

Interviewer Guide for Social Value Survey

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The outlines of survey

1. Survey Area : Nationwide(except Jeju)
2. Population : Korean Citizens aged 19 and older including Male and Female
3. Number of samples : 1,000 persons
4. Sampling Method : Multi-stage Stratified Random Sampling

Directions on interview

Please review the following for a successful interview.

1. Respondent sampling ratio : Please interview according to gender ratio of male and female and the age groups your supervisor appoints.
2. Note : ① Check the questionnaire before you progress this survey,
② Write down responses in blue ball-point pen,
③ Do not show the questionnaire to respondents and receive responses after reading out the questions.
3. Special Attention : ① This is a tracking, international comparative survey. Therefore, it is important to read out the questions in the exact same wording.
② Always keep the interviewer report during the interview, and record the contacted person's gender, age, success/failure/ and reason of refusal/absence.
Finally, write down number of PSU that your supervisor provides.

Directions on each questions

1. Please check the area and its size, and write them down.
Fill in the number of PSU that your supervisor provided.
2. Please check whether the question is asking for one answer, two or three answers.
Especially, be careful that question including 'the most' should have only one response.
3. For relatively long examples or sentences, give enough time for the respondent to fully understand and proceed the survey.
4. After showing show cards, please receive a response among them. If response other than the given comes up, write it down specifically in the blank provided
(Please specify: _____).
5. In a question without [Show card ?] mark, don't read out the examples. After hearing what a respondent says, mark the number. If the response doesn't match, write it down in the blank(Please specify: _____).
6. For Question 50), ask for one response with 'the most'. But if respondent says more than one, write them down.
7. In Question 11), respondent should choose 3 items. Mark 1 for selected, and 2 for not selected. Be sure to mark 2 for every item that are not selected.
8. In Question 18), as for item a, if the respondent states that he/she does not have a spouse or children, record as DK/NA. However, if the respondent offers a response on the 7-point scale even though he/she does not have a spouse or children, enter the response as given. And follow the same decision rule for the items of b, d and e.
9. In Question 21), if respondent have a symptom on a~k, mark number 1. If not, mark number 2. If respondent says other than a~k, write it down specifically in the blank.
You don't have to ask if they suffer from other symptoms.
10. Please be careful for Question 32), that the question and example is not in the same order. Please note that Disagree(Human feelings reduced) is 1, and Agree is 2.
11. In Question 34), respondent must select 2 items. Mark 1 for selected and 2 for not selected. Be sure to mark 2 for every item that are not selected.

12. In most of questions, do not read or show the item, 'Other' and just write down the answer if respondent by him/herself answers other thing which are not in displayed items. However, for Question 21), 22) and 54), 'Other' is included in the showcard, so please ask about any other things to answer after getting answers for all displayed items. Also, for Question 9), 17), 18), 26), 33) and 51), there is no blank(Please specify: _____). But if respondent suggest 'Other' response, please write down the answer specifically at the near space on the questionnaire.
13. Job classification is the same as what we normally ask, except for farming/stock-raising/fisheries and self-employed. Please categorize family worker separately from non-family worker.

♣ Thank you very much for your sincere survey. ♣