

Appendix A. Korean Survey Instrument*

Control version (Undamaged)	Experimental version (Damaged)
<p>C1. 국내 혹은 국제 뉴스를 주로 어떻게 접하십니까? 케이블 TV를 포함한 텔레비전 방송, 신문, 라디오, 잡지, 인터넷 중 주로 어떤 매체를 통해 뉴스를 접하는지 하나를 골라주십시오.</p> <p>(1) 케이블 TV를 포함한 텔레비전 방송 (2) 종이 신문 (3) 라디오 (4) 잡지 (5) 인터넷</p> <p>C2. 본인을 제외하고, 현재 본인과 함께 사는 사람 중에 <u>컴퓨터나 노트북 외의 다른 기기, 즉 휴대폰 등으로</u> 인터넷에 접속 가능한 사람이 있습니까?</p> <p>(1) 예 (2) 아니오 (3) 혼자 산다</p> <p>C3. 지난 7 일동안, 즉 xx 부터 오늘까지 학교로 통학하기 위해 이용한 방법을 모두 골라주십시오.</p> <p>(1) 지하철, 국철, 혹은 경전철 등의 철도 (2) 마을 버스, 시내 버스, 광역 버스 등 버스 (3) 택시 (4) 승용차, 승합차, SUV, 트럭 등의 개인 차량 (5) 자전거, 오토바이 등의 이륜 구동 (6) 도보</p> <p>C4. “<u>환경 문제에 있어 다음 세대가 지금 세대보다 더 좋은 세상에서 살게 될 것이다</u>”라는 말에 대해 어떻게 생각하십니까?</p> <p>(1) 긍정적이다 - 더 좋은 세계 (2) 부정적이다 - 더 좋지 않은 세계</p> <p>C5. <u>지난 30 일 동안</u>, 술을 적어도 한 잔 이상 마신 날이 며칠입니까?</p> <p>(1) 마신 적 없음 (2) 하루 혹은 이틀 (3) 3 - 5 일 (4) 6 - 9 일 (5) 10 - 19 일 (6) 20 - 29 일 (7) 30 일 모두</p>	<p>E1. 국내 혹은 국제 뉴스를 주로 어떻게 접하십니까? 케이블 TV를 포함한 텔레비전 방송, 신문, 라디오, <u>잡지 중</u> 주로 어떤 매체를 통해 뉴스를 접하는지 하나를 골라주십시오.</p> <p>(1) 케이블 TV를 포함한 텔레비전 방송 (2) 종이 신문 (3) 라디오 (4) 잡지 (5) 인터넷</p> <p>E2. 본인을 제외하고, 현재 본인과 함께 사는 사람 중에 <u>기타 다른 방법으로</u> 인터넷에 접속 가능한 사람이 있습니까?</p> <p>(1) 예 (2) 아니오 (3) 혼자 산다</p> <p>E3. 지난 7 일동안, 즉 xx 부터 오늘까지 학교로 통학하기 위해 이용한 방법을 모두 골라주십시오.</p> <p>(1) 지하철, 국철, 혹은 경전철 등의 철도 (2) 마을 버스, 시내 버스, 광역 버스 등 버스 (3) 택시 (4) 승용차, 승합차, SUV, 트럭 등의 개인 차량 (5) 자전거, 오토바이 등의 이륜 구동 (6) 도보</p> <p>E4. “<u>공기와 수질 오염, 생물의 다양성, 재생 불가능한 자원, 탄화 수소와 관련된 지구 온난화 등을 포함한 환경 문제에 있어 다음 세대가 지금 세대보다 더 좋은 세상에서 살게 될 것이다</u>”라는 말에 대해 어떻게 생각하십니까?</p> <p>(1) 긍정적이다 - 더 좋은 세계 (2) 부정적이다 - 더 좋지 않은 세계</p> <p>E5. <u>지난 6 개월 동안</u>, 술을 적어도 한 잔 이상 마신 날이 며칠입니까?</p> <p>(1) 마신 적 없음 (2) 하루 혹은 이틀 (3) 3 - 5 일 (4) 6 - 9 일 (5) 10 - 19 일 (6) 20 - 29 일 (7) 30 일 이상</p>

*Response options not mentioned to the respondents are bold faced and the question wording difference between the control version and the experimental version is underlined for easy distinction.

Appendix B: Behavior Codes Definitions¹ and Not Actually Assigned Codes

Appendix B1: RESPONDENT BEHAVIOR CODES

General codes

- (01) **Verbal reasoning:** Respondent reasoned out response. This includes an explanation of why the respondent answered the way he did. Verbal reasoning can occur before or after the response. This doesn't include respondent comments/opinions on the question or question topic.
- (02) **Qualified answer (Uncertainty):** Respondent gives answer, but answer is qualified to indicate uncertainty about accuracy. This can include a distinct uncertainty in the R's tone. (Key phrases include "Don't know," "Not sure," "I guess," "Probably," "I think," "I suppose," "Maybe," and "About.")
- (03) **Respondent seeks confirmation/approval:** Respondent seeks validation, approval, or confirmation that he is correct or answered appropriately from the interviewer (e.g., "Isn't it?" "Am I right?" and "Is that correct?"). *[Not Assigned]*
- (04) **Interruption with question:** Respondent interrupts initial question reading with a question.
- (05) **Interruption with answer:** Respondent interrupts initial question reading with answer.
- (06) **Corrected answer:** Respondent changes answer without being probed.

Question meaning codes

- (30) **Clarification (Unspecified):** Respondent indicates uncertainty about question, but it is unclear as to whether the problem is related to the construct or the context (e.g., "What is the question asking?" or "What?").

- (31) **Clarification (Construct/Statement):** Respondent makes a statement indicating uncertainty about question meaning (e.g., “I’m not sure what ‘depressed’ means.”).
- (32) **Clarification (Construct/Question):** Respondent asks for clarification of question meaning (e.g., “What do you mean by ‘depressed?’” or “Depressed?”).
- (33) **Clarification (Context):** Respondent indicates she or he understands the meaning of the construct but indicates uncertainty about question meaning within the context of the question as stated (e.g., “What do you want to know about being depressed?”; “How often do you pay with cash at restaurants?” Response: “Does that include debit cards?”).
- (34) **Clarification (Time frame):** Respondent indicates uncertainty about the question’s time frame.
- (35) **Rewording (Question):** Respondent rephrases/repeats the question, or part of the question, before answering. This is not an indication of needing question clarification.
- (36) **Respondent asks for repeat of question:** Respondent asks interviewer to repeat the question, or part of the question (e.g., “What did you say?” “What was that?” or “Who?” when asking a single word question, such as “Jews?”).
- (38) **Clarification (Not enough information):** Respondent indicates that there is not enough information given in the question to answer. (Key phrases include “It depends on the situation.” “It is case by case.” and “I don’t have enough information.”)

Memory codes

- (41) **Memory difficulty:** Respondent gives answer but expresses other concern about accuracy of memories or difficulty remembering. (Key phrases include “I don’t remember.” and “I can’t recall.”)

- (42) **Making inferences:** Respondents give answer but indicate that they are estimating or guessing an answer to a specific question based on what they “usually do” or “must have done.” *[Not Assigned]*

Response mapping codes

- (50) **Inadequate answer (General):** Respondent gives answer that does not meet question objective. Response usually prompts probing. (No other response mapping codes are appropriate.)
- (51) **Clarification (Response format):** Respondent indicates uncertainty about the format for responding (e.g., “I’m not sure how to answer that.” “What else, is that all you are offering me?” or “Are you asking for a percentage?”).
- (52) **Respondent asks for repeat of response options:** Respondent asks interviewer to repeat the response options or some of the response options only. *[Not Assigned]*
- (53) **Clarification (Response option meaning):** Respondent asks for clarification of a response option meaning (e.g., “What is the meaning of ‘sometimes’?”). *[Not Assigned]*
- (55) **Rewording (Response options):** Respondent rephrases/repeats the response options, or some of the response options, before answering. This is not an indication of needing response option clarification. *[Not Assigned]*
- (60) **Imprecise response (General):** Respondent gives answer that only partially meets question objective. This code is typically used on an open-ended question when the response is not specific enough or is qualified. *[Not Assigned]*
- (61) **Imprecise response (Different response option):** Respondent gives answer that does not use the response options provided with the question. Response usually prompts

probing. (e.g., "Not so good health" instead of excellent, very good, good, fair or poor; "Agree" instead of strongly agree, somewhat agree, somewhat disagree or strongly disagree.)

(62) **Imprecise response (Inferred answer):** Respondent gives answer that does not use the response options provided for the question. However, sufficient information is provided by the respondent to infer the correct answer. Response can prompt probing or confirmation. (e.g., "Do you know what stage of breast cancer you have?" Response: "Stage 1" rather than "yes."; "Do you favor the death penalty?" Response: "Favor" rather than "yes."; "Uh-huh" rather than "yes.")

(64) **Multiple answers:** Respondent answers question with more than one response categories. Response usually prompts probing. (e.g., "All of the above." or "Both.")

[Not Assigned]

(70) **Anonymity/confidentiality:** Respondent answers question but expresses some concern about anonymity or privacy of response. *[Not Assigned]*

(80) **Refusal to answer:** Respondent refuses to answer question for whatever reasons. *[Not Assigned]*

Other respondent codes

(94) **Respondent laughs:** Respondent laughs during the exchange associated with the question.

(97) **Other:** Non-interview related event or interruption.

Appendix B2: INTERVIEWER BEHAVIOR CODES

Question reading problem codes

- (110) **Incomplete reading:** Interviewer does not read the complete question. This includes omitting a portion of the question, or not finishing the question due to interruption.
- (111) **Poor reading of question (Verbatim):** Interviewer does not initially read the question exactly as written. This can include adding, omitting, or changing even one word. Adding a phrase like 'um' or 'uh' is acceptable. Using a transitional phrase before the start of the question is also acceptable.
- (112) **Poor reading of question (Quality):** Interviewer does not read the question well enough for the respondent to understand, or interviewer reads too fast, mumbles, or mispronounces words without correcting him- or herself.
- (113) **Interviewer self corrects:** Interviewer begins rereading question from start or rereads a portion of the question. (e.g., after clearing throat, after using the wrong word, or after mispronouncing).
- (117) **Interviewer adds instruction prior to respondent answer:** Interviewer adds instructions or a preemptive probe after reading the question but prior to the respondent offering a response.

Probing problem codes

- (120) **Poor probing:** Interviewer probes poorly. A poor clarification also falls under this code. (e.g., Fails to offer full range of response options or suggests an answer.) *[Not Assigned]*

- (121) **Missed probing:** Interviewer should have probed and did not. A missed clarification also falls under this code. Generally, any response given by the respondent that is not acceptable should be probed at least once. See codes 50, 60–64, and 98.

Other interviewer codes

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- (131) **Interviewer confirms/repeats respondent answer:** Interviewer confirms and/or clarifies the respondent's answer. This is often accomplished by repeating the respondent's answer.
- (132) **Interviewer probes respondent answer:** Interviewer probes the respondent's answer. This includes rereading the question or response options to gain an acceptable response.
- (133) **Interviewer assures respondent best answer is acceptable:** Interviewer assures the respondent that his or her estimate or best guess is acceptable, or that the respondent can answer in general. *[Not Assigned]*
- (134) **Interviewer offers respondent repeat of question:** Interviewer offers respondent an unsolicited repeat of the question. This offer is not part of a probe but is most often in response to a respondent silence. (e.g., “Would you like me to repeat the question?” or “I’ll just repeat the question for you.”)
- (194) **Interviewer laughs:** Interviewer laughs during the exchange associated with the question.
- (197) **Other:** Non-interview-related event or interruption.

Appendix C. Frequency of Behavior Codes Assigned by Survey Question

Code category	Code summary	News (Q1)	Internet (Q2)	Commute (Q3)	Environment (Q4)	Drink (Q5)
RESPONDENT BEHAVIOR CODES						
General	Verbal reasoning	0	1	0	0	0
	Uncertain answer	3	0	0	1	16
	Interruption with question	2	1	0	1	3
	Interruption with answer	44	18	32	3	21
	Corrected answer	1	1	0	0	3
Meaning	Clarification (Unspecified)	0	4	0	0	0
	Clarification (Construct/Statement)	1	3	0	0	0
	Clarification (Construct/Question)	0	15	2	3	5
	Clarification (Context)	0	0	1	0	2
	Clarification (Time frame)	0	0	0	0	12
	Rewording (Question)	0	1	0	1	3
	Respondent asks for repeat of question	2	8	0	2	4
	Clarification (Not enough information)	0	1	0	0	0
Memory	Memory difficulty	0	0	0	0	2
Mapping	Inadequate answer (General)	0	1	0	0	0
	Clarification (Response format)	7	0	0	1	0
	Respondent asks for repeat of response options	1	0	0	0	9
	Imprecise response (General)	0	0	0	0	1
	Imprecise response (Different response option)	19	4	12	2	2
	Imprecise response (Inferred answer)	0	1	0	1	0
Other	Respondent laughs	0	0	1	2	5
	Other	7	4	4	2	7
Respondent Behavior Code Sum		87	63	52	19	95
INTERVIEWER BEHAVIOR CODES						
Reading problem code	Incomplete reading	82	65	32	4	22
	Poor reading of question (Verbatim)	80	61	66	63	58
	Poor reading of question (Quality)	1	1	1	2	1
	Interviewer self corrects	13	3	18	9	4
	Interviewer adds instruction prior to respondent answer	0	1	0	0	0
Probing	Missed probing (121)	1	1	0	0	0
Other behavior	Interviewer confirms/repeats respondent answer	79	43	86	33	97
	Interviewer probes respondent answer	3	7	0	4	7
	Interviewer offers respondent repeat of question (134)	0	4	0	0	0
Other	Interviewer laughs	0	0	0	1	2
	Other	2	0	3	0	2
Interviewer Behavior Code Sum		261	186	206	116	193

Note

1. The codes and definitions are adopted and adjusted from Johnson et al. (2011).

Reference

Johnson, T. P., A. Holbrook, Y. Cho, S. Shavitt, N. Chavez, and S. Weinerm. 2011. Cultural variability in respondent processing of health survey questions. APHA presentation Washington, DC, October 29–November 2.