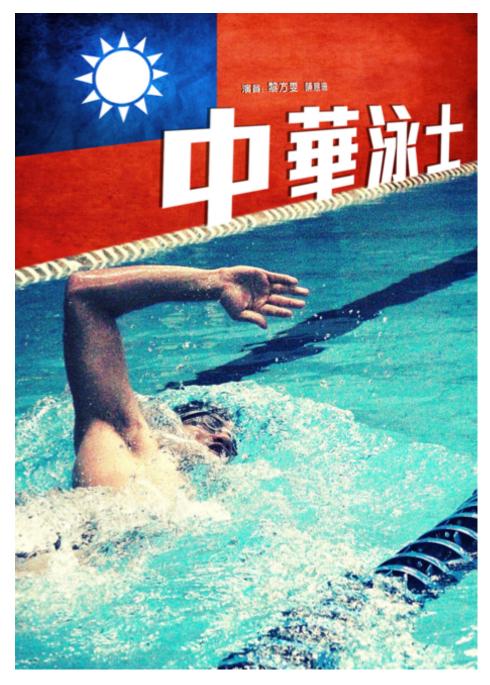
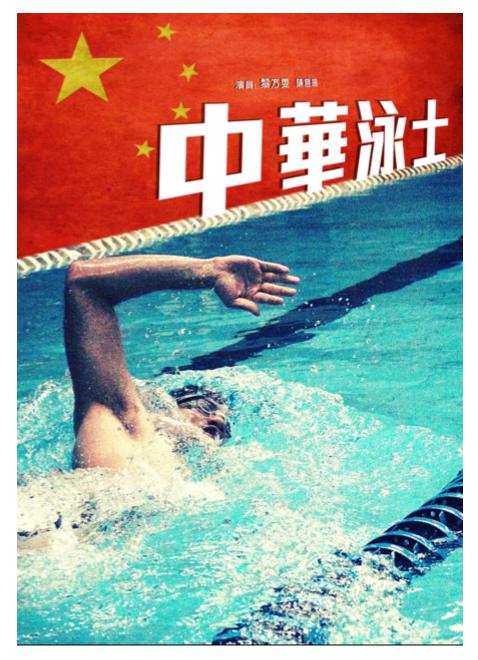
Appendix ATaiwanese Sports Film Poster



從小就生長在台灣偏僻山區裡的阿勇,個性十分倔強,唯一的興趣就是游泳。 隨著年度最盛大的泳賽日期即將逼近,阿勇慢慢認識了從世界各地來到臺灣參與比賽的 游泳好手們,阿勇也因此開始認真思考,自己究竟想成為什麼樣的人? 以及對於這樣的一個比賽,自己又是否有強烈的求勝欲望呢??

Appendix BChinese Sports Film Poster



從小就生長在台灣偏僻山區裡的阿勇,個性十分倔強,唯一的興趣就是游泳。 隨著年度最盛大的泳賽日期即將逼近,阿勇慢慢認識了從世界各地來到臺灣參與比賽的 游泳好手們,阿勇也因此開始認真思考,自己究竟想成為什麼樣的人? 以及對於這樣的一個比賽,自己又是否有強烈的求勝欲望呢??

Appendix CTaiwanese Romance Film Poster



她決定要北上,離開從小生長的南部鄉下。 他決定離開從出生到工作都未曾離開過的台北,利用環島找尋屬於自己的地方。 他們兩人在台北車站的偶然相遇、邂逅了生活原本會是平行線的對方,在短暫的時間 裡,兩個人互留了電話號碼,並繼續回到原本的計畫北上南下,朝自己的目標前進。 藉著通訊,他們開始在屬於對方的城市裡了解彼此。

Appendix DChinese Romance Film Poster



她決定要北上,離開從小生長的四川鄉下。 他決定離開從出生到工作都未曾離開過的北京,利用環島找尋屬於自己的地方。 他們兩人在北京車站的偶然相遇、邂逅了生活原本會是平行線的對方,在短暫的時間 裡,兩個人互留了電話號碼,並繼續回到原本的計畫北上南下,朝自己的目標前進。 藉著通訊,他們開始在屬於對方的城市裡了解彼此。

Appendix E

Questionnaire Translated in Both English and Chinese

* In our society, there are some people who call themselves 'Taiwanese' some who call
themselves 'Chinese', and some who call themselves both.
在這個社會上,有些人認為自己是台灣人,也有些人認為自己是中國人,
我們想知道你的自我認同為何,請回答下列問題
* Q1. How Taiwanese do you consider yourself to be?
問題一:從1到5 請問你認為自己是台灣人嗎?:
(1) Not Taiwanese at all (5) Extremely Taiwanese
1 2 3 4 5
(1)表示非常不認同 🔲 🔲 🔲 (5)表示非常認同
* Q2. How Chinese do you consider yourself to be?
問題二: 從1到5,請問你認為自己是中國人嗎?
(1) Not Chinese at all (5) Extremely Chinese
1 2 3 4 5
(1)表示非常不認同 🔲 🔲 🔲 (5)表示非常認同
Q3. How often do you go out to the movies?
問題三:請問你有多常到電影院看電影?
(1) Less than once a month (2) Once a month (3) Once every two weeks (4) Once a week (5) More than once a week
\square (1) \square (2) \square (2) \square (3) \square (3) \square (4) \square (4) \square (4) \square (6) \square (5) \square (6) \square (6) \square (7) \square (8) \square (9) \square (1) \square (1) \square (1) \square (1) \square (2) \square (3) \square (3) \square (4) \square (4) \square (6) \square (7) \square (7) \square (8) \square (9) \square (9) \square (1) \square (2) \square (3) \square (3) \square (4) \square (4) \square (4) \square (5) \square (5) \square (6) \square (7) \square (7) \square (8) \square (8) \square (9) \square (9) \square (1) (1) (1) \square (1) (1) \square (1) (1) (1) (1) \square (1) (1) (1) (1) (1) \square (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
\square (1) 四万个的 \mathcal{A} \square (2) 四万 \mathcal{A} \square (3) 四四分 \mathcal{A} \square (4) 四四升 \mathcal{A} \square (5) 四四升 \mathcal{A}
Chairmani U'
O4. How often do you get maying on DVD?
Q4. How often do you rent movies on DVD?
問題四:請問你多常去租DVD?
(1) I d
(1) Less than once a month (2) Once a month (3) Once every two weeks (4) Once a week (5) More than once a week □ (1) 一個月不到一次 □ (2) 一個月一次 □ (3) 兩個禮拜一次 □ (4) 一個禮拜一次 □ (5) 一個禮拜一次以上
\square (1) 四万个岁 \mathcal{A} \square (2) 四万 \mathcal{A} \square (3) 附四度升 \mathcal{A} \square (4) 四度升 \mathcal{A} \square (3) 四度升 \mathcal{A} \mathcal{A}
Q5. How often do you watch movies aired on TV?
問題五:請問你有多常在電視上看電影?
(1) Less than once a month (2) Once a month (3) Once every two weeks (4) Once a week (5) More than once a week
\square (1) 一個月不到一次 \square (2) 一個月一次 \square (3) 兩個禮拜一次 \square (4) 一個禮拜一次 \square (5) 一個禮拜一次以上

 $^{^{\}ast}$ Indicates that this question is only in the self identity prime condition questionnaires

**Q6A. How enjoyable to you find dramas about sports? 問題六:請問你對運動劇情片喜歡的程度?
(1) Very Unenjoyable (5) Very Enjoyable I 2 3 4 5
(1) 非常不喜歡 □ □ □ □ (5) 非常喜歡
***Q6B. How enjoyable to you find romance films? 問題六:請問你對浪漫劇情片喜歡的程度?
(1) Very Unenjoyable (5) Very Enjoyable 1 2 3 4 5
(1) 非常不喜歡 □ □ □ □ (5) 非常喜歡
**Q7A. How likely are you to watch a dramatic sports film? 問題七:請問你會去看運動劇情片嗎?
(1) Very Unlikely 1 2 3 4 5 (5) Very Likely
(1) 完全不會
***Q7B. How likely are you to watch a romantic film? 問題七:請問你會去看浪漫劇情片嗎?
問題七:請問你會去看浪漫劇情片嗎? (1)Very Unlikely (5) Very Likely 1 2 3 4 5 (1)完全不會 □ □ □ □ (5) 絶對會
(1) 完全不會
Q8. When choosing a film how important is it that the film have known actors? 問題八:請問你選片時,主角知名度的重要性?
(1) Very Unimportant $I 2 3 4 5$ (5) Very Important
(1) 完全不重要
Q9. How important do you find the opinions of critics when choosing a film?

^{***} Indicates that this question is only used in the sport genre condition questionnaires.
*** Indicates that this question is only used in the romance genre condition questionnaires.

問題九:請問你選片時,影評的重要性?						
(1) Very Unimportant (5) Very Important $1 2 3 4 5$						
(1) 完全不重要						
*Q10. Please write briefly (4 or 5 sentences) about something you love about Taiwan: 問題十:請用四到五個句子簡述你喜歡台灣的地方?						
On the next page you will view a movie poster. After reviewing it we will ask you a few questions about your impression of the movie. 接下來,您將會看到一張電影海報。 瀏覽完海報之後 ,我們想問您一些關於這部電影的問題,請您完整填答。						
Q11. Please write down everything you noticed in the poster: 問題十一:請寫出,當你看到這張電影海報時,會注意到海報的什麼地方?						
da'm						
Q12. What country does this film take place in? 問題十二:請問影片中的場景為下列哪個國家? (1) Taiwan (2) China (3) I don't know □ (1) 台灣 □ (2) 中國 □ (3) 我不知道						
Q13. Did you recognize / know any of the actors? 問題十三:請問海報中有你認識的演員嗎? (1) Yes (2) No (1) 有 (2) 沒有						
(1) Yes						
Q14. How likely would you be to go see this film in a movie theater? 問題十四:從1到5,請問你會去電影院看這部片嗎?						
(1) Very Unlikely $I = 2 + 3 + 4 + 5$ (5) Very Likely						
(1) 完全不會						
Q15. How likely would you be to rent and watch this film on DVD? 問題十五:從1到5,請問你會去租這部片的DVD嗎?						

 $\ensuremath{^{\ast}}$ Indicates that the question is only used in the self-identity prime questionnaires.

(1) Very Unlikely (5) Very Likely $I 2 3 4 5$
(1) 完全不會
Q16. How likely would you be to watch this film on TV, if it is aired? 問題十六:從1到5,請問電視上播放這部影片你會看嗎?
(1) Very Unlikely (5) Very Likely $1 2 3 4 5$
(1) 完全不會
政治
Q17. How likely would you be to seek out more information about this film (on the Internet or through the news)? 問題十七:從1到5,請問你會去搜尋有關這部片的任何訊息嗎?(透過網路或是新聞)
(1) Very Unlikely 1 2 3 4 5 (5) Very Likely
(1) 完全不會 🔲 🔲 🔲 (5) 絕對會
Q18 How likely would you be to talk with friends about this film? 問題十八:從1到5,請問你會和朋友談論這部片嗎?
Q18 How likely would you be to talk with friends about this film? 問題十八:從1到5,請問你會和朋友談論這部片嗎? (1) Very Unlikely (5) Very Likely (1) 完全不會 (5) 絕對會
(1) 完全不會
Q19. How interested would you be in seeing a preview of this film?
問題十九:從1到5,請問你會去看這部片的試映?
(1) Very Unlikely (5) Very Likely $1 2 3 4 5$
(1) 完全不會

Q20. How likely would you be to listen to what critics on the Internet have to say about this film? 問題二十:請問你 會去看這部片的影評嗎?

(1) Very Unlike	ely					(5) Very Likely
	1	2	3	4	5	
(1) 完全不會						(5) 絕對會

How much do you agree with these statements: 根據海報跟簡介請問下列的敘述你同,不同意

	(1)Strongly Disagree	(2) Disagree	(3) Somewhat Disagree	(4) Agree	(5)Strongly Agree
	(1) 非常不 同意	(2) 不同意	(3)普通	(4) 同意	(5) 非常同 意
Q21. In general I think I would like this film. 問題二十一:整體而言,我喜歡這部片。		13 / /		9	
Q22. Based on the poster description, I find the plot of this movie interesting. 問題二十二:從海報和簡介來判 斷,我覺得這部片很有趣。			4		
Q23. I find the description of this film well written. 問題二十三:我覺得這部片的描述寫得很好。	D) a/ C/	lenach	Univer	1100	
Q24. I find the poster of this film intriguing. 問題二十四:我覺得這部片的海報很吸引人。					
Q25. I find the actors in this poster attractive. 問題二十五:我覺得這部片的演員很有魅力。					
Q26. Based on the poster description, the quality of this					

	(1) 非常不 同意	(2) 不同意	(3)普通	(4) 同意	(5) 非常同 意	
film looks professional to me °						
問題二十六: 從海報和簡介來判斷,我覺得這部片很有質感 。						
Q27. Based on the poster description, the quality of this						
film looks professional to me. 問題二十七: 從海報和簡介來判						
問題——「七· 促曲報和間月來刊 斷,我覺得這部片很專業。	1	汉 治				
Q28. Based on the poster description, this film looks			*			
exciting. 問題二十八:從海報和簡介來判			Jan Ja			
斷,我覺得這部片會很刺激		F 5				
Q28. Based on the poster description, this film looks boring.						
問題二十九: 從海報和簡介來判斷,我覺得這部片會很無聊				$A_{J/\odot}$		
We will now ask you a few demographic questions, which will of course be kept private. 為了統計上的目的,最後我們想要問幾個和您本身相關的問題,所有的資訊都會被嚴加保密。						
You are:		live:		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
你是: Male Female	住屋 In a d		ı your family 🛮 Ir	ı your own rentec	l home Other	
□ 男性 □ 女性 □ 學校宿舍 □ 與家人同住 □ 自己在外租房子 □ 其它						
The year you were born is 你在幾年出生 e.g. 1989 , 1990 _ _ _ _						
Your student number is						

您的學號是 _____