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Please tick (☑) where applicable:
 Checked Coded
 Validated Data entered

Serial#

Remarks:

PLEASE FILL IN THE FOLLOWING INFORMATION AFTER YOU HAVE COMPLETED THE QUESTIONNAIRE

- P1 Interviewer's Name : _____
- P2 Respondent's Name : _____
- P3 Respondent's Email : _____
- P4 Respondent's Contacts : (H) _____ (HP) _____ (Others) _____
- P5 Date / Time of Survey : ____/____/2008 Started at: _____ Ended at: _____

Introduction

Good morning / afternoon / evening. My name is _____ from Media Research Consultants Pte. Ltd. We are conducting a survey on regarding students' perceptions on, and contacts with, neighbouring Asian countries and would appreciate it if you could spare a few minutes to answer some questions.

The information that you give is strictly confidential and will be used for statistical purposes only.

SCREENER QUESTIONS

- S1 Which of the following universities are you registered as an undergraduate student?
- 11 National University of Singapore
 - 12 Nanyang Technological University (Singapore)
 - 13 None of the above <Thank and close interview>
- S2 Are you an international student?
- 1 Yes → thank respondent and terminate interview
 - 2 No → continue to S3
- S3 Please indicate gender << check quota >>:
- 1 Male
 - 2 Female
- S4 Please indicate your current academic year << check quota >>: _____
- S5 Do you major in sciences or arts? << check quota >>
- 1 Science (natural sciences, engineering, medicine or related subject)
 - 2 Arts (humanities, social sciences, fine arts or related subject)

F1 Please state your age: Exact age >> _____

F2 Please indicate your proficiency in the languages below: [[single answer for each // SHOWCARD A]]

F2.1	English		F2.2	Mandarin	
	1	Fluent		1	Fluent
	2	Daily conversation		2	Daily conversation
	3	Very little		3	Very little
	4	No command at all		4	No command at all
	9	Don't know		9	Don't know
F2.3	Korean		F2.4	Japanese	
	1	Fluent		1	Fluent
	2	Daily conversation		2	Daily conversation
	3	Very little		3	Very little
	4	No command at all		4	No command at all
	9	Don't know		9	Don't know

F3 Please indicate how frequently you use the Internet and mobile phones. [[SHOWCARD B]]

F3.1 How often do you view Internet web pages by computer? [[single answer]]

F3.2 How often do you read or write emails by computer? [[single answer]]

F3.3 How often do you read or write messages by mobile phone? [[single answer]]

F3.1 View Internet webpages		F3.2 Read / write emails by computer		F3.3 Read / write messages by mobile	
1	Almost every day	1	Almost every day	1	Almost every day
2	Several times a week	2	Several times a week	2	Several times a week
3	Several times a month	3	Several times a month	3	Several times a month
4	Seldom	4	Seldom	4	Seldom
5	Never	5	Never	5	Never
9	Don't know	9	Don't know	9	Don't know

Q1 When you hear "Asia", what kind of image do you have? Please rate for each of the following attributes by using a scale from 1 to 7. [[single answer for each // SHOWCARD C]]

1.1	Dirty	←	1	2	3	4	5	6	7	→	Clean	9	Don't know
1.2	Stagnant	←	1	2	3	4	5	6	7	→	Developing	9	Don't know
1.3	Young	←	1	2	3	4	5	6	7	→	Old	9	Don't know
1.4	Static	←	1	2	3	4	5	6	7	→	Dynamic	9	Don't know
1.5	Homogenous	←	1	2	3	4	5	6	7	→	Heterogeneous	9	Don't know
1.6	Safe	←	1	2	3	4	5	6	7	→	Dangerous	9	Don't know

Q2 Which countries are included in your image of "Asia"? Please choose all that apply. [[multiple answers // SHOWCARD D]]

- | | | | |
|----|--|----|-------------|
| 1 | Afghanistan | 19 | Myanmar |
| 2 | Australia | 20 | Nepal |
| 3 | Bangladesh | 21 | New Zealand |
| 4 | Bhutan | 22 | North Korea |
| 5 | Brunei | 23 | Pakistan |
| 6 | Cambodia | 24 | Philippines |
| 7 | China (excluding Taiwan and Hong Kong) | 25 | Russia |
| 8 | East Timor | 26 | Singapore |
| 9 | Hong Kong | 27 | South Korea |
| 10 | India | 28 | Sri Lanka |
| 11 | Indonesia | 29 | Taiwan |
| 12 | Iran | 30 | Thailand |
| 13 | Japan | 31 | Turkey |
| 14 | Kazakhstan | 32 | UK |
| 15 | Laos | 33 | USA |
| 16 | Malaysia | 34 | Vietnam |
| 17 | Maldives | 35 | Don't know |
| 18 | Mongolia | | |

Q3 Have you been to the following countries? Please choose all that apply. [[multiple answers // SHOWCARD E]]

- | | |
|----|--|
| 1 | Australia |
| 2 | China (excluding Taiwan and Hong Kong) |
| 3 | India |
| 4 | Japan |
| 6 | South Korea |
| 7 | UK |
| 8 | USA |
| 9 | Others. Please specify: _____ |
| 10 | Have never been to a foreign country |
| 11 | Don't know |

Q4 Do you think the following countries have a good or bad influence on your country? Please select the response closest to your opinion for each country listed. [[single answer for each country // SHOWCARD F]]

		Good influence	Rather good influence	Neither good nor bad influence	Rather bad influence	Bad influence	Don't know
1	Australia	1	2	3	4	5	9
2	China	1	2	3	4	5	9
3	India	1	2	3	4	5	9
4	Indonesia	1	2	3	4	5	9
5	Japan	1	2	3	4	5	9
6	Malaysia	1	2	3	4	5	9
7	North Korea	1	2	3	4	5	9
8	Philippines	1	2	3	4	5	9
9	Russia	1	2	3	4	5	9
10	South Korea	1	2	3	4	5	9
11	Thailand	1	2	3	4	5	9
12	UK	1	2	3	4	5	9
13	USA	1	2	3	4	5	9
14	Vietnam	1	2	3	4	5	9

Q5 Have you ever heard about the following regional institutions, organisations or meetings? Please choose all that apply. [[multiple answers // SHOWCARD G]]

- 1 ASEAN (Association of South East Asian Nations)
- 2 East Asian Summit
- 3 SCO (Shanghai Co-operative Organisation)
- 4 APEC (Asia-Pacific Economic Co-operation)
- 5 ARF (Asian Regional Forum)
- 6 Boao Forum for Asia
- 7 None of the above
- 8 Don't know

Q6 Which, if any, of the following issues do you think are a threat to your country? Please choose all issues that apply. [[multiple answers // SHOWCARD H]]

- 1 Poverty
- 2 Economic inequality
- 3 Terrorism
- 4 Environmental destruction / pollution / problems related to natural resources
- 5 Wars and conflicts
- 6 Natural disasters
- 7 Crime
- 8 Corruption
- 9 Illegal drugs and drug addiction
- 10 Refugee and asylum problems
- 11 Unemployment
- 12 The aging of society (growing relative number of senior citizens)
- 13 Spread of infectious disease
- 14 Religious fundamentalism
- 15 Overpopulation
- 16 Moral decline / spiritual decadence
- 17 None of the above
- 18 Don't know

Q7 In order to maintain stability in Asia, to what extent do you think the following factors are important? [[single answer for each // SHOWCARD I]]

		Very important	Somewhat important	Not really important	Not at all important	Don't know
1	US military power	1	2	3	4	9
2	Balance among the great powers	1	2	3	4	9
3	Economic development	1	2	3	4	9
4	Growth of an Asian identity	1	2	3	4	9
5	Increasing flow of population	1	2	3	4	9

Q8 For each of the following issues, please indicate whether you think that related policies should be decided by national governments, by regional organisations (such as ASEAN [Association of South East Asian Nations]) or by international organisations (such as the United Nations). [[single answer for each issue // SHOWCARD J]]

		National governments	Regional organisations	International organisations	Don't know
1	Peacekeeping	1	2	3	9
2	Protection of the environment	1	2	3	9
3	Aid to developing countries	1	2	3	9
4	Refugee problems	1	2	3	9
5	Protection of human rights	1	2	3	9
6	Prevention of infectious diseases	1	2	3	9
7	Management of exchange rates	1	2	3	9
8	Trade policy	1	2	3	9
9	International crime	1	2	3	9
10	Territorial issues	1	2	3	9

Q9 Here is a list of five dangers in the world today. In your opinion, which one of these poses the greatest threat to the world? [[single answer // SHOWCARD K]]

- 1 Spread of nuclear weapons
- 2 Religious and ethnic hatred
- 3 AIDS and other infectious diseases
- 4 Pollution and other environmental problems
- 5 Growing gap between the rich and poor
- 9 Don't know

Q10 People have different views about themselves and how they relate to the world. Please tell us if you agree with each of the following statements by choosing one option per statement. [[single answer for each statement // SHOWCARD L]]

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1	I see myself as a world citizen	1	2	3	4	9
2	I see myself as part of my local community	1	2	3	4	9
3	I see myself as part of Singapore	1	2	3	4	9
4	I see myself as part of Asia	1	2	3	4	9
5	I see myself as an autonomous individual	1	2	3	4	9

Q11 People have different ideas about the progress of economic integration (increase of economic inter-dependence) in Asia. Please tell us if you agree with each of the following statements by choosing one option per statement. [[single answer for each statement // SHOWCARD M]]

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1	Economic integration will create mutual trust among Asians	1	2	3	4	9
2	Economic integration will create greater income inequality between countries	1	2	3	4	9
3	Economic integration will enrich our life	1	2	3	4	9
4	Economic integration will make environmental issues more serious	1	2	3	4	9
5	Economic integration will weaken state power	1	2	3	4	9
6	Economic integration will destroy domestic economies	1	2	3	4	9
7	Economic integration will be beneficial only for foreign multinationals	1	2	3	4	9

- Q12 To what extent do you agree with the following statements? Please tell us if you agree with each of the following statements by choosing one option per statement. [[single answer for each statement // SHOWCARD N]]

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1	US soft power (influence other than military or economic power) is too strong for Asian countries to resist	1	2	3	4	9
2	There should be more cultural exchange among Asian countries	1	2	3	4	9
3	There are more commonalities than differences among Asian countries	1	2	3	4	9
4	We should foster the concept of Asian citizenship	1	2	3	4	9
5	Asia is lacking its own identity	1	2	3	4	9

- Q13 Now, I would like to ask you about the East Asian Community. The East Asian Community is a proposed trade bloc for the East Asia countries that may arise out of either the Association of South East Asian Nations (ASEAN) Plus Three or the East Asia Summit. Please tell us if you agree with each of the following statements by choosing one option per statement. [[single answer for each statement // SHOWCARD O]]

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1	Economic integration will be a foundation for building an East Asian Community	1	2	3	4	9
2	It will be possible to establish an East Asian Community by 2020	1	2	3	4	9

- Q14 To what extent do you agree with the following statements? Please tell us if you agree with each of the following statements by choosing one option per statement. [[single answer for each statement // SHOWCARD P]]

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1	When some country invades another country, my country should intervene militarily	1	2	3	4	9
2	When some country violates human rights within its own territory, my country should do something about the incident	1	2	3	4	9
3	When serious human rights violations, my country should support interventions by the United Nations	1	2	3	4	9
4	My country should prioritise Asian values over human rights which are based on Western values	1	2	3	4	9

- Q15 Listed below are various areas of government spending. Please indicate whether you would like to see more or less government spending in each area. Please bear in mind that more spending may require a tax increase. [[single answer for each area of spending // SHOWCARD Q]]

		Spend much more	Spend more	Spend the same as now	Spend less	Spend much less	Can't choose / don't know
1	The environment	1	2	3	4	5	9
2	Health	1	2	3	4	5	9
3	Policing and law enforcement	1	2	3	4	5	9
4	Education	1	2	3	4	5	9
5	The military and defense	1	2	3	4	5	9
6	Retirement pensions	1	2	3	4	5	9
7	Unemployment benefits	1	2	3	4	5	9
8	Public transportation, telecommunications infrastructure	1	2	3	4	5	9
9	Culture and the arts	1	2	3	4	5	9
10	Improvement of the social status of women	1	2	3	4	5	9

- Q16 What level of education would you like to attain after receiving your undergraduate degree? [[single answer // SHOWCARD R]]

- 1 Doctoral level
- 2 Master level
- 3 Some more professional training without academic degrees
- 4 No more education
- 9 Don't know

- Q17 Please indicate your level of interest in studying abroad in the future. [[single answer // SHOWCARD S]]

- 1 Very interested → continue to Q18
- 2 Somewhat interested → continue to Q18
- 3 Not really interested → continue to Q18
- 4 Not at all interested → skip to Q21
- 9 Don't know → skip to Q21

[[ASK IF Q17 = 1 - 3]]

Q18 Suppose you were to study abroad, please indicate your level of interest in studying in the following countries.
[[single answer for each country // SHOWCARD T]]

		Very interested	Somewhat interested	Not really interested	Not at all interested	Don't know
1	Australia	1	2	3	4	9
2	Canada	1	2	3	4	9
3	China	1	2	3	4	9
4	France	1	2	3	4	9
5	Germany	1	2	3	4	9
6	India	1	2	3	4	9
7	Indonesia	1	2	3	4	9
8	Japan	1	2	3	4	9
9	Malaysia	1	2	3	4	9
10	New Zealand	1	2	3	4	9
11	Philippines	1	2	3	4	9
12	South Korea	1	2	3	4	9
13	Thailand	1	2	3	4	9
14	UK	1	2	3	4	9
15	USA	1	2	3	4	9
16	Vietnam	1	2	3	4	9

[[ASK IF Q17 = 1 - 3]]

Q19 When you select a country to study abroad in, are the following factors important or unimportant? [[single answer for each factor // SHOWCARD U]]

		Very important	Somewhat important	Not really important	Not at all important	Don't know
1	High quality of education	1	2	3	4	9
2	High quality of research	1	2	3	4	9
3	Reputation of the host university	1	2	3	4	9
4	Being able to study in English	1	2	3	4	9
5	Being able to study in a language other than English	1	2	3	4	9
6	Availability of an exchange program with your university	1	2	3	4	9
7	Political importance for your country	1	2	3	4	9
8	Political freedom of that country	1	2	3	4	9
9	Economic importance for your country	1	2	3	4	9
10	Future economic potential of that country	1	2	3	4	9
11	Your interest in that country's culture	1	2	3	4	9
12	Few cultural barriers (food, religion, customs, human relations and so on)	1	2	3	4	9
13	Availability of a full scholarship offered before your departure	1	2	3	4	9
14	Better chance of getting a scholarship while you study in that country	1	2	3	4	9
15	Better chance of getting part-time jobs while you study in that country	1	2	3	4	9
16	Less expensive tuition	1	2	3	4	9
17	Less expensive living costs	1	2	3	4	9
18	Safety	1	2	3	4	9

[[ASK IF Q17 = 1 - 3]]

- Q20 If you were to study abroad, how long would you like to stay in the host country after your studies? [[single answer // SHOWCARD V]]
- 1 I will come back to my country after I study abroad
 - 2 I would like to stay in that country for several years after I study abroad and then come back to my country
 - 3 I would like to stay in that country for more than 10 years after I study abroad but I would like to come back to my country eventually
 - 4 I would like to stay in that country for the rest of my life
 - 9 Don't know

[[ASK ALL RESPONDENTS]]

- Q21 Which company or organisation would you like to work for most? [[single answer // SHOWCARD W]]
- 1 Singapore company / organisation
 - 2 Japanese company
 - 3 Another Asian country's company
 - 4 American company
 - 5 European company
 - 6 Others, please specify: _____
 - 9 Don't know

- Q22 How important are the following factors when applying for a job? [[single answer for each factor // SHOWCARD X]]

		Very important	Somewhat important	Not really important	Not at all important	Don't know
1	Salary level	1	2	3	4	9
2	Job security	1	2	3	4	9
3	Opportunities for promotion	1	2	3	4	9
4	Opportunities for training	1	2	3	4	9
5	Workplace atmosphere	1	2	3	4	9
6	Working hours	1	2	3	4	9
7	Company's reputation	1	2	3	4	9
8	Fringe benefits	1	2	3	4	9
9	Job contents	1	2	3	4	9
10	Job's relatedness to my university studies	1	2	3	4	9

Q23 Which of the following foods you like to eat? Please choose all that apply. [[multiple answers // SHOWCARD Y]]

- 1 Beijing Duck
- 2 Kimchi
- 3 Sushi
- 4 Hamburger
- 5 Curry
- 6 Pizza
- 7 Tom-yum-goong
- 8 Dim sum
- 9 Pho
- 10 Sandwich
- 11 Instant noodles
- 12 None of the above
- 13 Don't know

Q24 How often are you exposed to TV programmes, movies and animation produced in the following countries? [[single answer // SHOWCARD Z]]

Q24.1 Japan		Q24.2 South Korea		Q24.3 China (including Hong Kong & Taiwan)		Q24.4 USA & Europe	
1	Almost every day	1	Almost every day	1	Almost every day	1	Almost every day
2	Several times a week	2	Several times a week	2	Several times a week	2	Several times a week
3	Several times a month	3	Several times a month	3	Several times a month	3	Several times a month
4	Several times a year	4	Several times a year	4	Several times a year	4	Several times a year
5	Seldom	5	Seldom	5	Seldom	5	Seldom
6	Never	6	Never	6	Never	6	Never
9	Don't know	9	Don't know	9	Don't know	9	Don't know

Q25 When you shape your opinions about social and political issues, which of the following media influence your opinions the most? Please choose up to five that are influential to you. [[maximum five answers // SHOWCARD AA]]

- 1 TV programmes
- 2 TV advertisements
- 3 Radio programs
- 4 Radio advertisements
- 5 Newspaper articles
- 6 Newspaper advertisements
- 7 Magazine articles
- 8 Magazine advertisements
- 9 Books
- 10 Internet news
- 11 Internet bulletin boards / mailing lists
- 12 Internet advertisements
- 13 Leaflets / brochures
- 14 Conversations with friends and neighbours
- 15 Conversations with campaigners
- 16 Meetings / conferences
- 17 Others. Please specify: _____
- 18 Don't know

***** THANK YOU FOR YOUR CO-OPERATION *****