

ID Number	A1-2002-0009-Eng
Title	Survey on the Lives and Attitudes of Korean University Students, 2002

※ The following questions are regarding the elements related to the formation of political attitude.

1. How interested are you in the politics of our country?

- 1) Very interested
- 2) Interested
- 3) Neither interested nor uninterested
- 4) Uninterested ⇒ Go to question 1-1.
- 5) Very uninterested ⇒ Go to question 1-1.

1-1. (If you are not very interested in politics) What is the reason for your disinterest?

- 1) Because it's not an issue directly related to me
- 2) Because my having interest will not resolve the problem
- 3) Because the more I think about the issue the more it will aggravate me
- 4) Because I don't have time to think about such problems
- 5) Other (Specify: \_\_\_\_\_)

2. What do you think about the level of competence of the politicians in our country? Please mark the answer which best represents your own opinion.

	Very competent	Somewhat competent	Neither competent nor incompetent	Somewhat incompetent	Very incompetent
A. Competence as the representative of the people	1	2	3	4	5
B. Competence as a leader	1	2	3	4	5
C. Competence as a policymaker	1	2	3	4	5
D. Personal character such as personality and values	1	2	3	4	5

3. Which of the following newspapers (including internet newspaper) do you mainly read? Please mark all applicable answers.

- 1) The Kyunghyang Shinmun
- 2) Kookmin Ilbo
- 3) Naeil Shinmoon
- 4) Deahan Maeil Sinmun (Seoul Sinmun)
- 5) The Dong-a Ilbo

- 6) Munhwa Ilbo
- 7) Segye Ilbo
- 8) The Chosunilbo
- 9) Korea JoongAng Daily
- 10) The Hankyoreh
- 11) Hankook Ilbo
- 12) Kookje Shinmun
- 13) Busan Ilbo
- 14) Jeonbukilbo
- 15) The Chonbuk Domin Ilbo
- 16) Jeonju Ilbo
- 17) Jeonbuk Maeil Shinmun
- 18) Jeonbuk Jeil Shinmun
- 19) The Saejeonbuk Shinmun
- 20) The Kang Won Domin Ilbo
- 21) Kangwon Ilbo
- 22) Oh My News
- 23) Other

4. When reading the newspaper, which section do you read with the most interest? Please list five sections in order of interest.

1st\_\_\_\_\_ 2nd\_\_\_\_\_ 3rd\_\_\_\_\_ 4th\_\_\_\_\_ 5th\_\_\_\_\_

1) Politics	2) Finance	3) Society	4) Culture	5) Sports	6) Other
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5. How often do you read or watch political news through newspapers or broadcasts?

- 1) Thoroughly everyday
- 2) Only when there is an article of interest
- 3) Almost never

6. Where do you mostly get information regarding politics? Please only mark one answer which you mostly rely on for information.

- 1) Internet
- 2) Newspaper
- 3) TV
- 4) Class
- 5) People around me
- 6) Other (\_\_\_\_\_)

7. Please read the following statements and mark the answer which most closely represents your own opinion or experiences.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
A. We spend a lot of time talking about politics when spending time with family	1	2	3	4
B. My family and I have mostly similar opinions regarding the political realities of our country	1	2	3	4
C. I spend a lot of time talking about politics when spending time with friends	1	2	3	4
D. My friends and I have mostly similar opinions regarding the political realities of our country	1	2	3	4
E. I have been strongly influenced by the opinions and mentality of a socially renown person	1	2	3	4
F. I support the activities of clubs or student associations with strong political tendencies	1	2	3	4
G. After entering the university, I have been strongly influenced by political ideologies and activities within the university	1	2	3	4
H. I encounter political news on TV or through newspaper articles everyday	1	2	3	4
I. I often read political bulletin boards on the internet and often participate in debates	1	2	3	4
J. My political tendencies have changed many times since entering college	1	2	3	4
K. Upperclassmen or those who have graduated earlier have a clear stance on politics	1	2	3	4
L. It is possible for my political tendencies to change in the future	1	2	3	4
M. I want to participate in civil movements such as the "election defeat movement" during the 16th general elections	1	2	3	4
N. I would participate if given the chance to debate with a politician	1	2	3	4
O. I would fight if the government oppressed my freedom or caused me disadvantages	1	2	3	4

8. Please read the following statements and mark the answer which most closely represents your own opinion.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
A. The administrative services provided by public officers in our country	1	2	3	4	5
B. The politicians in our country are immoral	1	2	3	4	5
C. The political parties in our country are more focused on elections rather than making policies for the people	1	2	3	4	5
D. I am satisfied with president Kim Dae-Jung's conducting of state affairs	1	2	3	4	5
E. The media of our country quickly and accurately relay political information to the people	1	2	3	4	5

9. The following are major policies executed by the Kim Dae-Jung government. How would you evaluate each policy?

	Very well done	Somewhat well done	Neither well nor poorly done	Somewhat poorly done	Very poorly done
A. Sunshine Policy	1	2	3	4	5
B. Chaebol reform	1	2	3	4	5
C. Media reform	1	2	3	4	5
D. Educational reform	1	2	3	4	5
E. Privatization of key industries	1	2	3	4	5
F. Overseas sale of insolvent companies	1	2	3	4	5
G. Separation of prescribing and dispensing of drugs	1	2	3	4	5
H. Reducing the gap between the rich and the poor	1	2	3	4	5
I. Balanced regional development	1	2	3	4	5
J. Resolving regional conflict	1	2	3	4	5
K. Combating corruption	1	2	3	4	5

10. If you were to evaluate the performance of the Kim Dae-Jung government, how would you rate the performance out of 100? (0 points: "Poorest performance", 50 points: "Average performance", 100 points: "Best performance".)

\_\_\_\_\_ Points

11. If you were to evaluate the previous governments, how would you rate the performance out of 100?

A. Kim Young-Sam Government : \_\_\_\_\_ Points

B. Roh Tae-Woo Government : \_\_\_\_\_ Points

12. What do you think about labor activists entering congress?

- 1) Very appropriate
- 2) Somewhat appropriate
- 3) Neither appropriate nor inappropriate
- 4) Somewhat inappropriate
- 5) Very inappropriate

13. Have you participated in activities of political nature such as various rallies, election activities and campaigns after entering college?

- 1) Almost always participated
- 2) Often participated
- 3) Sometimes participated
- 4) Almost never participated ⇒ Go to question 13-1.

13-1. (If you almost never participated) What is the reason for not participating?

- 1) I didn't feel the need to participate
- 2) Because I was skeptical of political activities by students
- 3) Because the issues had no direct connection to my life
- 4) Didn't have time
- 5) Other (\_\_\_\_\_)

※ The following questions are regarding the local and presidential elections to take place this year.

14. Do you have voting rights for the presidential elections? (Over the age of 20 on December 2002)

- 1) Yes
- 2) No ⇒ Go to question 16.

15. Are you planning on voting at the presidential elections this year?

- 1) Yes, I will vote
- 2) No, I will not vote

16. What are the most important elements for consideration when choosing the presidential candidate to vote for? Please list three in the order of importance.

1st\_\_\_\_\_ 2nd\_\_\_\_\_ 3rd\_\_\_\_\_

1) Hometown	12) Consistency between words and action	21) Policy and campaign pledges
2) Age	13) Wealth	22) Honesty/integrity
3) Physical appearance	14) Size of home	23) Proposal of vision for the future
4) Ideological tendencies	15) Hobbies	24) Charisma
5) Family background	16) Experience	25) TV debate and public speaking demeanor
6) Character	17) Personal life	26) Other (_____)
7) Educational background	18) Administrative competence	
8) Party affiliation	19) Experience in politics	
9) Religion	20) Ability for economic development	
10) Issues related to children		
11) Image of spouse		

17. A person with what type of political tendencies do you think should become the next president?

- 1) Very liberal
- 2) Somewhat liberal
- 3) Neither liberal nor conservative
- 4) Somewhat conservative
- 5) Very conservative

18. Where do you think your political tendencies belong?

- 1) Very liberal
- 2) Somewhat liberal
- 3) Neither liberal nor conservative
- 4) Somewhat conservative
- 5) Very conservative

19. Would you return to Korea if war broke out on the Korean peninsula while you were studying abroad?

- 1) I would definitely return
- 2) I would make efforts to return
- 3) I would make efforts not to return
- 4) I would defiantly not return

※ The following are questions regarding your attitude towards the United States.

20. What is your attitude towards the United States?

- 1) Very positive ⇒ Go to question 20-1.
- 2) Positive ⇒ Go to question 20-1.
- 3) Neither positive nor negative ⇒ Go to question 21.
- 4) Negative ⇒ Go to question 20-2.
- 5) Very negative ⇒ Go to question 20-2.

20-1. What is the reason for your positive attitude towards the United States?

- 1) Affinity to U.S. culture
- 2) Economic affluence of the U.S.
- 3) International presence of the U.S.
- 4) Personal interest
- 5) Other (\_\_\_\_\_)

20-2. What is the reason for your negative attitude towards the United States?

- 1) The double-sided foreign policy of the U.S.
- 2) The imperialistic economic policy of the U.S.
- 3) The commercialistic culture of the U.S.
- 4) The abuse of military power by the U.S.
- 5) The negative influence the U.S. had on the modern and contemporary history of Korea
- 6) Other (\_\_\_\_\_)

20-3. How did you express your negative feelings towards the United States? Please mark all applicable answers.

- 1) Participated in cyber rally
- 2) Sent emails of protest to relevant agency
- 3) Participated in movement to boycott U.S. products
- 4) Participated in anti-U.S. demonstration
- 5) Wrote about opposition towards the U.S.
- 6) Did not take any action
- 7) Other (\_\_\_\_\_)

21. What do you think about the degree of influence the United States has on our country?

	Very large	Large	Neither large nor small	Small	Very small
A. Economic sector	1	2	3	4	5
B. Political sector	1	2	3	4	5
C. Reunification	1	2	3	4	5
D. Cultural sector	1	2	3	4	5

22. Do you think that the influence the United States has on our country is having a positive effect? Or do you think it's having a negative effect?

	Very positive	Positive	Neither positive nor negative	Negative	Very negative
A. Economic sector	1	2	3	4	5
B. Political sector	1	2	3	4	5
C. Reunification	1	2	3	4	5
D. Cultural sector	1	2	3	4	5

23. What do you think about the degree of anti-U.S. sentiments in Korean society today?

- 1) Very strong
- 2) Somewhat strong
- 3) Neither strong nor weak
- 4) Somewhat weak
- 5) Very weak

24. The following are recent events related to the United States. Please select one event which you feel has influenced the Korean people's anti-U.S. sentiments the most.

- 1) The controversial judgment dispute during the Salt Lake Winter Olympics
- 2) Issues related to the selection of the next generation fighter aircraft
- 3) The statement by U.S. president George Bush characterizing North Korea as the "Axis of Evil"
- 4) The war on Afghanistan following the 9.11 terror attacks
- 5) The Nogeun-ri massacre of innocent people
- 6) Issues surrounding the U.S. military forces stationed in Korea
- 7) Other (\_\_\_\_\_)

25. What do you think about the controversy surrounding the short track judgment dispute at the Salt Lake Winter Olympics?

- 1) It was a clearly biased judgment with the U.S. imposing its position as the host country
- 2) It was a biased judgment which may occur at any Olympic game
- 3) There is room for controversy but should comply with the ruling of the judges
- 4) The ruling of the judges was correct
- 5) Don't know
- 6) Other (\_\_\_\_\_)

26. Do you think there was pressure from the United States in the selection process of the F-15 by the Korean Air Force? Or do you think there was no pressure?

- 1) Strongly agree
- 2) Agree
- 3) Neither agree nor disagree
- 4) Disagree
- 5) Strongly disagree
- 6) Don't know



27. What do you think about the United States' war against Afghanistan following the 9.11 terror attacks?
- 1) It is justified since it is retaliatory action against the terror attacks
  - 2) I agree with retaliating against the terror attacks but the method should not be war
  - 3) It is not justified but can be a warning against terrorism
  - 4) I cannot agree with the justification for the war since it is a war fought for the interests of the U.S.
  - 5) Don't know
  - 6) Other (\_\_\_\_\_)
28. What do you think is the purpose of the U.S. military forces being stationed in Korea?
- 1) To prevent the invasion of South Korea by North Korea
  - 2) Because South Korea's independent defensive capacity is insufficient
  - 3) Because it is necessary for the U.S.'s military strategy
  - 4) For the peace of the Korean peninsula
  - 5) Don't know
  - 6) Other (\_\_\_\_\_)
29. When do you think the U.S. military forces should withdraw from Korea?
- 1) Should withdraw right away
  - 2) Should withdraw within the next 10-15 years even if reunification is not realized
  - 3) Right after reunification
  - 4) Should remain stationed in Korea even after reunification
  - 5) Don't know
  - 6) Other (\_\_\_\_\_)
30. Do you think that the U.S. is responsible for the division of Korea following liberation?
- 1) Strongly agree
  - 2) Agree
  - 3) Neither agree nor disagree
  - 4) Disagree
  - 5) Strongly disagree
31. How do you think the U.S.'s influence on Korea will change in the future?
- 1) It will greatly increase
  - 2) It will increase
  - 3) It will not change
  - 4) It will decrease
  - 5) It will greatly decrease

31-1. What do you think about the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
A. Korea should break away from the political influences of the U.S.	1	2	3	4	5
B. Korea should increase its economic power through continuous economic cooperation with the U.S.	1	2	3	4	5
C. Korea should make efforts to realize a balance of power with the U.S. by cooperating with neighboring countries	1	2	3	4	5
D. The influx of U.S. culture weakens the traditional culture of Korea	1	2	3	4	5
E. Henceforth the role of the U.S. is important in regards to the issue of the reunification of North Korea and South Korea	1	2	3	4	5

※ The following questions are on learning English.

32. When did you first learn English prior to entering college?

- 1) Before starting school
- 2) Lower elementary school (1-3rd grade)
- 3) Upper elementary school (4-5th grade)
- 4) Middle school
- 5) Other (\_\_\_\_\_)

33. What is the most important reason you started learning English?

- 1) Because I live in a foreign country
- 2) Because I wanted to learn
- 3) Because my parents advised me to
- 4) Because my friends were learning English
- 5) Because we had English lessons in school
- 6) Because my relatives advised me to
- 7) Other (\_\_\_\_\_)

34. Did you receive additional English lessons aside from the regular lessons you received in school prior to entering college?

- 1) Yes ⇒ Go to question 34-1.
- 2) No ⇒ Go to question 35.

34-1. What methods did you use to learn English? Please mark all applicable answers.

- 1) Personal (group) lessons from a native speaker
- 2) Personal (group) lessons from a non-native speaker
- 3) Using home-study material
- 4) Through English TV programs or videos
- 5) At private educational institutions
- 6) From parents
- 7) Through language study abroad
- 8) Other (\_\_\_\_\_)

35. Are you studying English in addition to the regular lessons in school after entering college?  
Or have you in the past?

- 1) Yes ⇒ Go to question 35-1.
- 2) No ⇒ Go to question 36.

35-1. What are you studying in particular? Or have you studied in the past?

- 1) Conversational English
- 2) English composition
- 3) Standardized English tests (TOEFL, TOEIC, TEPS etc.)
- 4) Other (\_\_\_\_\_)

35-2. What is your method of study?

- 1) Self study
- 2) English related community or study group
- 3) Private educational institute (including university affiliated language centers)
- 4) Private lessons (including conversational partners)
- 5) Language study abroad
- 6) Other (\_\_\_\_\_)

35-3. How many hours on average are you studying English in a week?

Average hours of study \_\_\_\_\_ hours

35-4. What is the most important reason you are studying English?

- 1) Because it's required for my major
- 2) Because it's necessary for employment and further study
- 3) Because it's necessary for graduation
- 4) Because of the advice of people around me (parents, friends etc.)
- 5) Personal interest
- 6) Other (\_\_\_\_\_)

36. Have you ever taken a standardized English test (TOEFL, TOEIC, TEPS etc.)?

- 1) Yes ⇒ Go to question 36-1.
- 2) No ⇒ Go to question 37.

36-1. What was your highest score (unit: points) achieved as a result of a standardized English exam you have taken? Please mark your answer for each exam.

- A. TOEFL - CBT: 1) -199 2) 200-229 3) 230-259 4) 260-289 5) 290- 7) Did not register for exam  
B. TOETL - PBT: 1) -539 2) 540-579 3) 580-619 4) 620-659 5) 660- 7) Did not register for exam  
C. TOEIC: 1) -599 2) 600-699 3) 700-799 4) 800-899 6) 900- 7) Did not register for exam  
D. TEPS: 1) -599 2) 600-699 3) 700-799 4) 800-899 6) 900- 7) Did not register for exam

37. Have you resided in an English speaking country for more than 3 months?

- 1) Yes ⇒ Go to question 37-1.  
2) No ⇒ Go to question 38.

37-1. For what reason did you reside in an English speaking country?

- 1) Due to parent's occupation  
2) Travel (tourism, visiting friends/relatives)  
3) Language study (including English camp)  
4) Study abroad (including exchange student)  
5) Other (\_\_\_\_\_)

37-2. For how long did you reside in an English speaking country? (If you have resided over multiple periods please add all period of residence and give the total)

Total \_\_\_\_\_months

38. How confident are you about your English proficiency?

- 1) Very confident  
2) Somewhat confident  
3) Neither confident nor unconfident  
4) Unconfident  
5) Very unconfident

39. How important do you think English is for general social activities or achieving success (enrolling in school, employment, promotion etc.)?

- 1) Very important  
2) Somewhat important  
3) Neither important nor unimportant  
4) Somewhat unimportant  
5) Not at all important

40. The following are questions regarding general views of people who are proficient in English.

40-1. What kind of opinions do you think people have regarding those who are proficient in English due to experiences of residing overseas?

"There are ...  
people who think that people who are proficient in English are ( )"

	Very many	Many	Neither many nor few	Few	Very few
A. Competent	1	2	3	4	5
B. Smart	1	2	3	4	5
C. Diligent	1	2	3	4	5
D. Exotic	1	2	3	4	5
E. Sophisticated	1	2	3	4	5
F. Arrogant	1	2	3	4	5
G. Social outcast (loner)	1	2	3	4	5
H. From a wealthy family	1	2	3	4	5
I. Parents are well educated	1	2	3	4	5
J. Will be successful	1	2	3	4	5
K. Will contribute to society	1	2	3	4	5
L. Subjects of envy	1	2	3	4	5
M. Create a sense of incongruity	1	2	3	4	5

40-2. What kind of opinions do you think people have regarding those who are proficient in English through education received domestically?

"There are ...  
people who think that people who are proficient in English are ( )"

	Very many	Many	Neither many nor few	Few	Very few
A. Competent	1	2	3	4	5
B. Smart	1	2	3	4	5
C. Diligent	1	2	3	4	5
D. Exotic	1	2	3	4	5
E. Sophisticated	1	2	3	4	5
F. Arrogant	1	2	3	4	5
G. Social outcast (loner)	1	2	3	4	5
H. From a wealthy family	1	2	3	4	5

I. Parents are well educated	1	2	3	4	5
J. Will be successful	1	2	3	4	5
K. Will contribute to society	1	2	3	4	5
L. Subjects of envy	1	2	3	4	5
M. Create a sense of incongruity	1	2	3	4	5

40-3. What is the level of your father's proficiency in English?

- 1) Advanced
- 2) Somewhat advanced
- 3) Neither advanced nor basic
- 4) Somewhat basic
- 5) Very basic

40-4. What is the level of your mother's proficiency in English?

- 1) Advanced
- 2) Somewhat advanced
- 3) Neither advanced nor basic
- 4) Somewhat basic
- 5) Very basic

※ The following questions are on preparations for finding employment and your career.

41. What are you currently the most concerned about?

- 1) Employment
- 2) Studies
- 3) Peer relations
- 4) Values
- 5) Family problems
- 6) Money problems
- 7) Member of the opposite sex
- 8) Health
- 9) Personality
- 10) Other (\_\_\_\_\_)

42. What are your plans for after graduation? (Those who are required to serve military duty should answer in reference to their plans for after being discharged from military duty.)

- 1) Domestic graduate school
- 2) Employment
- 3) Study abroad
- 4) Will not seek employment (ex. Homemaker)
- 5) Other (\_\_\_\_\_)

43. What or who had the most influence on your decision making regarding your future career?  
Please select only one answer.
- 1) Family's financial situation
  - 2) Gender
  - 3) Appearance
  - 4) Competence
  - 5) Aptitude
  - 6) Preference
  - 7) Family
  - 8) Friends/ one's senior or junior
  - 9) An acquaintance you are not close to
  - 10) Future income
  - 11) Future power
  - 12) Future honor
  - 13) Current university of attendance
  - 14) Major
  - 15) Other (\_\_\_\_\_)
44. How much difference do you think there is between the career decisions of students enrolled in regional universities and those enrolled in universities within Seoul?
- 1) Very large difference
  - 2) Somewhat large difference
  - 3) Some difference
  - 4) Almost no difference
  - 5) No difference
45. Are you conducting extra studies in addition to your school coursework to find employment?
- 1) Yes
  - 2) No ⇒ Go to question 51.
46. Do you have specific plans for going abroad for language training in preparation for finding employment?
- 1) I have already been abroad for language training
  - 2) Yes
  - 3) No
47. What are you doing to prepare for finding employment?
- 1) Civil service exam (including national examination)
  - 2) Getting certified or licensed
  - 3) Learning a foreign language (including language training)
  - 4) Plastic surgery
  - 5) Management of credits
  - 6) Studies related to one's major
  - 7) Other

48. When did you start studying in preparation for finding employment?

	1st semester			2nd semester		
	First half	Second half	(Summer) vacation	First half	Second half	(Winter) vacation
Freshmen year	1	2	3	4	5	6
Sophomore year	7	8	9	10	11	12
Junior year	13	14	15	16	17	18
Senior year	19	20	21	22	23	24

49. How helpful do you think your current major is in finding employment?

- 1) Very helpful
- 2) Somewhat helpful
- 3) Not helpful

50. On average, how many hours a day do you dedicate on preparing for finding employment?  
(On a weekday)

- 1) Less than an hour
- 2) More than an hour but less than 2 hours
- 3) More than 2 hours but less than 3 hours
- 4) More than 3 hours but less than 4 hours
- 5) More than 4 hours but less than 5 hours
- 6) More than 5 hours

51. What is the most important selection criterion when you are choosing a job? Please select only one answer.

- 1) Wage
- 2) Work environment (welfare standards)
- 3) Aptitude
- 4) Employment security
- 5) Self-realization
- 6) Honor
- 7) Name value of company
- 8) Major
- 9) My competence
- 10) Openness of promotion opportunities
- 11) Other (\_\_\_\_\_)

52. What type of occupation would you like to have?

- 1) Agriculture, Fishing, Forestry (including family workers)
- 2) Self-employed (Small business which has fewer than 9 employees or family worker, Owners of carpenter's shop, Taxi drivers etc.)
- 3) Sales and services (Clerks, Sales persons etc.)
- 4) Technician, Skilled worker (Drivers, Lathe workers, Carpenters etc.)
- 5) General service technician (Construction workers, Cleaning, Doorkeepers)



- 6) Office/Technical clerks (Office workers, Technical workers, Elementary/Middle school teachers, Mates etc.)
  - 7) Business and Management (High-ranking public officials, Senior managers, The principals)
  - 8) Professionals (College professors, Medical doctors, Lawyers, Artists)
  - 9) Housewives
  - 10) Other
53. If you were to receive job offers from a domestic company and a foreign company in the same industry, which company would you choose?
- 1) Domestic company
  - 2) Foreign company
54. Do you currently have anxiety about finding employment?
- 1) Very anxious
  - 2) Somewhat anxious
  - 3) Not at all anxious
55. What are you most burdened by while preparing to find employment?
- 1) Major
  - 2) Current university of attendance
  - 3) Academic record
  - 4) Foreign language ability
  - 5) Appearance
  - 6) Gender
  - 7) Hometown
  - 8) Class of family
  - 9) Other (\_\_\_\_\_)
56. How much time are you planning on investing in preparing to find employment? (After entering college, excluding military service, including study abroad)
- 1) Less than 1 year
  - 2) More than 1 year but less than 2 years
  - 3) More than 2 years but less than 3 years
  - 4) More than 3 years but less than 4 years
  - 5) More than 4 years but less than 5 years
  - 6) More than 5 years
57. How much money are you spending on studying to find employment? (Excluding college tuition)
- 1) I am not spending any money
  - 2) Less than 100,000 won
  - 3) 100,000 - 190,000 won
  - 4) 200,000 - 290,000 won
  - 5) 300,000 - 390,000 won
  - 6) 400,000 - 490,000 won

7) More than 500,000 won

58. What are your income expectations at the time of employment?

- 1) Less than 12,000,000 won
- 2) 12,000,000 - 14,490,000 won
- 3) 15,000,000 - 19,990,000 won
- 4) 20,000,000 - 24,490,000 won
- 5) 25,000,000 - 29,990,000 won
- 6) 30,000,000 - 34,490,000 won
- 7) 35,000,000 - 39,990,000 won
- 8) 40,000,000 - 44,490,000 won
- 9) 45,000,000 - 49,990,000 won
- 10) More than 50,000,000 won

59. Who is mainly paying for the expenses incurred from your preparations for finding employment?

- 1) I earn money and pay for it myself
- 2) Parents
- 3) Siblings
- 4) Grandparents
- 5) Relative
- 6) Friend
- 7) Other (\_\_\_\_\_)

60. What do you think should be the future direction for your major?

- 1) Centered around practical education for employment
- 2) Centered around education for academic research
- 3) Both concurrently

61. What do you think about the employment/career counseling services provided by your school?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

※ The following questions are regarding your attitude towards Korean culture.

62. In Korean society there is a saying "one must serve in the military to become a real man". Do you accept this statement?

- 1) I accept this statement
- 2) I don't accept this statement

63. What do you think about people in our country eating dog meat?
- 1) I am for it
  - 2) I am against it
  - 3) I am neither for nor against it (Depends on one's preference)
64. What do you think of a member of your family marrying an American or a Japanese person?
- 1) I can accept it regardless of nationality or ethnicity
  - 2) I can accept an American but not a Japanese person
  - 3) I can accept a Japanese person but not an American
  - 4) I cannot accept either
65. Between a compulsory and a voluntary military service, which system do you think is suitable for our country?
- 1) Compulsory military service
  - 2) Voluntary military service
  - 3) Don't know
66. The number of college students undergoing plastic surgery is on the rise, do you intend on getting plastic surgery?
- 1) I would certainly like to have plastic surgery
  - 2) I would like to have plastic surgery if possible
  - 3) I would not like to have plastic surgery unless it was unavoidable
  - 4) I would never have plastic surgery
67. What do you think about your interpersonal relationships?
- 1) I am acquainted with very many people
  - 2) I am acquainted with somewhat many people
  - 3) I am acquainted with a limited number of people
  - 4) I almost never become acquainted with people

※ The following questions are regarding tutoring as a part-time job.

68. How many part-time jobs do you currently have?
- 1) 1
  - 2) 2
  - 3) More than 3
  - 4) I do not have a part-time job
- 68-1. What types of part-time jobs have you held?
- 1) Tutoring students
  - 2) Lecturer of private educational institution
  - 3) Serving staff at bars or restaurants
  - 4) Administrative assistant (typing in Word, research etc.)
  - 5) Store management

- 6) Technical production worker in manufacturing
- 7) Simple laborer
- 8) Other (\_\_\_\_\_)
- 9) I have never held a part-time job

69. What type of part-time job do you currently have?

- 1) Tutoring elementary/middle/high school students
- 2) Lecturer of private educational institution
- 3) Serving staff at bars or restaurants
- 4) Administrative assistant (typing in Word, research etc.)
- 5) Store management
- 6) Technical production worker in manufacturing
- 7) Simple laborer
- 8) Other (\_\_\_\_\_)
- 9) I have never held a part-time job

70. What percentage of the following expenses do you cover?

	I cover the entire cost	I cover parts of the cost	I don't cover any of the cost
A. Tuition	1	2	3
B. Living expenses (housing)	1	2	3
C. Allowance	1	2	3

70. This question is only applicable to those who are currently tutoring elementary/middle/high school students as a part time-job. If you currently do not have a tutoring job please go to question 71.

70-1. What is the monthly payment you receive for your current tutoring job? If you have more than one tutoring job please mark the answer applicable to the total payment amount from all tutoring jobs.

- 1) Less than 250,000 won
- 2) 250,000 - 290,000 won
- 3) 300,000 - 340,000 won
- 4) 350,000 - 390,000 won
- 5) 400,000 - 440,000 won
- 6) 450,000 - 490,000 won
- 7) 500,000 - 540,000 won
- 8) 550,000 - 590,000 won
- 9) More than 600,000 won

70-2. How satisfied are you with the payment you are receiving for your current tutoring job?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

70-3. How did you get your current tutoring job?

- 1) Through the introduction of a friend or a senior/junior from school/work
- 2) Through the introduction of parents
- 3) Through the introduction of an acquaintance
- 4) Through an agency specializing in tutoring
- 5) (not a placement agency) through the internet
- 6) Through posting fliers
- 7) Through the school's part-time job placement
- 8) Other (\_\_\_\_\_)

71. (If you currently do not have a part-time job of tutoring an elementary/middle/high school student) Do you currently intend on having a part-time job of tutoring a student?

- 1) I very much hope to
- 2) I somewhat hope to
- 3) I neither hope to nor don't want to
- 4) I don't really want to
- 5) I don't want to at all

※ The following questions are regarding your state of consumption.

72. What is the average amount of allowance (excluding living expenses such as housing costs) you spend in a month?

- 1) Less than 150,000 won
- 2) 150,000 - 190,000 won
- 3) 200,000 - 240,000 won
- 4) 250,000 - 290,000 won
- 5) 300,000 - 340,000 won
- 6) 350,000 - 390,000 won
- 7) 400,000 - 440,000 won
- 8) 450,000 - 490,000 won
- 9) 500,000 - 540,000 won
- 10) 550,000 - 590,000 won
- 11) 600,000 - 640,000 won
- 12) 650,000 - 690,000 won
- 13) 700,000 - 740,000 won
- 14) 750,000 - 790,000 won
- 15) More than 800,000 won

73. How satisfied are you with the amount of your allowance?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

74. From the allowance you spend in a month what is the approximate percentage taken up by expenses on purchasing clothes, shoes, bags etc.?

\_\_\_\_\_ % of total expenses

75. This question is regarding consumption propensity. Please mark the applicable answers.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
A. I tend to be sensitive of popular trends	1	2	3	4
B. I sometimes purchase goods due to the influence of a friend	1	2	3	4
C. Price is an important factor when I am choosing a product	1	2	3	4
D. The brand of the product is important when I am choosing a product	1	2	3	4
E. Design is an important factor when I choose a product	1	2	3	4
F. Function is an important factor when I choose a product	1	2	3	4
G. I tend to purchase products impulsively	1	2	3	4
H. I have regretted purchasing a product impulsively	1	2	3	4
I. I tend to purchase products with the money given to me by my parents	1	2	3	4
J. I worked a part-time job to buy something I really liked	1	2	3	4
K. I have felt inferior due to the excessive consumption by the people around me	1	2	3	4

76. Luxury goods refer to expensive brand named products priced much higher than products of middle to lower priced brands. Have you ever purchased a product from a luxury brand?

1) Yes ⇒ Go to question 77.

2) No ⇒ Go to question 76-1.

76-1. What is the reason for not having purchased a product from a luxury brand?

1) Expensive products are not suitable for students

2) Because it didn't seem to be especially great

3) Because it was too expensive

4) Other (\_\_\_\_\_)

77. This question is regarding your reason for purchasing a luxury brand product. Please mark the applicable answer.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
A. I chose it because I liked the design of the luxury brand product	1	2	3	4
B. I chose it because I liked the image of the luxury brand	1	2	3	4
C. I chose it because the quality of the luxury brand product was superior	1	2	3	4
D. I purchase luxury brand products because they provide good after service	1	2	3	4
E. Because if I don't have a luxury brand product I feel like I'm falling behind the latest trends	1	2	3	4
F. To me it is important whether it is a luxury brand product or not	1	2	3	4
G. I think that people who have luxury brand products are of high social standing	1	2	3	4

78. Please select all types of luxury brand products you have purchased.

- 1) Clothes
- 2) Shoes
- 3) Accessories
- 4) Bags
- 5) Cosmetics
- 6) Other (\_\_\_\_\_)

79. What was the level of satisfaction you felt following the purchase of a luxury brand product?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

80. Do you intend to purchase luxury brand products in the future?

- 1) I intend to purchase luxury brand products in the future
- 2) I intend to purchase luxury brand products if I have the money for it
- 3) I intend to purchase luxury brand products if I need them
- 4) I don't intend to purchase luxury brand products
- 5) Don't know

81. If you saw a product you wanted to buy at a luxury brand store when you didn't have money, what would you do?
- 1) I would just buy it using a credit card
  - 2) I would borrow money from a friend to buy it
  - 3) I would save up money to buy the product
  - 4) I would let it go because I don't have money
  - 5) I would buy a cheaper imitation of the product
  - 6) I am not interested
82. An imitation refers to a cheaper product which made illegal use of the design and name of a luxury brand product. Have you ever purchased an imitation product?
- 1) Yes ⇒ Go to question 83.
  - 2) No ⇒ Go to question 82-1.
- 82-1. What is the reason for not having purchased an imitation product?
- 1) Because I don't want to carry a product that isn't authentic
  - 2) Because I don't want my friends to find out that it's an imitation
  - 3) Because at the same price there are better quality products at middle to lower range prices
  - 4) Because an imitation is a fake
  - 5) Other (\_\_\_\_\_)
83. This question is regarding your reason for purchasing an imitation product. Please mark the applicable answer.
- |  | Strongly<br>agree | Somewhat<br>agree | Somewhat<br>disagree | Strongly<br>disagree |
|--|-------------------|-------------------|----------------------|----------------------|
|  | -----             | -----             | -----                | -----                |
| A. I choose imitation products because they are cheaper than the actual luxury brand products                                      | 1                 | 2                 | 3                    | 4                    |
| B. The reason I use imitation products is because the quality of the product is superior to those of middle to lower priced brands | 1                 | 2                 | 3                    | 4                    |
| C. I choose imitation products to keep up with the latest trends   | 1                 | 2                 | 3                    | 4                    |
| D. I choose imitation products because people around me are conscious of brand image   | 1                 | 2                 | 3                    | 4                    |
84. Please select all types of imitation products you have purchased.
- 1) Clothes
  - 2) Shoes
  - 3) Accessories
  - 4) Bags
  - 5) Cosmetics
  - 6) Other (\_\_\_\_\_)



85. What was the level of satisfaction you felt following the purchase of an imitation product?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

86. Do you intend to purchase imitation products in the future?

- 1) I intend on purchasing imitation products in the future
- 2) I intend on purchasing imitation products if possible
- 3) I intend to purchase imitation products if I need them
- 4) I don't intend to purchase imitation products
- 5) Don't know

87. if the following products were of the same quality and function and only differed in price, which product would you choose?

- 1) Middle to lower priced product
- 2) A luxury brand product
- 3) An imitation product

※ The following questions are regarding informal organizations of college students.

88. Which of the following organizations are you participating in?

- 1) Academic/social organization
- 2) Volunteer organization
- 3) Hobby/arts organization
- 4) Religious organization
- 5) Venture/investment organization
- 6) Student council
- 7) Study group
- 8) Alumni association
- 9) Other (Specify: \_\_\_\_\_)
- 10) None ⇒ Go to question 91.

89. Among the organizations you are participating in, which one is the most important to you?

Please mark only one organization you think is the most important to you.

- 1) Academic/social organization
- 2) Volunteer organization
- 3) Hobby/arts organization
- 4) Religious organization
- 5) Venture/investment organization
- 6) Student council
- 7) Study group
- 8) Alumni association
- 9) Other (Specify: \_\_\_\_\_)
- 10) None

90. The following are questions regarding the organization you answered as the most important to you.

90-1. How satisfied are you with the activities of the organization?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

90-2. Which of the following elements had the greatest influence on your choosing that organization?

- 1) The advice of the people around me
- 2) Because I wanted to meet new people
- 3) Because I wanted to learn something new
- 4) Because it was my area of interest
- 5) To spend my time productively
- 6) Because everyone else did
- 7) Other (\_\_\_\_\_)

90-3. How often do you participate in that organization?

- 1) Never
- 2) About once a month
- 3) About twice a month
- 4) About three times a month
- 5) About once a week
- 6) About twice a week
- 7) About three times a week
- 8) More than 4 times a week

90-4. Do you think that you are participating proactively in the organization?

- 1) Yes
- 2) Neither proactive nor inactive
- 3) No

90-5. Approximately how many students participate in that organization?

- 1) 1-5 persons
- 2) 6-10 persons
- 3) 11-20 persons
- 4) 21-40 persons
- 5) More than 40 persons

90-6. Has the number of people participating in that organization changed?

- 1) Increased ⇒ Go to question 90-6-1.
- 2) Stayed the same ⇒ Go to question 90-7.
- 3) Decreased ⇒ Go to question 90-6-2.

90-6-1. (If the number of participants increased) What do you think is the greatest reason for the increase? ⇒ Go to question 90-7.

- 1) Academic stress due to changes in the university's recruitment system from a department based system to a wider scope recruitment in humanities, social sciences, and education
- 2) Changes in the relationship between seniors and juniors within the department and class due to the changes in the university's recruitment system from a department based recruitment system to a wider scope recruitment in humanities, social sciences, and education
- 3) Changes in student interests
- 4) Active publicizing and preparations by the organization
- 5) Other (\_\_\_\_\_)

90-6-2. (If the number of participants decreased) What do you think is the greatest reason for the decrease?

- 1) Academic stress due to changes in the university's recruitment system from a department based system to a wider scope recruitment in humanities, social sciences, and education
- 2) Changes in the relationship between seniors and juniors within the department and class due to the changes in the university's recruitment system from a department based recruitment system to a wider scope recruitment in humanities, social sciences, and education
- 3) Changes in student interests
- 4) Lack of publicizing and preparations by the organization
- 5) Other (\_\_\_\_\_)

90-7. Is the organization active online (bulletin boards, resources, chatting etc.) such as building a homepage?

- 1) Yes ⇒ Go to question 90-7-1.
- 2) No ⇒ Go to question 90-8.

90-7-1. How are the activities being carried out online?

- 1) Very actively
- 2) Actively
- 3) Mediocre

90-8. Until when are you planning on participating in that organization?

- 1) Until the end of my freshmen year
- 2) Until the end of my Sophomore year
- 3) Until the end of my Junior year
- 4) Until the end of my Senior year
- 5) Even after graduation
- 6) Don't know

90-9. If you were to leave the organization, what would be the main reason for it?

- 1) Preparing for the future (including academic work)
- 2) Changes in personal circumstances (military service, leave of absence, graduation etc.)
- 3) Time limitations
- 4) Don't know

91. Have you taken a leave of absence from school (including military service)?

- 1) Yes ⇒ Go to question 91-1.
- 2) No

91-1. After returning to school, are you continuing to participate in the organization that was the most important to you prior to going on leave?

- 1) I am participating more actively
- 2) I am participating as I have before
- 3) I am participating passively
- 4) I am no longer participating

※ The following questions are regarding your personal information.

92. What is your gender?

- 1) Male
- 2) Female

93. When were you born?

Year : 19□□

94. When did you enter college?

Year : □□□□

95. What year of study are you in? In the cases of school of medicine/school of dentistry/school of oriental medicine/school of veterinary medicine include premedical courses.

- 1) 1st year
- 2) 2nd year
- 3) 3rd year
- 4) 4th year
- 5) 5th year
- 6) 6th year

96. (Only for male respondents) Did you serve in the military?

- 1) Completed required military service (active duty officer)
- 2) Completed required military service (currently on active duty)
- 3) Completed required military service (combat police, conscripted police, prison officer)

- 4) Completed required military service (standby replacement)
- 5) Completed required military service (public worker)
- 6) Did not complete required military service
- 7) Do not need to complete required military service (defense industry, alternative service due to military service exception)
- 8) Do not need to complete required military service (disqualified conscription status)
- 9) Do not need to complete required military service (exempt from military service)

97. Where does your major belong among the following?

- 1) Humanities
- 2) Natural sciences
- 3) Arts and physical education

98. How satisfied are you with your major?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

99. Where are you currently residing in?

- 1) Home of parents
- 2) Home of relative, married sibling
- 3) Dormitory
- 4) Boarding house
- 5) Living apart from family
- 6) *Goshiwon* (one room dormitory type housing) or reading room
- 7) Live in tutor (private tutor)
- 8) Other (\_\_\_\_\_)

100. Where did you mostly grow up? Please state the place where you have lived the longest until you entered high school based on current administrative districts.

A. Administrative district

- 1) Seoul
- 2) Incheon
- 3) Daegu
- 4) Daejeon
- 5) Busan
- 6) Gwangju
- 7) Gyeonggi-do
- 8) Chungcheongnam-do
- 9) Chungcheongbuk-do
- 10) Gyeongsangnam-do
- 11) Gyeongsangbuk-do
- 12) Jeollanam-do
- 13) Jeollabuk-do

- 14) Gangwon-do
- 15) Jeju
- 16) In another country (\_\_\_\_\_)

B. Size of region

- 1) Large city (metropolitan city)
- 2) Small or medium sized city
- 3) Eup (town)
- 4) Myeon or smaller

101. What is the highest level of education attained by your parents?

A. Father

B. Mother

- 1) No formal education
- 2) *Seodang* (Village school)
- 3) Elementary school
- 4) Middle school
- 5) High school
- 6) 2 year college
- 7) 4 year college
- 8) More than graduate school

102. What are the occupations of your parents, and what is your desired occupation for the future? And what type of occupation would you like your future spouse to have? (If retired, please enter the main occupation. Please refer to the classification of occupations on the last page of the questionnaire. )

A. Father \_\_\_\_\_

B. Mother \_\_\_\_\_

C. Yourself \_\_\_\_\_

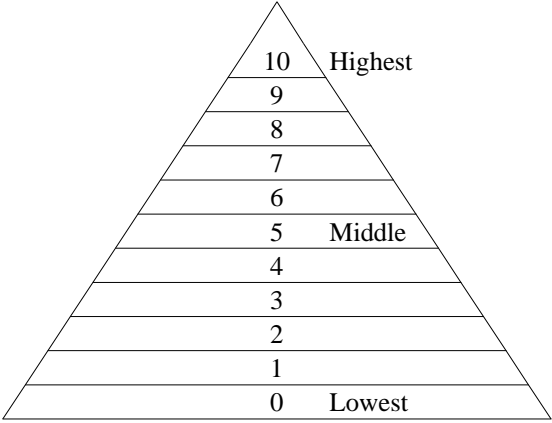
D. Future spouse \_\_\_\_\_

103. What is the average monthly income of your household?

- 1) Below 500,000 won
- 2) 500,000 - 990,000 won
- 3) 1,000,000 - 1,490,000 won
- 4) 1,500,000 - 1,990,000 won
- 5) 2,000,000 - 2,490,000 won
- 6) 2,500,000 - 2,990,000 won
- 7) 3,000,000 - 3,990,000 won
- 8) 4,000,000 - 4,990,000 won
- 9) Over 5,000,000 won

104. In comparison to other families in Korea, at what level do you think is your family's standard of living? Please choose from the following ladder.

\_\_\_\_\_



105. When you reach the age of 50, what level of standard of living do you think you will you be maintaining? Please choose from the above ladder.

\_\_\_\_\_

## Appendix: Classification of Occupations

### Professionals

11. Medical Doctors
12. Pharmacists
13. Lawyers/Judges/Public Prosecutors/Accountants
14. College Professors
15. Writers/Artists
16. Journalists/Broadcasters
17. Religious Professionals
18. Other Professionals (Specify \_\_\_\_\_ )

### Managers

21. Small Business CEO (employ 5 or more)
22. Large Company/Banking Executives
23. Senior Government Officials
24. Senior Officials of Social Organization
25. Field Officers or over/Police Managers
26. Other Professional Services Managers (Specify \_\_\_\_\_ )

### Semi-Professionals

31. Teachers/Private Instructors
32. Nurses
33. Architects
34. Engineers (Specify \_\_\_\_\_ )
35. Researchers
36. Other Technical Semi-Professionals (Specify \_\_\_\_\_ )

### Clerks

41. Middle Management Office Workers
42. General Office Clerks
43. Middle Management Bank Workers
44. General Bank Clerks
45. Clerks of Social Organization
46. Government Officials
47. Telephonists/Postmen
48. Company Grade Officers and Warrant Officers/Police Officers
49. Other Clerks (Specify \_\_\_\_\_ )

### Salespersons

51. Shop Keepers (employ fewer than 5)
52. Department Store/Large Scale Distributor Salespersons
53. Retail Salespersons
54. Door to Door Salespersons
55. Real Estate Agents
56. Street Stall Salespersons and Vendors
57. Other Salespersons (Specify \_\_\_\_\_ )



#### Service Workers

- 61. Restaurants/Inn owners, etc.
- 62. Food Service Workers/Lodging Service Workers
- 63. Barbershop/Hair Saloon/Laundry Owners, etc.
- 64. Barbers/Hairdressers/Laundry and Ironing Workers
- 65. Cleaners/Domestic Chores Helpers
- 66. Building Guards
- 67. Other Service Workers (Specify \_\_\_\_\_ )

#### Production Workers

- 71. Manufacturing Supervisors
- 72. Skilled Manufacturing Workers
- 73. Semi-Skilled Manufacturing Workers
- 74. Manufacturing labourers
- 75. Elementary Workers
- 76. Chauffeurs
- 77. Individual Taxi Drivers/Truck Drivers
- 78. Miners
- 79. Other Production Workers (Specify \_\_\_\_\_ )

#### Farmers and Fishermen

- 81. Rich Farmers
- 82. Middle-Class Farmers
- 83. Small Farmers
- 84. Poor Farmers/Tenant Farmers
- 85. Agriculture Elementary Workers
- 86. Livestock/Dairy Farmers
- 87. Shipowners
- 88. Fishermen, Fishery Farm Workers/Aquatics Cultivation Workers
- 89. Other Farmers and Fishermen (Specify \_\_\_\_\_ )

#### Unemployed

- 91. Students
- 92. Housemakers
- 93. Duty Military Service Persons
- 94. Unemployed Persons
- 95. Retired Persons/Pensioners
- 98. Others (Specify \_\_\_\_\_ )