type="checkbox"/> (19) NTD\$170,001 to<br>NTD\$180,000 | <input type="checkbox"/> (20) NTD\$180,001 to<br>NTD\$190,000 | <input type="checkbox"/> (21) NTD\$190,001 to<br>NTD\$200,000 |
| <input type="checkbox"/> (22) NTD\$200,001 to<br>NTD\$300,000 | <input type="checkbox"/> (23) More than<br>NTD\$300,000       | <input type="checkbox"/> (97) I don't know                    |
|   |   | <input type="checkbox"/> (98) I refuse to answer              |