

ID Number	A1-2002-0021-Eng
Title	Survey on the Use of the Internet

※ To be entered by the interviewer

1) Respondent's current place of residence	
2) Place where the respondent mostly resided prior to turning 15 years old	

Q1. The following questions are regarding you and the household members currently living with you. (Please answer for all household members living with you)

<<Status of household member>>

(\*Please mark the respondent by checking the household member ID number)

Household member ID number	How to enter relationship to head of household (please enter in order of the numbers in the below examples)	Sex	Age	Education		Marital status	Internet use
				Level of education	Completed		
01	1) Head of household						
02							
03							
04							
05							
06							
Total number of household members		Total _____persons <including respondent>					

(Examples)

relationship to head of household	1) Head of household 2) Spouse 3) Child 4) Spouse of child 5) Parent 6) Father-in-law/ Mother-in-law 7) Sibling of parent 8) Spouse of parent's sibling 9) Grandchild	10) Spouse of grandchild 11) Paternal grandparents 12) Maternal grandparents 13) Sibling 14) Spouse of sibling 15) Niece/nephew 16) Spouse of niece/nephew 17) Other
Sex	1) Male	2) Female
Level of education	1) No formal education 2) Elementary school 3) Middle school 4) High school	5) Junior college 6) College 7) Master's degree 8) Doctoral degree
Completed	1) Enrolled in school 2) Graduated	3) Dropped out
Marital status	1) Married 2) Single	3) Other
Internet use	1) User 2) Non-user	3) Don't know 4) Not applicable (younger than 7 years old)

Q2. The following questions are regarding the characteristics of the current occupation or the most recent occupation of the head of household (main income earner responsible for the livelihood of household members)

<Interviewer>

Question 2-1) is only for those who are currently working or have worked since graduating from school.

Question 2-2) is applicable to all respondents.

Here work refers to having worked for at least one month after graduating from school, and includes running one's own business or taking part in a family business as well as part-time jobs and sidelines. Working while attending school, volunteer work, and hobby activities are not applicable. If more than one job was held simultaneously answers should be given in reference to the work more time was spent on.

Q2-1. [Only if over 16 years old] Which of the following represents your employment status?

- 1) Regular full-time employee ⇒ Go to Q2-2.
- 2) Temporary employee ⇒ Go to Q2-2.
- 3) Self-employed ⇒ Go to Q2-2.
- 4) Retired
- 5) On standby following the acceptance of a job offer
- 6) Unemployed (seeking employment)
- 7) No intention of seeking employment/ unable to find employment
- 8) Changing jobs
- 9) Don't know ⇒ Go to Q2-2.

Q2-2. [Only if over 16 years old] Which of the following represents your employment status?

1) What industry do you work in?	01) Agriculture, Forestry 02) Fishing 03) Mining and Quarrying 04) Manufacturing 05) Electricity, Gas and Water Supply 06) Construction 07) Wholesale and Retail Trade 08) Accommodation, Restaurants 09) Transport 10) Communication 11) Financial Intermediation Services 12) Real Estate and Renting Activities 13) Business Services 14) Public Services, Defence, Social Security and Welfare Affairs 15) Education 16) Human Health and Social Work Activities 17) Recreation, Cultural and Sports Related Services 18) Private Households with Employed Persons 19) Other Public Repair and Personal Services 20) Activities of Extraterritorial Organizations and Bodies
2) What is your occupation?	01) Senior Officials and Manages 02) Professionals 03) Technicians and Associate Professionals 04) Clerks 05) Service Workers 06) Sales Workers 07) Agricultural and Fishery Workers 08) Craft and Related Trades Workers 09) Plant and Machine Operators and Assemblers 10) Elementary Occupations

3) What is your current type of employment?	<A. Self-employed>	1) There is no employer 2) There is an employer
	<B. Employed>	3) Non-profit organization 4) Corporation or private business 5) Government agency 6) Public agency or public organization
	<C. Family business>	7) No fixed income 8) Fixed income
	<D. Other>	9) Specify _____ 10) Don't know
3-1) (If you answered question A) how many people are you employing?	01) 1 employee 02) 2 employees 03) 3 employees 04) 4 employees 05) 5 employees 06) 6-9 employees 07) 10-50 employees 08) 51-99 employees 09) 100-499 employees 10) 500 or more employees 11) Don't know	
3-2) (If you answered question B) Are you currently in a managerial position?	1) I am not in a managerial position 2) Lower management position 3) Middle management position 4) Senior management position	
4) What is the skill level required for your current work?	1) Professional/technical work 2) Skilled work 3) Unskilled work 4) Simple labor	
5) What is your average annual income including bonuses, benefits, and taxes?	_____ Man Won	
6) What is the total average annual income of your household including your income?	_____ Man Won	

Q2-3. [Applicable to all respondents] Which of the following represents the employment status of the head of household?

1) What is the current occupation of the head of household?	1) Industry (main classification) _____ 2) Occupation (main classification) _____ (*Refer to the examples of question 2-2)	
2) What is the current type of employment of the household head?	<A. Self-employed>	1) There is no employer 2) There is an employer
	<B. Employed>	3) Non-profit organization 4) Corporation or private business 5) Government agency 6) Public agency or public organization

2) What is the current type of employment of the household head?	<C. Family business>	7) No fixed income 8) Fixed income
	<D. Other>	9) Specify _____ 10) Don't know
2-1) (If you answered question A) how many people is the head of household employing?	01) 1 employee 02) 2 employees 03) 3 employees 04) 4 employees 05) 5 employees 06) 6-9 employees 07) 10-50 employees 08) 51-99 employees 09) 100-499 employees 10) 500 or more employees 11) Don't know	
2-2) (If you answered question B) Is the head of household currently in a managerial position?	1) I am not in a managerial position 2) Lower management position 3) Middle management position 4) Senior management position	
3) What is the skill level required for the current work of the head of household?	1) Professional/technical work 2) Skilled work 3) Unskilled work 4) Simple labor	
4) What is the average annual income including bonuses, benefits, and taxes of the head of household?	_____ Man Won	

**■ Use of media and the computer**

Q3. In general, how many total hours of leisure do you have in a week?

\_\_\_\_\_Hours \_\_\_\_\_Minutes

Q3-1. How often do you use the following media during your leisure time throughout the week?  
(please exclude hours spent on reading the news or listening to the radio using the internet)

Books	_____Hours _____Minutes	Magazine	_____Hours _____Minutes
Video games	_____Hours _____Minutes	Radio	_____Hours _____Minutes
Recorded music CD/tape/MP3	_____Hours _____Minutes	Telephone	_____Hours _____Minutes
Newspaper	_____Hours _____Minutes	Television	_____Hours _____Minutes

Q3-2. [Excluding internet non-users] How often do you use the following media during your leisure time throughout the week through the internet?

Books (e-book)	____Hours ____Minutes	Magazine	____Hours ____Minutes
Video games	____Hours ____Minutes	Radio	____Hours ____Minutes
Recorded music CD/tape/MP3	____Hours ____Minutes	Telephone	____Hours ____Minutes
Newspaper	____Hours ____Minutes	Television	____Hours ____Minutes

Q3-3. How many hours during the week do you spend on exercising or physical fitness?

\_\_\_\_\_Hours

Q4. Do you think that the information provided by the following media are trustworthy and accurate?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1) Internet	1	2	3	4	5	9
2) Newspaper	1	2	3	4	5	9
3) Television	1	2	3	4	5	9
4) Radio	1	2	3	4	5	9
5) Magazine	1	2	3	4	5	9

Q5. (This question aims to find out if there is a usable computer in your home. The computers applicable to this question are desktop and notebook computers, and do not include palm pilots, video game systems, web TV, or cell phones.) Do you currently have a usable computer at home? If you do, how many years ago did you first get the computer?

- 1) Yes [ \_\_\_\_\_computers, \_\_\_\_\_years ago]
- 2) No
- 3) Don't know

Q6. Do you have the following electronic equipment at your home?

- |                    |                      |       |
|--------------------|----------------------|-------|
| 1) Palm pilot, PDA | 1) Yes (Total _____) | 2) No |
| 2) Video game      | 1) Yes (Total _____) | 2) No |
| 3) Cellular phone  | 1) Yes (Total _____) | 2) No |
| 4) TV              | 1) Yes (Total _____) | 2) No |
| 5) VTR             | 1) Yes (Total _____) | 2) No |
| 6) DVD             | 1) Yes (Total _____) | 2) No |
| 7) Printer         | 1) Yes (Total _____) | 2) No |
| 8) Scanner         | 1) Yes (Total _____) | 2) No |
| 9) Digital camera  | 1) Yes (Total _____) | 2) No |

Q7. [If you have a child under the age of 18] Are you educating your child through private educational institutions or schools? Please mark all applicable answers.

- 1) Computer/ internet
- 2) Music
- 3) Art
- 4) Private educational institution for supplementary learning
- 5) Dance
- 6) Physical education (Taekwondo)
- 7) Foreign language
- 8) Other

Q8. [If over 18 years old] How much do you agree with the following statements?

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1	2	3	4	5	9

- 1) By using the internet, people like myself can gain more power ..... ( )
- 2) By using the internet, people like myself can have more say about what the government does ..... ( )
- 3) By using the internet, people like myself can better understand politics ..... ( )
- 4) By using the internet, public officials will pay attention to the opinions of people like me ..... ( )
- 5) People who do not use the internet seriously lose out ..... ( )
- 6) Children learn bad things from the internet ..... ( )
- 7) Online, there is a danger of the invasion of privacy ..... ( )
- 8) There is no need to spend a lot of time with other people because there are many useful services and information on the internet ..... ( )
- 9) People seem to spend too much time on the internet ..... ( )
- 10) Every time I hear about the internet I feel like I'm falling behind ..... ( )
- 11) The internet can't provide anything meaningful to me ..... ( )
- 12) By using the internet one can save time ..... ( )

Q9-1. How important do you think the following are in obtaining information?

Q9-2. How important do you think the following are for having fun?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know	Q9-1. Information	Q9-2. Enjoyment
1) Internet	1	2	3	4	5	9		
2) Books	1	2	3	4	5	9		
3) Television	1	2	3	4	5	9		
4) Radio	1	2	3	4	5	9		
5) Newspaper	1	2	3	4	5	9		
6) Magazine	1	2	3	4	5	9		
7) Club or church	1	2	3	4	5	9		
8) Friends or family	1	2	3	4	5	9		

**■ Social relationships**

Q10. How many hours do you spend with your family throughout the week? (excluding sleep)

\_\_\_\_\_Hours (\*Reconfirm if more than 70 hours)

Q11. How many hours do you spend throughout the week with a close friend, coworker, or alumni whom you meet with in person to socialize at least once a week?

\_\_\_\_\_Hours

Q12. Please select the answer which best represents how much you agree with the following statements. If you are living alone please mark not applicable and go to the next question.

Almost never	Sometimes	Almost always	Not applicable	Don't know
1	2	3	8	9

- 1) I am satisfied with the help I received from my family each time I was in a difficult situation ..... ( )
- 2) I am satisfied with how my family holds discussions over topics of common interest and resolves problems together ..... ( )
- 3) When I start a new job or attempt to change our lifestyle, my family is very understanding and accepting ..... ( )
- 4) I am satisfied with how my family expresses affection to me and reacts to my emotional condition (sadness, love, anger etc.) ..... ( )
- 5) I am spending a satisfactory amount of time with my family ..... ( )

Q12-1. The following questions are regarding the relationship between men and women and between family members. Please select the answer which best represents how much you agree with the following statements.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1	2	3	4	5	9

- 1) It is much better for the man to be responsible for the livelihood of the family and the woman to take care of the housework ..... ( )
- 2) Young men having premarital sexual relations can be acceptable but not in the case of young women ..... ( )
- 3) In our society, it is common for married men to support and live together with their parents ..... ( )
- 4) Supporting and caring for parents in their old age is the responsibility of all children rather than the responsibility of the eldest son and his family alone ..... ( )

- 5) In a household where both the husband and wife are employed, household chores should be evenly divided between the spouses ..... ( )
- 6) There is a need for the people of our country to be more open minded about divorce, and the legal processes for divorce needs to be simplified ..... ( )

**■ Self consciousness and social consciousness**

Q13. [All respondents over 16 years old] Please write a number from 1 to 5 expressing how much you agree with the following statements.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1	2	3	4	5	9

- 1) Nowadays, there are no clear rules or standards one must abide by ..... ( )
- 2) The government should allow information to be posted on the internet even if the contents are objectionable ..... ( )
- 3) I often feel alienated from those around me ..... ( )
- 4) I am satisfied with my current life ..... ( )
- 5) I am afraid that my knowledge will become obsolete with the rapid development of technology ..... ( )
- 6) I am worried that at the end new technologies will encroach on the private lives of individuals ..... ( )
- 7) Information and communication technology such as the internet and cell phones have made our world a better place to live in ..... ( )
- 8) Social inequality will grow due to information ..... ( )
- 9) Learning to use the computer and the internet will become a useful tool in the future ..... ( )
- 10) The key information in society is already monopolized by a specific group ..... ( )

Q14. Where among the following do you think your standard of living belongs?

Highest	Upper middle	Middle	Lower middle	Lowest	Don't know
1	2	3	4	5	9

Q15. Where among the following do you think your political tendencies belong?

Very conservative	Somewhat conservative	Moderate	Somewhat liberal	Very liberal	Don't know
1	2	3	4	5	9

Q16. How important do you think are the following?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know
1) Earning a lot of money	1	2	3	4	5	9
2) Environmental protection	1	2	3	4	5	9
3) Religious activities	1	2	3	4	5	9
4) Participating in civic activities and volunteer activities	1	2	3	4	5	9
5) Participating in reunions and social gatherings of people from the same hometown	1	2	3	4	5	9
6) Not falling behind the general trends in society	1	2	3	4	5	9

Q17. What is your opinion regarding the following?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
1) Even if it's expensive I purchase clothes from well known brands	1	2	3	4	5
2) I seek out good restaurants	1	2	3	4	5
3) I make efforts to attend exhibits and visit museums	1	2	3	4	5
4) When purchasing a car I will purchase an imported car if possible	1	2	3	4	5
5) I prefer a job where I can do the work I want to even if the pay is lower	1	2	3	4	5
6) When new computers come out I am quicker to upgrade than others	1	2	3	4	5
7) I am very interested in new information technology	1	2	3	4	5

Q18. How much do you spend annually on purchasing services or goods through the mail, telephone, or home shopping on TV? (Excluding goods purchased through the internet)

\_\_\_\_\_ Won

Q19. The following questions are regarding those who have frequent contact with you in your daily life. Please list four people in order of those you feel are closest to you and answer the following questions.

(\*Please refer to the appendix and exclude family members living with you)

Number	Name (initials)	Period of acquaintance	Average frequency of contact (including telephone calls)	Relationship	Gender	Age	Occupation	Education	Residence	Type of assistance exchanged (please mark all applicable answers)	Whether the people listed here know each other
1											2, 3, 4, None
2											1, 3, 4, None
3											1, 2, 4, None
4											1, 2, 3, None

Q20. The following questions are regarding the organizations or groups you belong to which includes alumni associations, gye, clubs, civic organizations, sports clubs etc. Approximately how many clubs or organizations are you currently participating in?

\_\_\_\_\_

Q20-1. Please list 4 groups or organizations you participate in, in order of participation frequency or attachment, and answer the following questions. (Refer to the appendix)

Number	Name of organization	Duration of membership	Average frequency of participation	Content of meeting	Number of members	What you gain from the meeting (please mark all applicable answers)	Degree of regulation and mandatory rules within the organization
							High, Middle, Low, None
							High, Middle, Low, None
							High, Middle, Low, None
							High, Middle, Low, None

Q20-2. What is your opinion regarding the following in reference to the gathering you listed as number 1 in the group of gatherings listed above?

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1	2	3	4	5

- 1) I am a relatively important person in the group ..... ( )
- 2) I actively participate in the regular and occasional activities of the group ..... ( )
- 3) Even if something is unbeneficial to me, I tend to gladly participate if it is beneficial to the other members of the group ..... ( )
- 4) I feel comfortable when I am at the gathering ..... ( )
- 5) In the group, there is a lot of useful information and a lot of people who are useful to me ..... ( )
- 6) The members of the group are trustworthy ..... ( )
- 7) The various information I obtain from the group are trustworthy ..... ( )

- 8) If I seldom show up to the gatherings other members show interest ..... ( )
- 9) Customary practices are more important than the official rules or delegations of the organization ..... ( )
- 10) There is a clear shared goal among the members of the group ..... ( )

Q20-3. Among those you have listed in <Question19> as being close to you, are any members of the above groups or organizations? If so, who belongs to which organization?

Number of close acquaintance	1	2	3	4
Number of gathering				

**■ Internet use**

Q21. Who do you think should be responsible for the protection of privacy and personal information? (please chose only one)

- 1) The government
- 2) Corporation
- 3) Oneself
- 4) Other \_\_\_\_\_
- 5) Don't know
- 6) Not applicable

Q22. How often do you purchase goods and services through the home shopping network on TV?

- 1) Daily
- 2) At least 3-4 times a week
- 3) At least once a week
- 4) At least once a month
- 5) At least 3-4 times a year
- 6) Once or twice a year
- 7) Never
- 8) Don't know

Q23. Are you currently using the internet?

- 1) Yes ⇒ Go to Q24.
- 2) No ⇒ Go to Q23-1.

Q23-1. What is the reason for not using the internet? (Please mark all applicable answers)

- 1) Fear of technology
- 2) Because the performance of my computer is poor
- 3) Because I don't know how to use it
- 4) Because I am uninterested

- 5) Because there are no suitable computers or terminals to use
- 6) Because it's not educational for children
- 7) Because of pornographic/sex sites
- 8) Because of the leakage of personal information (invasion of privacy)
- 9) Too expensive
- 10) Because of computer viruses
- 11) Because it is too slow
- 12) Because there are too many spam emails and advertisements
- 13) Because it is too difficult to connect to the internet
- 14) Because it is too difficult to find information on the internet
- 15) Because the internet seems useless
- 16) I waste too much time because of the internet
- 17) Computer is broken
- 18) I have no friends to email
- 19) I have moved to an area where internet use is difficult following graduation from college
- 20) I have moved to an area where internet use is difficult while changing jobs
- 21) I have moved to an area where internet use is difficult
- 22) I have never used it long enough
- 23) Because my credit card information may be leaked
- 24) Other
- 25) Don't know

Q23-2. Have you experienced the following because you don't use the internet?

	Yes	No
1) I have been advised by others to use the internet	1	2
2) I have been left out of conversations among friends	1	2
3) I have experienced disadvantages in seeking a job or changing jobs	1	2
4) I have experienced disadvantages in obtaining information regarding a hobby or my studies	1	2
5) I have been told that it's difficult to reach me because I don't use the internet	1	2

Q23-3. Do you think you will use the internet within the next year?

- 1) Not at all
- 2) Somewhat
- 3) Most definitely
- 4) Don't know

Q23-4. How much do your parents use the computer at home?

Never use it	Rarely use it	Often use it	Always use it
1	2	3	4

- 1) Father \_\_\_\_\_ 2) Mother \_\_\_\_\_

Q23-5. How well are your parents able to use the computer?

Not at all	Not very well	Somewhat well	Very well
1	2	3	4

1) Father \_\_\_\_\_ 2) Mother \_\_\_\_\_

Q23-6. Do your parents' occupations require the use of a computer?

1) Father	1. Yes	2. No	3. Not applicable
2) Mother	1. Yes	2. No	3. Not applicable

⇒ Please terminate the interview for those who do not use the internet.

### Questions for internet users

Q24. Did you connect to the internet at least once or more during the past month?

- 1) Yes
- 2) No

Q25. The following are questions regarding those you have frequent contact with in cyberspace using the internet (including email, messages) Please list four of those you feel are the closest to you and answer the following questions. (Refer to appendix. Please exclude family members living with you and leave the questions blank if you don't have the information)

Number	Name	ID	Period of acquaintance	Average frequency of contact (excluding telephone calls)	Relationship	Gender	Age	Occupation	Education	Residence	Type of assistance exchanged (please mark all applicable answers)	Whether or not the people listed here know each other	Experience of having met off line
1												2, 3, 4, None	Yes No
2												1, 3, 4, None	Yes No
3												1, 2, 4, None	Yes No
4												1, 2, 3, None	Yes No

Q26. Are any of the people listed in <Question 19> also listed in <Question 25>? If so, how many times?

Q19 Number of close acquaintance	1	2	3	4
Q26 Number of close acquaintance				

Q27. With the widespread use of the internet, various communities are forming online. The community activities on *Freechal*, *Daum* cafes as well as communities such as *I Love School*, and *Damoimm* are some examples. Are there internet communities you are a member of and are actively participating in?

- 1) Yes ⇒ Go to Q27-1.
- 2) No ⇒ Go to Q28.

Q27-1. How many communities are you a member of?

\_\_\_\_\_

Q27-2. The following are questions regarding the cyber communities you are a member of. Please list 4 communities you most frequently participate in or feel the most attachment to.

Number	Name of organization or name of domain	Duration of membership	Average frequency of participation (excluding telephone calls)	Content of meeting	Number of members	What you gain from the activities in the community (please mark all applicable answers)	Degree of regulation and mandatory rules within the organization	Whether or not offline meetings are held
							High, Middle, Low, None	Yes No
							High, Middle, Low, None	Yes No
							High, Middle, Low, None	Yes No
							High, Middle, Low, None	Yes No

Q27-3. Among the communities you have listed above, what do you think about the following regarding the community listed as <1>?

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1	2	3	4	5

- 1) I am a relatively important person in the communities ..... ( )
- 2) I actively participate in the regular and occasional activities of the communities ..... ( )
- 3) Even if something is unbeneficial to me, I tend to gladly participate if it is beneficial to the other members of the communities ..... ( )
- 4) I feel comfortable when I am at the gathering ..... ( )
- 5) In the communities, there is a lot of useful information and a lot of people who are useful to me ..... ( )
- 6) The members of the communities are trustworthy ..... ( )
- 7) The various information I obtain from the communities are trustworthy ..... ( )
- 8) If I seldom show up to the gatherings other members show interest ..... ( )
- 9) Customary practices are more important than the official rules or delegations of the communities ..... ( )
- 10) There is a clear shared goal among the members of the communities ..... ( )

Q27-4. Among those you have listed in <Question 25> as being close to you, are there any members of the above communities? If so, who belongs to which community?

Number of close acquaintances (Q25)	1	2	3	4
Number of gatherings (Q27)				

Q28. [Over the age of 18 only] Have you ever traded securities using the internet?

- 1) Yes
- 2) No

Q29. Have you purchased goods or services using the internet?

- 1) Yes ⇒ Go to Q29-1.
- 2) No ⇒ Go to Q30.

Q29-1. (If yes) How many times during the past year have you purchase goods and services online?

Number of times used : \_\_\_\_\_ times

Q29-2. (If yes) How much do you spend on a monthly average for purchasing goods and services online?

Amount spent : \_\_\_\_\_ won

Q29-3. What are the goods and services you purchase through the internet? (Please select all applicable answers)

- 1) Subscription to internet sites
- 2) Books
- 3) Compact discs (CD)
- 4) Computers and computer accessories
- 5) Software, computer games and gaming programs
- 6) Clothes
- 7) Flowers
- 8) Jewelry or watches
- 9) Online news and magazines
- 11) Securities or stocks
- 12) Electronics etc.
- 13) Food or cosmetics
- 14) Medicine
- 15) Furniture
- 16) Travel services (plane tickets, car rental, hotel reservation)
- 17) Sports equipment
- 18) Hobby related products
- 19) Gifts
- 20) Video or DVD
- 21) Children's products or toys

- 22) Collectibles
- 23) Insurance
- 24) Automobile
- 25) Ticket reservation (theater etc.)
- 26) Other \_\_\_\_\_

Q29-4. How much did your purchases from retail stores decrease due to online purchases?

- 1) Did not decrease at all
- 2) Slightly decreased
- 3) Decreased very much

Q29-5. How much did your purchases through telephone/mail decrease due to online purchases of similar goods and services?

- 1) Did not decrease at all
- 2) Slightly decreased
- 3) Decreased very much

Q29-6. How satisfied are you with the quality of the products you have purchased online?

- 1) Very dissatisfied
- 2) Mostly dissatisfied
- 3) Neither satisfied nor dissatisfied
- 4) Mostly satisfied
- 5) Very satisfied
- 9) Don't know

Q30. How important are the following in purchasing goods and services on the internet?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know
1) Convenience	1	2	3	4	5	9
2) Able to purchase products 24hours a day	1	2	3	4	5	9
3) It's more fun to shop online	1	2	3	4	5	9
4) Low cost	1	2	3	4	5	9
5) Plenty of useful information regarding goods and services	1	2	3	4	5	9
6) Easy to find desired goods and services	1	2	3	4	5	9
7) Easy to compare quality and price	1	2	3	4	5	9
8) Saves time	1	2	3	4	5	9
9) No need to haggle	1	2	3	4	5	9

Q31. How concerned are you regarding the following when purchasing goods and services online?

	Not at all concerned	Unconcerned	Neither concerned nor unconcerned	Concerned	Very concerned	Don't know
1) It takes too long to receive the product	1	2	3	4	5	9
2) Product not being sent or damage during delivery	1	2	3	4	5	9
3) Security issue of credit card information	1	2	3	4	5	9
4) Invasion of privacy due to the exposure of personal information	1	2	3	4	5	9

Q32. What is your opinion regarding the following statements? Please answer how much you agree with each of the statements.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1	2	3	4	5	9

- 1) Services provided online are better than the customer services provided at general stores ..... ( )
- 2) I think I will end up making more purchases online ..... ( )
- 3) It is difficult to exchange or return the goods purchased through the internet ..... ( )
- 4) It is inconvenient to purchase through the internet because one can't meet with the seller ..... ( )
- 5) I tend to purchase more well-known products online rather than when purchasing in a general store ..... ( )
- 6) When purchasing online I spend more money than I intend to ..... ( )
- 7) It is difficult to confirm the accuracy of the product content or quality when purchasing through the internet ..... ( )

**■ Questions regarding internet use**

Q33. What is the reason you first started using the internet? (Please select only one answer)

- 1) Due to my work
- 2) Due to school life
- 3) Because my friends use the internet
- 4) To receive electronic mail
- 5) To purchase goods using the internet
- 6) To keep up with the times

- 7) Because it is new and interesting
- 8) For stock trading purposes
- 9) To send messages
- 10) To get information more quickly
- 11) To learn more about my interests
- 12) Because it was available
- 13) Other \_\_\_\_\_

Q34. How long has it been since you started using the internet?

\_\_\_\_\_Years \_\_\_\_\_Months

Q35. How do you connect to the internet at home? (Please mark all applicable answers)

- 1) Telephone modem/(14.4KBPS, 28.8KBPS, 56.6KBPS)
- 2) Cable modem (Ex. Durunet)
- 3) Internet TV
- 4) ADSL (ex. Korea telecom's Megapass)
- 5) ISDN
- 6) Satellite
- 7) T1/T3 (LAN line at work or school)
- 8) Wireless such as PDA etc
- 9) Cellular phone
- 10) Other \_\_\_\_\_

Q36. How much do you use the internet at the following locations in a week?

1) Home	_____Hours _____Minutes	5) Home of a friend or relative	_____Hours _____Minutes
2) Work	_____Hours _____Minutes	6) Public facility such as city hall or post office	_____Hours _____Minutes
3) School	_____Hours _____Minutes	7) PC room	_____Hours _____Minutes
4) Public library	_____Hours _____Minutes	8) Other _____	_____Hours _____Minutes

Q37. How satisfied are you with the following in using the internet?

	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	Don't know
1) Quantity of information needed	1	2	3	4	5	9
2) Goods and services needed	1	2	3	4	5	9
3) Convenience of searching for information	1	2	3	4	5	9
4) Connection speed	1	2	3	4	5	9
5) Internet in general	1	2	3	4	5	9

Q38. Among the internet sites you are currently a member of, are there any which you are a paid subscriber of? If so, please list the names of 3 paid subscription based internet sites.

- 1) Yes [ 1)\_\_\_\_\_ 2)\_\_\_\_\_ 3)\_\_\_\_\_ ]  
 2) No

Q39. What internet site do you spend the most time logged onto after connecting to the internet?

Site name or domain : \_\_\_\_\_

Q40. Have you used any of the following through the internet during the past week?

	Yes	No
1) Auction		
2) Travel related information and services		
3) Game		
4) Hobby/club		
5) Telecommuting		
6) Listening to music		
7) Searching for domestic news and information		
8) Searching for international news and information		
9) Medical information		
10) Religious or spiritual activity		
11) School activity (cyber lecture, homework)		
12) Chat room (chatting)		
13) Sending messages (messenger)		
14) Electronic mail (email)		
15) Entertainment information (movies, gambling etc.)		
16) Advertisement regarding employment		
17) Trading stocks, mutual funds		
18) Online banking		
19) Online shopping		
20) Pornographic site (to be answered by those over the age of 18)		
21) Administrative services (license renewal/registration, taxes)		
22) General surfing or browsing		
23) Visiting alumni/ hometown community sites		
24) Internet message boards, address book, or newsgroup		
25) Sending files (ftp)		
26) Other		

Q41. Do you usually do the following while using the internet?

	Yes	No
1) Listen to music on the computer	1	2
2) Listen to music on the radio	1	2
3) Log on to chatting or messenger services	1	2
4) Watch TV	1	2

■ Questions regarding electronic mail (E-mail)

Q42. Are you using email or have an email address?

- 1) Yes ⇒ Go to Q42-1.
- 2) No ⇒ Go to Q43.

Q42-1. Have you ever included any of the following in an email?

	Yes	No
1) Photograph or images	1	2
2) Video clip	1	2
3) Link to a website	1	2
4) Music	1	2

Q42-2. How many emails do you receive in a week?

1) Work or school related	_____ times
2) Personal content	_____ times
3) Junk mail (Advertisements etc.)	_____ times
4) Other	_____ times

Q42-3. Please tell me how much you agree with the following statements.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
1	2	3	4	5	9

- 1) I have more frequent contact with those who use email ..... ( )
- 2) I can contact people through email whom I would not normally meet in person to converse with ..... ( )

Q42-4. How often do you check your email?

- 1) Every hour
- 2) Couple of times a day

- 3) About once a day
- 4) Couple of times a week
- 5) About Once a week
- 6) Less than once a week
- 7) Don't know

Q43. Are there any acquaintances you currently keep in contact with whom you first met online?  
If so, how many such acquaintances are there?

- 1) Yes [ \_\_\_\_\_Persons ]
- 2) No

Q44. How many people do you keep in contact with online but have never met in person?  
(Online refers to chat rooms or email using the internet)

\_\_\_\_\_ Persons

Q45. How has contact with the following people changed due to the use of internet?

	Significantly decreased	Somewhat decreased	No change	Somewhat increased	Significantly increased
1) People you share a hobby with (club)	1	2	3	4	5
2) People you share political opinions with	1	2	3	4	5
3) People you participate in religious activities with	1	2	3	4	5
4) Family members	1	2	3	4	5
5) Friends	1	2	3	4	5
6) People who belong to the same occupation	1	2	3	4	5
7) Alumni association, hometown association	1	2	3	4	5
8) Anonymous people	1	2	3	4	5
9) People who have completely different interests	1	2	3	4	5

■ Use of internet at home

Q46. How often have you felt alienated because a member of your family spent too much time on the following?

	Often	Sometimes	Never	Don't know
1) Internet	1	2	3	9
2) Watching television	1	2	3	9

Q47. How has the number of hours you spend with your family changed since you started using the internet at home?

- 1) Time spent with family has increased
- 2) No change
- 3) Time spent with family has decreased
- 4) Don't know
- 5) No answer
- 6) Refused to answer

Q48. [Question should be answered only by internet users under the age of 18] Do you tell your parents about what you do on the internet?

- 1) Yes
- 2) No
- 3) Not applicable

Q49. [Applicable to all respondents] In your household, do you have children under the age of 18 who are using the internet?

- 1) Yes ⇒ Go to Q49-1.
- 2) No ⇒ Go to Q50.

Q49-1. Are you limiting the use of the internet by minors under the age of 18 in your household?

- 1) Yes
- 2) No

Q49-2. Which of the following regulatory methods do you use in controlling the use of internet by children under the age of 18? Please mark all applicable answers.

	Yes	No
1) Installed parental control software	1	2
2) Prior permission to use the internet	1	2
3) Limiting the hours of internet use	1	2
4) Monitoring internet use	1	2
5) Other _____	1	2

Q49-3. Has there been a change in the academic performance by children under the age of 18 following the use of internet in your home?

Improved	No change	Deteriorated	Don't know	No answer	Refused to answer
1	2	3	4	5	6

Q49-4. How has the number of hours the children in your household under the age of 18 spend with their friends changed since they started using the internet?

- 1) They spend more time with their friends
- 2) They spend less time with their friends
- 3) Almost no change
- 4) Don't know
- 5) No answer
- 6) Refused to answer

Q49-5. How has the number of hours the minors in your household under the age of 18 spend on watching TV changed since they started using the internet?

- 1) They watch less TV
- 2) They watch the same amount of TV
- 3) They watch more TV
- 4) Don't know
- 5) No answer
- 6) Refused to answer

■ Use of the internet at work

Q50. How many hours do you spend in a week on work related email while you are at work?

\_\_\_\_\_Hours

Q50-1. How many hours do you spend in a week on work related internet search or chatting while you are at work?

\_\_\_\_\_Hours

Q51. How many hours do you spend in a week on personal email while you are at work?

\_\_\_\_\_Hours

Q51-1. How many hours do you spend in a week on internet search or chatting for personal purposes while you are at work?

\_\_\_\_\_Hours

Q52. How has your work productivity changed since you started using the internet?

- 1) Productivity has drastically decreased
- 2) Productivity has somewhat decreased
- 3) No change
- 4) Productivity has somewhat increased
- 5) Productivity has drastically increased
- 6) Don't know

Q53. How has work satisfaction changed due to the use of the internet?

Drastically decreased	Somewhat decreased	No change	Somewhat increased	Drastically increased	Don't know
1	2	3	4	5	6

Q54. How strictly does your company monitor the use of the internet?

- 1) Very strictly
- 2) Somewhat strictly
- 3) Average
- 4) Not very strictly
- 5) Not at all strictly
- 6) Don't know

Q55. How has the time you spend on the following activities changed due to the use of the internet?

Substantially decreased	Somewhat decreased	No change	Somewhat increased	Substantially increased	Don't know
1	2	3	4	5	9

- 1) Time spent with a close friend by meeting in person ..... ( )
- 2) Time spent with family in person ..... ( )
- 3) Time spent on participating in exercise or sports ..... ( )
- 4) Time spent on watching television ..... ( )
- 5) Listening to the radio offline ..... ( )
- 6) Time spent on reading books, newspapers, magazines etc. .... ( )
- 7) Hours of sleep ..... ( )
- 8) Time spent on artistic and creative activities ..... ( )