

Media Survey

Part 1: Print Media:

1. How often do you read comic books? _____
(a) twice or more every week (b) once a week (c) once a month (d) occasionally
(e) never
2. What is the name of your favorite comic book? _____
3. How often do you read magazines? _____
(a) twice or more every week (b) once a week (c) once a month (d) occasionally
(e) never
4. What kinds of magazines? _____ (list all)
(a) Mens' magazines (b) Womens' Magazines (c) Health & Fitness Magazines
(d) Technology & Science Magazines (e) Science Magazines (f) Pop Culture (Film & Music)
Magazines (g) News & Political Magazines
5. How often do you read a newspaper? (in paper or online form) _____
(a) everyday (b) once a week (c) once a month (d) occasionally (e) never
6. What is the name of the last newspaper you read, and how long ago was it?

7. What is the title/author of the last book you read? _____

Part 2: TV & Movies

1. How often do you watch TV? _____
(a) everyday (b) once or twice a week (c) once a month (d) occasionally (e) never
2. What kinds of shows do you like to watch? (list all): _____
(a) news (b) news (in English) (c) situation comedies (d) romances & soap operas (e) cop
shows (f) reality TV (g) adventure (h) cartoons
3. What is your favorite TV program in English, and when did you last watch it?

4. What kinds of movies do you like to watch? (list all): _____
(a) action (b) SF/fantasy (c) romantic comedy (d) horror (e) drama
(f) historical dramas (g) war movies (h) westerns (i) thrillers (j) comedy
(k) classics
5. Where do you usually watch movies? Who do you usually watch movies with?

6. What is the name of your favorite English-language movie? _____

7. What is the name of your favorite Korean-language movie? _____

Part 3: Radio & Music

1. Please list your 3 favorite (English-language) singers: _____,

_____, _____

2. Please write the name of the last CD you bought (or borrowed, etc.): _____

3. Please write the names of your three favorite English songs:

4. Have you ever listened to a radio play in English? Yes / No

5. Have you ever listened to a book on tape in English? Yes / No

6. Have you ever listened to a news program on the radio in English? Yes / No

7. Which kinds of music do you enjoy in ANY language? (list all): _____

(a) pop (b) rock (c) jazz (d) classical (e) classic rock (f) heavy metal
(g) blues (h) country/western (i) new age (j) techno/electronic (k) world music (l) other

Part 4: Internet Media and Culture

1. How often do you surf the Net? _____

(a) everyday (b) once or twice a week (c) once a month (d) occasionally (e) never

2. Do you feel comfortable using computers? Yes / No

3. How many internet communities do you belong to? _____

Part 5: Your Demographic

Circle five words that you think describe you very well from the list below:

healthy

net-user

religious

strong

liberal

wild

beautiful

serious

up-to-date

young

handsome

weird

geeky

intelligent

funny

old

subversive

silly

well-dressed

conservative

man

professional

nerdy

woman