

**FPROJECT PLATO (STUDENT SURVEY 2008)**

**INTRODUCTION**

Good morning/afternoon/evening. My name is \_\_\_\_\_. I am an interviewer from TNS, an independent market research company (Show ID). We are currently conducting a survey in your school and would appreciate it if you could answer some questions.

*Magandang umaga/hapon/gabi po. Ako po si \_\_\_\_\_. Interviewer po ako ng TNS, isang independiyenteng market research company (SHOW ID). May ginagawa po kaming survey dito sa inyong paaralan. Maaari po ba kayong makausap at sumagot sa aming mga katanungan?*

**Screening**

**S1. Which of the following universities are you registered as an undergraduate student?**

- 9. De La Salle University- Manila Campus
- 10. University of the Philippines- Diliman Campus

**S2. Are you an international student?**

- 1. Yes <Thank and close interview>
- 2. No <Continue>

**S3. Please indicate your sex.**

- 1. Male
- 2. Female

<Check quota>

**S4. Please indicate your current academic year.**

\_\_\_\_\_ year <Check quota>

**S5. Do you major in sciences or in arts?**

<Check quota>

Specify course: \_\_\_\_\_ (Check list of courses for each of the domains below)

- 1. Sciences (natural sciences, engineering, medicine, or related subject)
- 2. Arts (humanities, social sciences, fine arts, or related subject)

**F1. Please state your age.**

\_\_\_\_\_ years old

**F2. Please indicate your proficiency in the languages below. (SA) (Show card)**

	Fluent	Daily conversation	Very little	No command at all	Don't know (Do not read out)
a English	1	2	3	4	9
b Chinese (Mandarin)	1	2	3	4	9
c Korean	1	2	3	4	9
d Japanese	1	2	3	4	9

F3. Please indicate how frequently you use the Internet and mobile phones. (*Show card*)

F3-a. How often do you view Internet web pages by computer? (*SA*)

F3-b. How often do you read or write e-mails by computer? (*SA*)

F3-c. How often do you read or write messages by mobile phone? (*SA*)

	Almost every day	Several times a week	Several times a month	Seldom	Never	Don't know <i>(Do not read out)</i>
a View Internet web pages by computer	1	2	3	4	5	9
b Read or write emails by computer	1	2	3	4	5	9
c Read or write messages by mobile phone	1	2	3	4	5	9

**MAIN QUESTIONNAIRE**

Q1. When you hear "Asia", what kind of image do you have? Please rate for each of the following attributes by using scale from 1 to 7. (*SA for each*) (*Show card*)

a.	Dirty	1	2	3	4	5	6	7	Clean	Don't Know	9	[DO NOT READ OUT CODE 9]
b.	Stagnant	1	2	3	4	5	6	7	Developing	Don't Know	9	
c.	Young	1	2	3	4	5	6	7	Old	Don't Know	9	
d.	Static	1	2	3	4	5	6	7	Dynamic	Don't Know	9	
e.	Homogenous	1	2	3	4	5	6	7	Heterogeneous	Don't Know	9	
f.	Safe	1	2	3	4	5	6	7	Dangerous	Don't Know	9	

Q2. Which countries are included in your image of "Asia"? Please choose all that applies. (*MA*) (*Showcard*)  
 (*Read out the list*)

1	Afghanistan
2	Australia
3	Bangladesh
4	Bhutan
5	Brunei
6	Cambodia
7	China (excluding Taiwan and Hong Kong)
8	East Timor
9	Hong Kong
10	India
11	Indonesia
12	Iran
13	Japan
14	Kazakhstan
15	Laos
16	Malaysia
17	Maldives

18	Mongolia
19	Myanmar
20	Nepal
21	New Zealand
22	North Korea
23	Pakistan
24	Philippines
25	Russia
26	Singapore
27	South Korea
28	Sri Lanka
29	Taiwan
30	Thailand
31	Turkey
32	UK
33	USA
34	Vietnam
35	Don't know ( <i>Do not read out</i> )

Q3. Have you ever been to the following countries? Please choose all that applies. (*MA*) (*Show card*)  
 (*Read out the list*)

1	Australia
2	China (excluding Taiwan and Hong Kong)
3	India
4	Japan
5	Singapore
6	South Korea

7	UK
8	USA
9	Others (specify: _____)
10	Never been to a foreign country
11	Don't know ( <i>Do not read out</i> )

Q4. Do you think the following countries have a good influence or a bad influence on your country? Please select the response closest to your opinion for each country listed. (SA for each country) (Show card)

	Good influence	Rather good influence	Neither good nor bad influence	Rather bad influence	Bad influence	Don't know (Do not read out)
a. Australia	1	2	3	4	5	9
b. China	1	2	3	4	5	9
c. India	1	2	3	4	5	9
d. Indonesia	1	2	3	4	5	9
e. Japan	1	2	3	4	5	9
f. Malaysia	1	2	3	4	5	9
g. North Korea	1	2	3	4	5	9
i. Russia	1	2	3	4	5	9
j. Singapore	1	2	3	4	5	9
k. South Korea	1	2	3	4	5	9
l. Thailand	1	2	3	4	5	9
m. UK	1	2	3	4	5	9
n. USA	1	2	3	4	5	9
o. Vietnam	1	2	3	4	5	9

(\*H has been deleted)

Q5. Have you ever heard about the following regional institutions, organizations, or meetings?

Please choose all that apply. (MA) (Show card) (Read out the list)

1 ASEAN [Association of South East Asian Nations]
2 East Asian Summit
3 SCO [Shanghai Cooperative Organization]
4 APEC [Asia-Pacific Economic Cooperation]
5 ARF [Asian Regional Forum]
6 Boao Forum for Asia
7 None of the above (Do not read out)
8 Don't know (Do not read out)

Q6. Which, if any, of the following issues do you think are a threat to your country? Please choose all issues that applies. (MA)

[FOLLOW TICK MARK]

( )

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 ( <i>Do not read out</i> )
	18	Don't know ( <i>Do not read out</i> )

Q7. In order to maintain stability in Asia, to what extent do you think that the following factors are important? (SA) (Show card)

	Very important	Somewhat important	Not really important	Not at all important	Don't know (Do not read out)
a US military power	1	2	3	4	9
b Balance among the great powers	1	2	3	4	9
c Economic development	1	2	3	4	9
d Growth of an Asian identity	1	2	3	4	9
e 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 organizations (such as ASEAN [Association of South East Asian Nations] ), or by international organizations (such as the United Nations). (SA for each issue) (Show card)

[FOLLOW TICK MARK]

( )		National governments	Regional organizations	International organizations	Don't know (Do not read out)	
	a	Peacekeeping	1	2	3	9
	b	Protection of the environment	1	2	3	9
	c	Aid to developing countries	1	2	3	9
	d	Refugee problems	1	2	3	9
	e	Protection of human rights	1	2	3	9
	f	Prevention of infectious disease	1	2	3	9
	g	Management of exchange rates	1	2	3	9
	h	Trade policy	1	2	3	9
	i	International crime	1	2	3	9
	j	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? (SA) (Show card) (Read out the list)

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 (Do not read out)

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. (SA for each statement) (Show card)

		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know (Do not read out)
a	I see myself as a world citizen	1	2	3	4	9
b	I see myself as part of my local community	1	2	3	4	9
c	I see myself as part of Philippines	1	2	3	4	9
d	I see myself as part of Asia	1	2	3	4	9
e	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 interdependence) in Asia. Please tell us if you agree with each of the following statements by choosing one option per statement. (SA for each statement) (Show card)

[FOLLOW TICK MARK]

( )		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know (Do not read out)
	a Economic integration will create mutual trust among Asians	1	2	3	4	9
	b Economic integration will create greater income inequality between countries	1	2	3	4	9
	c Economic integration will enrich our life	1	2	3	4	9
	d Economic integration will make environmental issues more serious	1	2	3	4	9
	e Economic integration will weaken state power	1	2	3	4	9
	f Economic integration will destroy domestic economies	1	2	3	4	9
	g 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. (SA for each statement) (Show card)

[FOLLOW TICK MARK]

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

Q13. Now I would like to ask you about East Asian Community. East Asian Community is a proposed Trade bloc for the East Asia countries that may arise out of either 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. (SA for each statement) (Show card)

		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know (Do not read out)
a	Economic integration will be a foundation for building an East Asian Community	1	2	3	4	9
b	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. (SA for each statement) (Show card)

[FOLLOW TICK MARK]

( )		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know (Do not read out)
a	When some country invades another country, my country should intervene militarily	1	2	3	4	9
b	When some country violates human rights within its own territory, my country should do something about the incident	1	2	3	4	9

		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know (Do not read out)
c	When serious human rights violations, such as genocide, occur in another country, my country should support intervention by the United Nations	1	2	3	4	9
d	My country should prioritize 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. (SA for each area of spending) (Show card)

[FOLLOW TICK MARK]

( )		Spend much more	Spend more	Spend the same as now	Spend less	Spend much less	Can't choose/ Don't know (Do not read out)
a	The environment	1	2	3	4	5	9
b	Health	1	2	3	4	5	9
c	Policing and law enforcement	1	2	3	4	5	9
d	Education	1	2	3	4	5	9
e	The military and defense	1	2	3	4	5	9
f	Retirement pensions	1	2	3	4	5	9
g	Unemployment benefits	1	2	3	4	5	9
h	Public transportation, telecommunications infrastructure	1	2	3	4	5	9
i	Culture and the arts	1	2	3	4	5	9
j	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? (SA) (Show card) (Read out the list)

1	Doctoral level
2	Masteral level
3	Some more professional training without academic degrees
4	No more education
9	Don't know (Do not read out)

Q17. Please indicate your level of interest in studying abroad in the future. (SA) (Show card) (Read out the list)

1	Very interested (Continue to Q18)
2	Somewhat interested (Continue to Q18)
3	Not really interested (Continue to Q18)
4	Not at all interested (Go to Q21)
9	Don't know (Do not read out) (Go to Q21)

[ASK IF CODES 1-3 IN Q17]

Q18. Suppose you were to study abroad, please indicate your level of interest in studying in the following countries. (SA for each country) (Show card)

		Very interested	Somewhat interested	Not really interested	Not at all interested	Don't know (Do not read out)
a	Australia	1	2	3	4	9
b	Canada	1	2	3	4	9
c	China	1	2	3	4	9
d	France	1	2	3	4	9
e	Germany	1	2	3	4	9
f	India	1	2	3	4	9
g	Indonesia	1	2	3	4	9
h	Japan	1	2	3	4	9
i	Malaysia	1	2	3	4	9
j	New Zealand	1	2	3	4	9
l	Singapore	1	2	3	4	9
m	South Korea	1	2	3	4	9
n	Thailand	1	2	3	4	9
o	UK	1	2	3	4	9
p	USA	1	2	3	4	9
q	Vietnam	1	2	3	4	9

(\*K has been deleted)

[ASK IF CODES 1-3 IN Q17]

Q19. When you select a country abroad to study in, are the following factors important or unimportant? (SA for each factor) (Show card)

[FOLLOW TICK MARK]

(		Very important	Somewhat important	Not really important	Not at all important	Don't know (Do not read out)
)	a High quality of education	1	2	3	4	9



	b	High quality of research	1	2	3	4	9
			Very important	Somewhat important	Not really important	Not at all important	Don't know (Do not read out)
	c	Reputation of the host university	1	2	3	4	9
	d	Being able to study in English	1	2	3	4	9
	e	Being able to study in a language other than English	1	2	3	4	9
	f	Availability of an exchange program with your university	1	2	3	4	9
	g	Political importance for your country	1	2	3	4	9
	h	Political freedom of that country	1	2	3	4	9
	i	Economic importance for your country	1	2	3	4	9
	j	Future economic potential of that country	1	2	3	4	9
	k	Your interest in that country's culture	1	2	3	4	9
	l	Few cultural barriers (food, religion, customs, human relations and so on)	1	2	3	4	9
	m	Availability of a full scholarship offered before your departure	1	2	3	4	9
	n	Better chance of getting a scholarship while you study in that country	1	2	3	4	9
	o	Better chance of getting part-time jobs while you study in that country	1	2	3	4	9
	p	Less expensive tuition	1	2	3	4	9
	q	Less expensive living costs	1	2	3	4	9
	r	Safety	1	2	3	4	9

[ASK IF CODES 1-3 IN Q17]

Q20. If you were to study abroad, how long would you like to stay in the host country after your studies?  
 (SA) (Show card) (Read out the list)

- |   |  |
|---|--|
| 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 ten 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 ( <i>Do not read out</i> )

[ASK ALL RESPONDENTS]

Q21. Which company or organization would you like to work for most? (SA) (Show card) (Read out the list)

1 Philippine company/organization
2 Japanese company
3 Another Asian country's company
4 American company
5 European company
6 Other (Specify: _____ )
9 Don't know ( <i>Do not read out</i> )

Q22. How important are the following factors when applying for a job? (SA for each factor) (Show card)

	Very important	Somewhat important	Not really important	Not at all important	Don't know ( <i>Do not read out</i> )
a Salary level	1	2	3	4	9
b Job security	1	2	3	4	9
c Opportunities for promotion	1	2	3	4	9
d Opportunities for training	1	2	3	4	9
e Workplace atmosphere	1	2	3	4	9
f Working hours	1	2	3	4	9
g Company's reputation	1	2	3	4	9
h Fringe benefits	1	2	3	4	9
i Job contents	1	2	3	4	9
j Job's relatedness to my university studies	1	2	3	4	9

Q23. Which of the following foods do you like to eat? Please choose all that apply. (MA) (Show card) (Read out the list)

1 Beijing Duck	8 Dim Sum
2 Kimchi	9 Pho
3 Sushi	10 Sandwich
4 Hamburger	11 Instant Noodles
5 Curry	12 None of the above ( <i>Do not read out</i> )
6 Pizza	13 Don't know ( <i>Do not read out</i> )
7 Tom-Yum-Goong	

Q24. How often are you exposed to TV programs, movies, and animation, produced in the following countries? (SA) (Show card)

	Almost every day	Several times a week	Several times a month	Several times a year	Seldom	Never	Don't know (Do not read out)
a Japan	1	2	3	4	5	6	9
b South Korea	1	2	3	4	5	6	9
c China (including Hong Kong and Taiwan)	1	2	3	4	5	6	9
d US and Europe	1	2	3	4	5	6	9

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. (5MA) (Show card) (Read out the list)

1	TV programs	10	Internet news
2	TV advertisements	11	Internet bulletin boards / Mailing lists
3	Radio programs	12	Internet advertisements
4	Radio advertisements	13	Leaflets / Brochures
5	Newspaper articles	14	Conversations with friends and neighbors
6	Newspaper advertisements	15	Conversations with campaigners
7	Magazine articles	16	Meetings / Conferences
8	Magazine advertisements	17	Others (specify: _____)
9	Books	18	Don't know (Do not read out)

THANK RESPONDENT

FIELD INTERVIEWER'S DECLARATION:

I hereby declare that the foregoing interview was done honestly and to the best of my ability and that it was conducted in accordance with the guidelines set out in the ICC/ESOMAR International Code of Marketing and Social Research Practice.

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 of Interviewer