

Appendix I: Ethnic Media Survey

Upgraded from Reece and Palmgreen (2000)'s Television Viewing Motives Scale (see full citation in references)

Background Information

- **Age:** 25-30 30-35 35-40
- **Gender:** M F
- **Your country of birth:** _____
- **If you were born in a country outside the U.S., how long have you lived in the U.S.?** _____ years _____ months
- **Are you currently living in the U.S. temporarily (e.g., for college)?** Yes No
- **How many hours do you use Chinese language media per day?** _____
(For example, Chinese radio, newspapers, magazines, Internet, videos, broadcast, and TV.)
- **What media outlets do you frequently use?** _____
(Please see the above media outlets)

Cultural Identification

	Very Weak	Weak	Strong	Very Strong	
1. American					1-----2-----3-----4-----5
2. Chinese/Taiwanese					1-----2-----3-----4-----5-
3. Other					1-----2-----3-----4-----5

Factor loadings on Chinese language media using motives

Scale: Strongly Disagree = 0 Disagree = 1 Undecided = 2 Agree = 3
Strongly Agree = 4

Please, react to the following statements: I use Chinese language media.....

- 1. So I can learn more about Chinese values and cultures**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 2. So I can see how Chinese/Taiwanese interact socially**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 3. So I can find out what is going on in my country (Taiwan/China)**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 4. So I can learn about local events and issues (Taiwan/China)**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 5. So I can learn more about American values and cultures**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 6. So I can see how Americans interact socially**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 7. So I can find out what is going on in the U.S. A.**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 8. So I can learn about local events and issues (U.S.)**
Strongly Disagree Disagree Undecided Agree Strongly Agree
- 9. Because I see my personal values reinforced**
Strongly Disagree Disagree Undecided Agree Strongly Agree

10. Because I see my bicultural values reinforced

Strongly Disagree Disagree Undecided Agree Strongly Agree

11. So I can find out what is going on in the world

Strongly Disagree Disagree Undecided Agree Strongly Agree

12. So I can learn about what could happen to me

Strongly Disagree Disagree Undecided Agree Strongly Agree

13. So I can learn how to do things which I have never done

Strongly Disagree Disagree Undecided Agree Strongly Agree