

## 2009 Survey of Korean media use &amp; identity among Korean-Americans

Hello! We are carrying out a study of young Korean-Americans and Koreans that live in the U.S. You will be asked about your preferences on Korean media and your overall thoughts about your life in America. Your input will be treated strictly confidential but it will contribute to a better understanding of Koreans and Korean-Americans. The questionnaire should take about 20 minutes. We thank you for giving us your precious time.

Sora Park, PhD (Associate Professor)

Seokhoon Ahn (Graduate Student)

Second Generation Research Team

Hanyang University, Seoul, Korea

■ How often do you use the following media?

Type of media	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Do not use
1_1. American TV shows	①	②	③	④	⑤	⑥	⑦
1_2. American Newspapers (in paper form)	①	②	③	④	⑤	⑥	⑦
1_3. American internet sites	①	②	③	④	⑤	⑥	⑦
1_4. American pop music	①	②	③	④	⑤	⑥	⑦
1_5. American video games including online games	①	②	③	④	⑤	⑥	⑦

■ How often do you use Korean media?

Type of Korean media	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Do not use
2_1. Korean TV shows	①	②	③	④	⑤	⑥	⑦
2_2. Korean newspapers (in paper form)	①	②	③	④	⑤	⑥	⑦
2_3. Korean internet sites	①	②	③	④	⑤	⑥	⑦
2_4. Korean pop music ("kayo")	①	②	③	④	⑤	⑥	⑦
2_5. Korean online games	①	②	③	④	⑤	⑥	⑦

3. Where do you get information about Korean dramas, music and movies? Check ALL that apply.

- ( ) ① Korean-American friends  
 ( ) ② Online groups or communities related to Korean culture  
 ( ) ③ Family/relatives  
 ( ) ④ Korean market/store  
 ( ) ⑤ Friends who live in Korea  
 ( ) ⑥ News and media  
 ( ) ⑦ Other

■ Here is a list of activities you can do online. Please check how often you use these services.

	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Do not use
4_1. Send or read email	①	②	③	④	⑤	⑥	⑦
4_2. Spend time in chat rooms	①	②	③	④	⑤	⑥	⑦
4_3. Send & receive instant messages (IM)	①	②	③	④	⑤	⑥	⑦
4_4. Shop online	①	②	③	④	⑤	⑥	⑦
4_5. Visit bulletin boards to write opinion/thoughts	①	②	③	④	⑤	⑥	⑦
4_6. Get news online	①	②	③	④	⑤	⑥	⑦
4_7. Play games	①	②	③	④	⑤	⑥	⑦
4_8. Watch/download video clips, movies, dramas	①	②	③	④	⑤	⑥	⑦
4_9. Listen to/download music on the web	①	②	③	④	⑤	⑥	⑦
4_10. Manage and update my homepage, blog or SNS sites (such as Facebook, MySpace, Twitter, etc)	①	②	③	④	⑤	⑥	⑦
4_11. Visit other people's blogs or SNS sites (such as Facebook, MySpace, Twitter, etc)	①	②	③	④	⑤	⑥	⑦
4_12. Upload/share video clips or photos	①	②	③	④	⑤	⑥	⑦
4_13. Search for information	①	②	③	④	⑤	⑥	⑦

■ Here are some reasons why you may watch Korean TV shows, Korean music or Korean internet sites, in other words, Korean media in general. Please check where it best describes you.

I use Korean media.....	Strongly disagree	Disagree	Agree	Strongly Agree
5_1. So I can learn more about Korean values	①	②	③	④
5_2. So I can learn and improve Korean	①	②	③	④
5_3. So I can learn how Koreans think	①	②	③	④
5_4. Because it's a family thing	①	②	③	④
5_5. Because my friends watch or use it	①	②	③	④
5_6. Because it's enjoyable and fun	①	②	③	④
5_7. Because it relaxes me	①	②	③	④
5_8. Because it makes me feel less lonely	①	②	③	④
5_9. So I can see alternative values to consider	①	②	③	④
5_10. So I can see my personal values reinforced	①	②	③	④
5_11. So I can find out what is going on in the world	①	②	③	④
5_12. So I can learn about local events and issues	①	②	③	④
5_13. So I can forget about school, work, or other things	①	②	③	④
5_14. Because it is a habit, just something to do	①	②	③	④

6. Here are some reasons why you may watch American TV shows, American music or American internet sites, in other words, American media in general. Please check where it best describes you.

I use American media.	Strongly disagree	Disagree	Agree	Strongly Agree
6_1. So I can learn more about American values	①	②	③	④
6_2. So I can learn and improve my English	①	②	③	④
6_3. So I can learn how Americans think	①	②	③	④
6_4. Because it's a family thing	①	②	③	④
6_5. Because my friends watch or use it	①	②	③	④
6_6. Because it's enjoyable and fun	①	②	③	④
6_7. Because it relaxes me	①	②	③	④
6_8. Because it makes me feel less lonely	①	②	③	④
6_9. So I can see alternative values to consider	①	②	③	④
6_10. So I can see my personal values reinforced	①	②	③	④
6_11. So I can find out what is going on in the world	①	②	③	④
6_12. So I can learn about local events and issues	①	②	③	④
6_13. So I can forget about school, work, or other things	①	②	③	④
6_14. Because it is a habit, just something to do	①	②	③	④

7\_1. About how many friends do you keep in touch with on a regular basis, meaning you see them or talk with them at least once a week? (            )

7\_2. (Among the total number of friends) How many of them are Koreans or Korean-Americans? (            )

8. Which would you say you are closer to?

- (    ) ① American friends  
 (    ) ② Korean-American (or Korean) friends  
 (    ) ③ About the same

■ How much do you spend online related to Korea?

	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Do not use
9_1. Send or read email to Korean-Americans or Koreans	①	②	③	④	⑤	⑥	⑦
9_2. Spend time in chat rooms with Korean-Americans or Koreans	①	②	③	④	⑤	⑥	⑦
9_3. Send & receive instant messages (IM) with Korean-Americans or Koreans	①	②	③	④	⑤	⑥	⑦
9_4. Visit bulletin boards to write opinion/thoughts about Korean issues	①	②	③	④	⑤	⑥	⑦
9_5. Get news about Korea online	①	②	③	④	⑤	⑥	⑦
9_6. Watch/download Korean video clips, movies, dramas	①	②	③	④	⑤	⑥	⑦

9_7. Listen to/download Korean music on the web	①	②	③	④	⑤	⑥	⑦
9_8. Visit Korean or Korean-American blogs or SNS sites (such as Facebook, MySpace, Twitter, etc)	①	②	③	④	⑤	⑥	⑦
9_9. Search for information on Korea	①	②	③	④	⑤	⑥	⑦

■ How much do you agree with the following statements? Ethnic group refers to Koreans and Korean-Americans.

	Strongly disagree	Disagree	Agree	Strongly Agree
10_1. I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs.	①	②	③	④
10_2. I am active in organizations or social groups that include mostly members of my own ethnic group	①	②	③	④
10_3. I have a clear sense of my ethnic background and what it means for me	①	②	③	④
10_4. I think a lot about how my life will be affected by my ethnic group membership	①	②	③	④
10_5. I am happy that I am a member of the group I belong to	①	②	③	④
10_6. I have a strong sense of belonging to my own ethnic group	①	②	③	④
10_7. I understand pretty well what my ethnic group membership means to me	①	②	③	④
10_8. In order to learn more about my ethnic background, I have often talk to other people about my ethnic group	①	②	③	④
10_9. I have a lot of pride in my ethnic group	①	②	③	④
10_10. I participate in cultural practices of my own group, such as food, music, or customs	①	②	③	④
10_11. I feel a strong attachment towards my own ethnic group	①	②	③	④
10_12. I feel good about my cultural or ethnic background	①	②	③	④

■ How much do you agree with the following statements?

	Strongly disagree	Disagree	Agree	Strongly Agree
11_1. I am able to make good friends with Koreans(Korean Americans) and Americans	①	②	③	④
11_2. I have been successful in the U.S. and Korea	①	②	③	④
11_3. I hang around more with Americans than Koreans(Korean Americans)	①	②	③	④
11_4. I want to be treated as an American	①	②	③	④
11_5. I prefer American values more than Korean values	①	②	③	④
11_6. I see myself being helped and supported more by American people than by those from Korea	①	②	③	④
11_7. I prefer Korean-style living environments	①	②	③	④
11_8. I prefer a roommate from Korea or Korean-American if I need to have one	①	②	③	④
11_9. I feel Korean values are far more acceptable than American values	①	②	③	④
11_10. I feel that I do not belong to either Korean or American cultures	①	②	③	④
11_11. I am not understood by people from Korea or the U.S.	①	②	③	④
11_12. I am lost in both Korean and American cultures	①	②	③	④

12. How would you describe your neighborhood at home?

- ① Mostly whites
- ② Majority is whites but we have a large Korean-American population
- ③ Mixed ethnic groups
- ④ Mostly Koreans

13. Where were you born?

- ① America
- ② Korea
- ③ Other country

14-1. Did your parents immigrate to the United States?

- ① Yes       ② No      → skip to number 15

14. In what year did your parents come to the United States? Year (      )

15. Are you a U.S. citizen?

- ① Yes       ② No       ③ Don't know

16. Check ALL the people that are currently living with you. Please DO NOT include temporary or regular visits.

- ① Father       ② Mother       ③ Brother(s)       ④ Sister(s)
- ⑤ Uncle(s)       ⑥ Aunt(s)       ⑦ Grandparent(s)       ⑧ Other relative(s)
- ⑨ Non-relative(s)       ⑩ Live in a dorm

17. What is your father's job? (If retired or deceased, please write his most current job)

18. What is the highest level of education that your father completed?

- ① Elementary school or less
- ② Middle school graduate or less
- ③ Some high school
- ④ High school graduate
- ⑤ Some college or university
- ⑥ College graduate or more

19. What is your mother's job? (If retired or deceased, please write her most current job)

20. What is the highest level of education that your mother completed?

- ( ) ① Elementary school or less
- ( ) ② Middle school graduate or less
- ( ) ③ Some high school
- ( ) ④ High school graduate
- ( ) ⑤ Some college or university
- ( ) ⑥ College graduate or more

■ What is the main language you speak at home?

	Korean	English	Mixed	
21_1. What language do your parents speak at home?	①	②	③	
21_2. What language do your siblings speak at home?	①	②	③	④ No siblings
21_3. What language do you speak at home?	①	②	③	

■ The next questions are about your Korean language skills.

	Not at all	Not well	Well	Very well
22_1. How well do you speak Korean?	①	②	③	④
22_2. How well do you understand Korean?	①	②	③	④
22_3. How well do you read Korean?	①	②	③	④
22_4. How well do you write Korean?	①	②	③	④

■ The next questions are about your English language skills.

	Not at all	Not well	Well	Very well
23_1. How well do you speak English?	①	②	③	④
23_2. How well do you understand English?	①	②	③	④
23_3. How well do you read English?	①	②	③	④
23_4. How well do you write English?	①	②	③	④

■ Here's a list of qualities and values in life that children can be encouraged to learn at home. Please check how much your parents emphasize them to you and your siblings.

	Not at all important	Not that important	Somewhat important	Very important
24_1. Keeping a Korean identity	①	②	③	④
24_2. Being able to speak Korean	①	②	③	④
24_3. Learning Korean ways of things	①	②	③	④
24_4. Obedience to parents	①	②	③	④
24_5. Going to a good university	①	②	③	④
24_6. Respect for elderly	①	②	③	④

