Translated Survey Questionnaire

How the Pro-Beijing Media Influences Voters: Evidence from a Field Experiment

American Political Science Review

Baseline Survey

Q1. What year were you born? (If under 20 years old, terminate survey immediately)

Q2. What is your gender?

- ☐ Male
- ☐ Female

Q5. Among domestic political parties, which party do you generally support?

- ☐ Kuomintang (KMT)
- ☐ Democratic Progressive Party (DPP)
- ☐ New Party
- ☐ People First Party (PFP)
- ☐ Taiwan Solidarity Union (TSU)
- ☐ Green Party
- ☐ New Power Party (NPP)
- ☐ Taiwan People's Party (TPP)
- ☐ Trees Party
- ☐ I don't support any of these parties → (Go to Q5b)

Q5b. Then do you lean toward any particular party?

- ☐ Lean toward KMT
- ☐ Lean toward DPP
- ☐ Lean toward New Party
- ☐ Lean toward PFP
- ☐ Lean toward TSU
- ☐ Lean toward Green Party
- ☐ Lean toward New Power Party
- ☐ Lean toward Taiwan People's Party
- ☐ Lean toward Trees Party
- ☐ Don't lean toward any

Q6. During elections, some people go vote; some people don't vote because they're too busy or for other reasons, some have no interest in voting at all, and some express their opinion by not voting. The 2020 general election is coming up soon. Will you go vote?

☐ Yes

☐ No

☐ Haven't decided yet

Q7. If the presidential election were held today, which presidential candidate would you vote for?

☐ Han Kuo-yu

☐ Tsai Ing-wen

☐ James Soong

☐ Haven't decided who to vote for yet

Q9. In the 2016 presidential election, which presidential candidates did you vote for?

☐ Chu Li-luan and Wang Ju-hsuan

☐ Tsai Ing-wen and Chen Chien-jen

☐ James Soong and Hsu Hsin-ying

☐ Didn't go vote

☐ I wasn't eligible to vote that year

☐ Don't remember

Q10. What about the 2012 presidential election?

☐ Ma Ying-jeou and Wu Den-yih

☐ Tsai Ing-wen and Su Jia-chyuan

☐ James Soong and Lin Ruey-shiung

☐ Didn't go vote

☐ I wasn't eligible to vote that year

☐ Don't remember

Next, we want to know your feelings toward the three presidential candidates in the 2020 General Election. We'll use a scale from 1 to 10 to represent your feelings, where 1 means you strongly dislike them and 10 means you strongly like them.

Q13. On a scale of 1 to 10, what rating would you give Han Kuo-yu?

Q14. On a scale of 1 to 10, what rating would you give Tsai Ing-wen?

Q15. On a scale of 1 to 10, what rating would you give James Soong?

Q16. We want to know your feelings toward Mainland China. If we use a scale from 1 to 10 to represent your feelings, where 1 means you strongly dislike and 10 means you strongly like, what are your general feelings toward Mainland China?

Q17. What kind of impact do you think Mainland China's economic growth over these years has had on Taiwan's economy?

☐ Very positive

☐ Somewhat positive

☐ Fairly negative

☐ Very negative

Q18. Do you think China's military strength poses a serious threat, a minor threat, or no threat to Taiwan's security?

☐ Major threat

☐ Minor threat

☐ No threat

Q19. Do you think Mainland China will surpass the United States to become the world's most powerful leading nation within the next 10 years?

☐ Definitely will

☐ Possibly will

☐ Possibly won't

☐ Definitely won't

Q20. Regarding cross-strait relations, there are several different views. Which one are you closer to?

☐ Unification as soon as possible

☐ Declare independence as soon as possible

☐ Maintain status quo, move toward unification later

☐ Maintain status quo, move toward independence later

☐ Maintain status quo, decide on independence or unification depending on circumstances

☐ Maintain status quo forever

Q21. In our society, some people advocate strengthening cross-strait economic and trade relations, while others advocate reducing them. What is your view?

☐ Greatly reduce cross-strait economic and trade relations

☐ Slightly reduce cross-strait economic and trade relations

☐ Maintain current cross-strait economic and trade relations

☐ Slightly increase cross-strait economic and trade relations

☐ Greatly increase cross-strait economic and trade relations

Q22. How much do you trust that Chinese President Xi Jinping is doing the right thing in global affairs?

☐ Very distrustful

☐ Somewhat distrustful

☐ Somewhat trusting

☐ Very trusting

Q25. Some people pay close attention to the election campaign process during elections, while others don't care much. As of now, how much do you care about this election's campaign process?

☐ Not at all

☐ Not very

☐ Moderately

☐ Quite

☐ Very much

Q26. Generally speaking, how much do you care about who wins this election?

☐ Not at all

☐ A little

☐ Some

☐ A good amount

☐ Very much

Q32. How much do you support the ongoing protest events happening in Hong Kong?

☐ Strongly oppose

☐ Somewhat oppose

☐ Neutral

☐ Somewhat support

☐ Strongly support

Q33. We want to know if you agree with the following statement: "When the HK government fails to listen, protesters are justified in using radical tactics."

☐ Strongly disagree

☐ Somewhat disagree

☐ Neutral

☐ Somewhat agree

☐ Strongly agree

Q36. We want to understand your habits of watching news. In the past week, how often have you... [A–D appear randomly]

A. Watched television news

B. Read news in newspapers

C. Browsed news on social media (e.g., Facebook) or messaging apps (e.g., Line)

D. Gone to dedicated news websites to read news

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

Q37. During election periods, some people spend a lot of time paying attention to election news in various media, while others don't have time to pay attention. On average, how much time did you spend each day last week paying attention to election news (whether from TV, newspapers, or the internet)?

☐ Don't watch at all

☐ Less than 30 minutes

☐ 31–60 minutes

☐ One hour to one and a half hours

☐ More than one and a half hours to two hours

☐ More than two hours

Q38. In today's Taiwan media market, there are many media outlets reporting different types of news, and these different types of reporting attract different readers. For example, some people particularly like to watch Liberty Times news, while others particularly like to watch China Times news. If you had to make a choice, which of the following electronic newspapers would you prefer? Please select any electronic newspaper you would want to read:

☐ Liberty Times Electronic News

☐ China Times Electronic News

☐ Apple Daily News Network

☐ United Daily News Network

Q39. Imagine you have four different TV program choices. Please rank these programs based on your viewing preference. Put the program you're most likely to watch on top and the one you're least likely to watch on the bottom:

☐ Deep Throat News (CTi News)

☐ New Taiwan Plus (SET News)

☐ One Piece (TTV)

☐ Women Soldiers' Diary: Girls' Power Report (TVBS Entertainment)

Q42. Which city/county do you currently live in?

☐ Yilan County

☐ Hsinchu County

☐ Miaoli County

☐ Changhua County

☐ Nantou County

☐ Yunlin County

☐ Chiayi County

☐ Pingtung County

☐ Taitung County

☐ Hualien County

☐ Penghu County

☐ Keelung City

☐ Hsinchu City

☐ Chiayi City

☐ Kinmen County

☐ Lienchiang County

☐ Taipei City

☐ Kaohsiung City

☐ New Taipei City

☐ Taichung City

☐ Tainan City

☐ Taoyuan City

Q43. What is your highest level of education?

☐ Never attended school (below elementary school)

☐ Elementary school

☐ Junior high school

☐ High school/vocational school

☐ Four-year junior college/Two-year junior college/Two-year college/Five-year junior college

☐ University (four-year system)

☐ Graduate school and above

Q44. What is your current work or part-time job situation?

☐ Full-time employment (working 32 hours or more per week)

☐ Part-time employment (working 15 hours or more but less than 32 hours per week)

☐ Part-time job (working less than 15 hours per week)

☐ Helping out at home

☐ Homemaker

☐ Unemployed (looking for work but haven't found any)

☐ Full-time student

☐ Retired

☐ Other (please specify)

Q45. Are you married?

☐ Married

☐ Unmarried

Q46. What is your household's approximate monthly income?

☐ Less than NT$27,000

☐ NT$27,001–38,000

☐ NT$38,001–49,000

☐ NT$49,001–59,000

☐ NT$59,001–69,000

☐ NT$69,001–80,000

☐ NT$80,001–92,000

☐ NT$92,001–109,000

☐ NT$109,001–140,000

☐ NT$140,001–190,000

☐ NT$190,001–240,000

☐ NT$240,001–290,000

☐ NT$290,001–340,000

☐ More than NT$340,000

Q47. Is your father a native Hakka, native Hokkien, from various provinces and cities in Mainland China, indigenous, or a new immigrant?

☐ Native Hakka

☐ Native Hokkien

☐ From a province and city in Mainland China (Mainlander)

☐ Indigenous

☐ New immigrant

☐ Don't know

Q48. What is your religious affiliation?

☐ None

☐ Buddhism

☐ Taoism

☐ Catholicism

☐ Christianity

☐ Islam

☐ I-Kuan Tao

☐ Other

Q49. In our society, some people say they are "Taiwanese," some say they are "Chinese," and some say both. Do you consider yourself "Taiwanese," "Chinese," or both?

☐ Taiwanese

☐ Chinese

☐ Both

Endline Survey

Q1. In every election, many people don't vote because they don't have time or due to physical discomfort. For this election, which of the following statements best describes your situation?

- ☐ I didn't go vote
- ☐ I thought about going to vote, but ultimately didn't go
- ☐ I usually vote, but I didn't this time
- ☐ I went to vote

Q1-Y-A. Which presidential ticket did you vote for?

- ☐ Han Kuo-yu, Chang San-cheng
- ☐ Tsai Ing-wen, Lai Ching-te
- ☐ James Soong, Yu Hsiang
- ☐ Cast an invalid ballot

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- ☐ Very negative

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Q10. Do you think Mainland China will surpass the United States to become the world's most powerful leading nation within the next 10 years?

- ☐ Definitely will
- ☐ Possibly will
- ☐ Possibly won't

☐ Definitely won't

Q12. In our society, some people advocate strengthening cross-strait economic and trade relations, while others advocate reducing them. What is your view?

☐ Greatly reduce cross-strait economic and trade relations

☐ Slightly reduce cross-strait economic and trade relations

☐ Maintain current cross-strait economic and trade relations

☐ Slightly increase cross-strait economic and trade relations

☐ Greatly increase cross-strait economic and trade relations

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Q19. Generally speaking, how much did you care about who won this election?

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Q26. We want to know if you agree with the following statement: "When the HK government fails to listen, protesters are justified in using radical tactics."

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Q29. We want to understand your habits of watching news. In the past week, how often have you...

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Q30. During election periods, some people spend a lot of time paying attention to election news in various media, while others don't have time to pay attention. On average, how much time did you spend each day last week paying attention to election news (whether from TV, newspapers, or the internet)?

☐ Didn't watch at all

☐ Less than 30 minutes

☐ 31–60 minutes

☐ One hour to one and a half hours

☐ More than one and a half hours to two hours

☐ More than two hours

Q37. Thank you for taking the time to browse the news website we provided. We want to know how much you agree with the following statements:

A. Overall, the news reports on this website threatened my freedom to choose candidates

B. The news reports on this website tried to make certain decisions for me

C. The news reports on this website attempted to manipulate my views

D. The news reports on this website tried to pressure me

☐ Strongly disagree

☐ Somewhat disagree

☐ Neutral/Don't know

☐ Somewhat agree

☐ Strongly agree

Q38. Overall, what do you personally think of the quality of the news reporting on this website? Please use a scale from 1 to 7 to represent your view, where 1 means the reporting quality is very poor and 7 means the reporting quality is very good.

Q39. Overall, do you think the arguments presented in the news reports on this website are strong or weak? Please use a scale from 1 to 7 to represent your view, where 1 means the arguments are very weak and 7 means the arguments are very strong.

Q40. Generally speaking, did you have any of the following feelings after reading the news reports on this website? Please use a scale from 1 to 7 to indicate the intensity of your feelings, where 1 means no feeling at all and 7 means a very strong feeling:

1. Felt angry
2. Felt enthusiastic
3. Felt disgusted
4. Felt hopeful

Q41. Some people believe that the "Want Want China Times Media Group" (such as China Times, Want Daily, CTi News) is pro-China media or "red media." Do you agree with this statement?

☐ Strongly agree

☐ Somewhat agree

☐ Neutral

☐ Somewhat disagree

☐ Strongly disagree

Q42. The following four (five) things—some people have done them and some haven't. How many of these things have you done? You don't need to specifically indicate which things you have or haven't done; we just want to know how many things in total you have done:

☐ Went to the movie theater to see a movie

☐ Bought Taiwan lottery tickets (such as Big Lotto, Wei-Li lottery, etc.)

☐ Donated money to a charitable organization

☐ Traveled abroad

☐ After this election result was announced, when asked who I voted for in this election, I concealed my true voting choice (only shown to treatment group respondents)