

General Social Survey
 NORC
 University of Chicago

VERSION 6.0

**Revised Oct. 21, 1999 (with comparison-to-other-media questions added
 on December 8, 1999)**

**Item numbers, page number references, and other details may be
 changed on final administered version.**

WHO GETS WHAT (not counting within-section skips):

Qs 1-4

Sample A: All Rs on all 3 ballots

Sample B: All Rs on ballots 1 and 2 only

Qs 7-18K

Sample A: Rs who say “yes” to 4 or 4a (ballots 1 and 2 only)

Sample B: None

Qs 20-end of section

Sample A: Ballot 1: All Rs who report any web by saying yes to Q5

Sample A: Ballots 2 and 3: All Rs who report >1 hr. web use in Q6

Sample B: Ballots 1 and 2 only: All Rs who report web use equal to
 or greater than 4 hours in Q 6

(In other words: undersample of very light users; oversample of very
 heavy users)

CASE ID: _____

SECTION C

Supported by grants from the Pew Charitable Trusts and the National Science
 Foundation. Paul DiMaggio and John Robinson co-principal investigators.

1. In the past year – that is, between _____ 1999 and _____ 2000 --- have you looked for information about a health concern or medical problem?

NO 0
 1 or 2 times 1
 3 or more times 2

[IF “NO” SKIP to QUESTION 2.]

If YES, please tell me if you tried to find such health information from:

	Not at all	1 or 2 times	3 or more times
a. Articles in a daily newspaper	0	1	2
b. Articles in a general-interest magazine	0	1	2
c. Special health or medical magazine or newsletter	0	1	2
d. A doctor, nurse or other medical professional	0	1	2
e. A friend or relative	0	1	2
f. Radio or television programs	0	1	2
g. The Internet or world wide web	0	1	2

2. In the past two years – that is, between _____, 1998 and _____, 2000 --- have you looked for information about the views or background of a candidate for political office?

NO 0
 1 or 2 times 1
 3 or more times 2

[IF “NO” SKIP TO QUESTION 3.]

If YES, please tell me if you looked for such candidate information from:

	Not at all	1 or 2 times	3 or more times
a. Articles in a daily newspaper	0	1	2
b. Articles in general news magazines like TIME, NEWSWEEK, or US NEWS	0	1	2
c. Special magazine or newsletter with particular policy interest or perspective	0	1	2
d. Radio or TV programs	0	1	2
e. Friends or relatives	0	1	2
f. Campaign materials from campaign worker or candidate	0	1	2
g. The Internet or World Wide Web	0	1	2

3. In the last twelve months – that is, from XXX 1999 through XXX 2000 --have you
 a. Looked for information about a product you might

want to buy?	0	1	2
b. Invested money in a stock or mutual fund	0	1	2
c. Made an airplane or other travel reservation?	0	1	2
d. Tried to meet new people for social purposes?	0	1	2
e. Played an indoor game with other people, like a board game, card game or a strategy game?	0	1	2
f. Looked for a new job or explore career opportunities?	0	1	2
g. Discussed your views about political or social policy issues, current affairs, or political campaigns with other people?	0	1	2
h. Looked for information about political or social policy issues, current affairs, or political campaigns?	0	1	2
i. Obtained information about a concert, play or other performing-arts event	0	1	2
j. Obtained information about an exhibit or other event at an art museum or art gallery?	0	1	2

4. a. Not counting people at work or family at home, about how many other friends or relatives to you keep in contact with at least once a year? _____

b. Of these _____ friends and relatives, about how many do you stay in contact with by:

Use handcard for choices:

	0	1-2	3-5	6-10	11-15	15-25	26-50	>50
i. Seeing them socially, face-to-face								
ii. Talking with them on the telephone								
iii. Exchanging cards or letters through U.S. postal mail								
iv. Seeing them at meetings or events related to church, clubs or other groups								
v. Communicating through electronic mail								

* * *

[ASK Q5 THROUGH Q7 OF ALL THREE BALLOTS ON SAMPLE A AND OF BALLOTS 1 AND 2 OF SAMPLE B]

5. Do you personally ever use a computer at home, at work, or at some other location?

Yes	1	[GO TO 5a]
No	2	[GO TO 5a]

5- a. Do you have access to the Internet or World Wide Web in your home through Web TV?

- Yes1 [GO TO 4b]
- No 2 [GO TO NEXT SECTION OF SURVEY]

5b. About how many minutes or hours per week do you spend sending and answering electronic mail or e-mail?

_____ minutes or hours

[WILL NEED ANSWER FROM Q6 AND Q7 FOR DIRECTIONS ON PAGE 7]

6. Other than for e-mail, do you ever use the Internet or World Wide Web?
[INTERVIEWER: TREAT THESE AS THE SAME]

- Yes 1 [GO TO Q6]
- No 2 [GO TO Q7a]

7. Not counting e-mail, about how many minutes or hours per week do you use the Web?
(Include time you spend visiting regular web sites and time spent using interactive Internet services like chat rooms, Usenet groups, discussion forums, bulletin boards, and the like.)

_____ hours minutes

[ASK Q8 THROUGH Q15 TO BALLOTS 1 AND 2 OF SAMPLE A ONLY]

A. Home Computer

8a. Do you have one or more computers at your home? [INTERVIEWER: INCLUDE LAPTOPS THAT R CAN USE AT WORK OR HOME]

- Yes 1
- No 2 [GO TO Q11a]

b. Do you ever use a computer at home?

- Yes 1

No 2 [GO TO Q11a]

c. How many computers in working condition do you have in your home?

_____ #

d Can you use the World Wide Web when you are at home?

Yes..... 1
 No.....2 GO TO 11a

e. Does your employer provide all or part of your internet access from home?
[INTERVIEWER: “1”, if R dials in to employer and uses Web from employer server at no charge to self.]

Employer provides internet connection at no charge.....1
 Covers some but not all of cost.....2
 Does *not* contribute to cost of using internet.....

3

f. At your home are you connected to the World Wide Web through a regular telephone line connected to your computer, or through some other means?

Regular telephone line.....1 GO TO 10
 Other means.....2

g. What is this other means by which you are connected to the World Wide Web?
[SHOW CARD]

Special high-speed telephone line (ISDN) connected to your computer.....1
 Cable service line connected to your computer2
 Web TV line, connected to your television set3
 More than one type of connection4
 Other, not named above5

9. For about how many minutes or hours a week do you use your home computer for each of the following:

a.	Shopping, paying bills and other household management?	Mins./Wk	Hrs./Wk.
b.	Personal interests, games, or enjoyment?	Mins./wk	Hrs./wk.
c.	Paid work or other income-producing activity?	Mins./wk	Hrs./wk
d.	Sending or receiving e-mail?	Mins./wk	Hrs./wk
e.	Using the world Wide web (other than for e-mail)?	<u>Mins./wk.</u>	Hrs./wk.

B. Work Computer

10a. Do you use a computer at work – that is, at a workplace away from your home?
 [INTERVIEWER – BY “USE A COMPUTER” WE MEAN ACTIVELY INTERACT WITH A COMPUTER BY MEANS OF KEYBOARD, MOUSE, TOUCHPAD, OR SIMILAR CONTROL. R’S WHO WORK WITH MACHINERY THAT IS GUIDED BY COMPUTERS THAT THEY DO NOT CONTROL DO NOT COUNT.]

Yes 1
 No 2 [GO TO Q15a]

11. For about how many minutes or hours a week do you use your work computer for each of the following:

a.	Your paid job?	Mins./Wk	Hrs./Wk.
b.	Other income-producing activities?	Mins./wk	Hrs./wk.
c.	Shopping, paying bills and other household management?	Mins./wk	Hrs./wk
d.	Personal interests, games, or enjoyment?	Mins./wk	Hrs./wk
e.	Sending or receiving e-mail?	Mins./wk	Hrs./wk
f.	Using the world Wide web (other than for e-mail)?	<u>Mins./wk.</u>	Hrs./wk.

C. Other Computer

12a. Do you use a computer at some other place besides your home or workplace – say, at a school, library, friend’s home, or other location?

- Yes 1
- No 2 [GOTO Q18]

From which of these locations do you use this other computer?

	Yes	No
a. School?	1	2
b. Library?	1	2
c. Friend’s house?	1	2
d. Other location? _____	1	2

[IF MORE THAN 1 LOCATION]

e. Which location do you use the most?

School	Library	Friend’s house	Other
1	2	3	4

13. For about how many minutes or hours a week do you use this other computer [these other computers] for each of the following:

- | | | | | |
|----|--|-------|----------|----------|
| a. | Shopping, paying bills and other household management? | | Mins./Wk | Hrs./Wk. |
| b. | Personal interests, games, or enjoyment? | | Mins./wk | Hrs./wk. |
| c. | Paid work or other income-producing activities? | | Mins./wk | Hrs./wk |
| d. | Sending or receiving e-mail | | Mins/wk. | Hrs./wk. |
| e. | Using the World Wide Web other than for e-mail? | | Mins/wk. | Hrs./wk. |

[ASK Q14 ONLY TO RS WHO REPORT USING COMPUTER FOR E-MAIL in Q5 -- ELSE GO TO Q15]

14. Thinking now about all your home, work or other computers,
- a. About how many e-mail messages do you send messages
from all these computers on an average day? ..
- b. About how many of these ____ messages are messages
personal one-to-one, rather than sent to ..
members of a group or e-list?
- c. About how many messages do you receive on messages
all these computers on an average day? ..
- d. About how many of these ____ messages are messages
personal one-to-one, rather than ones you ..
receive as a member of a group or e-list? _____

- 15 Do any of the personal one-to-one messages you receive or send come from:

	Yes	No
a. People at your workplace	1	2
b. Business or work contacts away from your workplace	1	2
c. Family members who live with you	1	2
d. Other family members	1	2
e. Friends	1	2
f. Members of your church	1	2
g. Members of other groups or associations to which you belong	1	2

**[IF R ANSWERED “NO” TO Q6 (p2), GO TO NEXT SECTION OF SURVEY]
[SEPARATE INSTRUCTIONS HERE FOR DIFFERENT SAMPLES/BALLOTS:]**

***FOR SAMPLE A, BALLOT 1:* [IF R ANSWERED “YES” TO Q6 (p2), THEN ASK QUESTIONS 20 THROUGH END OF SECTION.]**

FOR SAMPLE A, BALLOTS 2 AND 3: [IF R ANSWERED “YES” TO Q6 AND >1 HOUR TO QUESTION 7, THEN ASK QUESTIONS 20 THROUGH END OF SECTION.]

FOR SAMPLE B, BALLOTS 1 AND 2: [IF R ANSWERED “YES” TO Q6 AND INDICATED WEB USAGE EQUAL TO OR GREATER THAN 4 HOURS IN RESPONSE TO QUESTION 7, THEN ASK QUESTIONS 20 THROUGH END OF SECTION.]

16. Earlier you mentioned that you spend [**number in answer to Q7** (p3)] minutes [or hours] using the World Wide Web in a typical week. About how many of those do you spend using chat rooms, news groups, bulletin boards, discussion forums, and other forms of on-line interaction with other Net users—not just browsing on your own?

mins. hrs.

17. Now I'd like to ask you about how you navigate around the Web. How frequently do you use each of the following ways of getting to the web sites you visit:

	Never	Less than ¼ of the time	Less than ½ of the time	More than ½ of the time	Almost always
a. Use a direct link from your starting page (the page that you see when you go onto the web)	1	2	3	4	5
b. Type (or paste in) the web address yourself	1	2	3	4	5
c. Use a search engine	1	2	3	4	5
d. Use a bookmark	1	2	3	4	5
e. Go to a category directory or web guide and select an option	1	2	3	4	5
f. Go from a hyperlink in another site that you are visiting	1	2	3	4	5

18. In the past month, how often have you visited a web site for _____?

SHOWCARD 19	Never	1-2 times	3-5 times	more than 5 times
a. Shopping (not inc. consumer information)	1	2	3	4
b. Consumer information (not shopping)	1	2	3	4
c. Financial information	1	2	3	4

d.	Sites related to a school that you or your children attend	1	2	3	4
e.	Other educational site	1	2	3	4
f.	Sites related to your work	1	2	3	4
g.	Job search/career opportunities	1	2	3	4
h.	News and current events	1	2	3	4
i.	Government	1	2	3	4
i.	Political Information	1	2	3	4
k.	Travel	1	2	3	4
l.	Sports	1	2	3	4
m.	Music/concerts	1	2	3	4
n.	Visual art	1	2	3	4
o.	Film or television	1	2	3	4
p.	Medical information	1	2	3	4
q.	Health and fitness	1	2	3	4
r.	Religion/church related	1	2	3	4
s.	Games you can play on your computer	1	2	3	4
t.	Humor	1	2	3	4
u.	Sexually explicit material	1	2	3	4
v.	Personal home pages (of private persons)	1	2	3	4
w.	Science	1	2	3	4
x.	Hobbies and crafts	1	2	3	4
y.	Cooking recipes	1	2	3	4

19. Imagine you wanted to use the Web to find out information about a candidate for political office. What would you do?

[PROBE: if R refers to search engine, ask what R would type in? If R refers to unnamed site, ask for name or topic? If R refers to category listing ask “what category would you look under.” If R unclear, ask “what would you do then?”]

20. In the past 12 months, have you used the Web to do each of these things?

	Yes	No
a. Learn more about something you had to do for work?	1	2
b. Help with home finances or do banking?	1	2
c. Find out about products that you might want to buy?	1	2
d. Actually make a purchase?	1	2
e. Get information about a health concern or medical problem?	1	2
f. Make an airplane or other travel reservation?	1	2
g. Locate someone's phone number, e-mail, or mailing address?	1	2
h. Play a game with someone on another computer?	1	2
i. Look for a new job or just explore career opportunities?	1	2
j. Go to a chat room, news group, discussion forum, bulletin board, or similar interactive service to discuss political or social policy issues, current affairs, or political campaigns?	1	2
k. Go to a Web site to find information about political or social policy issues, current affairs, or political campaigns?	1	2

[IF YES TO 20 i OR 20m GO TO QUESTION 21. OTHERWISE GO TO QUESTION 27]

21. In the past 12 months, have you used the Web to find out about or discuss?

	Yes	No
a. The economy	1	2
b. Abortion issues	1	2
c. Morality/family issues	1	2

d.	Foreign affairs	1	2
e.	Race relations	1	2
f.	Environmental issues	1	2
g.	Political campaigns	1	2
h.	Gun control	1	2
i.	Taxes	1	2
j.	Gender/women's issues	1	2
k.	News headlines	1	2

22. Is it VERY TRUE for you, SOMEWHAT TRUE, or NOT TRUE that you:

SHOWCARD 10		Very true	Somewhat True	Not True	Don't Know
a.	Visit political sites with points of view that you agree with.	1	2	3	8
b.	Visit sites that provide information without promoting a particular political point of view.	1	2	3	8
c.	Visit sites that challenge your own opinions and provide different perspectives on political affairs.	1	2	3	8

23. Have you ever taken any of the following actions because of something you learned about or discussed on the Web?

		Yes	No
a.	Signed a petition	1	2
b.	Contacted a senator, congressman or other elected official to express an opinion	1	2
c.	Attended a political meeting or demonstration	1	2

24. Now I would like you to think about the last time you used the Web to get information or exchange views about a political or social-policy issue, current affairs, or

a political campaign? Thinking back to this occasion, did you learn anything new about the issue or campaign?

- Yes 1
- No 2
- Can't recall 8 GO TO 36

25. Did your Web experience change your view in any way?

- Yes 1
- No 2

26. In general, when you visit Web sites devoted to political or social policy issues, current affairs, or political campaigns, is it VERY TRUE for you, SOMEWHAT TRUE, or NOT TRUE that:

SHOWCARD 10

	Very true	Somewh at True	Not True	Don't Know
a. Visiting such Web sites helps you form an opinion on issues about which you are undecided?	1	2	3	8
b. Visiting such sites tends to strengthen or confirm the opinions you already hold?	1	2	3	8
c. Visiting such sites leads you to change your mind on issues?	1	2	3	8
d. After visiting such sites, you believe that issues are more complicated than you had previously thought?	1	2	3	8

D. Arts/Culture

27. In a typical month, about how many minutes or hours do you use the Web to explore sites that have to do with music, film, the visual arts, dance, theatre, museums, literature or related topics?

_____ mins. hrs.

28. Considering all these arts topics, do you participate in chat rooms, Usenet groups, discussion forums, bulletin boards, or similar interactive services devoted to these topics?

- Yes 1

No 2

[IF Q27 IS 0 OR NONE AND Q28 IS NO, GO TO QUESTION 36.
ELSE GO TO 29.]

29. Now I would like you to think about the last time you used the Web to get information or exchange views about music, film, the visual arts, dance, theater, museums, literature, or related topics. On that occasion, did you come across or learn about anything new with regard to any of these topics?

Yes 1
 No 2
 Can't recall 8 GO TO 31a

30. Did your Web experience change your tastes or opinions in any way?

Yes 1
 No 2

31. Do you ever use the Web to learn about, listen to, or discuss topics related to any kind of music?

Yes 1
 No 2 [GO TO Q34a]

In terms of music, have you ever:

		Yes	No
a.	Used the Web to get information about a band, individual performer, orchestra, or other group?	1	2
b.	Used the Web to download a musical sound recording to your own computer?	1	2

c.	Used the Web to listen to an online radio broadcast or view a music video?	1	2
d.	Purchased a recording as a result of hearing it on the Web?	1	2

32. In the last month, how many times have you used the Web to learn about or listen to the following kinds of music?

SHOWCARD 11		Never	1-2 times	More than 2 times
a.	Classical or chamber music	1	2	3
b.	Country	1	2	3
c.	Gothic or Industrial	1	2	3
d.	Jazz	1	2	3
e.	Oldies	1	2	3
f.	Rap/Hip-Hop	1	2	3
g.	Religious	1	2	3
h.	Rock	1	2	3
i.	World Music	1	2	3

33. Is it VERY TRUE for you, SOMEWHAT TRUE, or NOT TRUE that:

SHOWCARD 10		Very true	Somewhat True	Not True	Don't Know
a.	You visit music sites where you can learn about or hear music from artists you already know you like.	1	2	3	8
b.	You visit music sites that contain information about or sounds from many different types of music.	1	2	3	8
c.	You visit sites where you can learn about or hear types of music that you wouldn't ordinarily listen to.	1	2	3	8

Visual Arts

34a. Do you ever use the Web to learn about, view, or discuss topics related to the visual arts – painting, sculpture, or so on?

- Yes 1
 No 2 [GO TO Q35a]

34 In terms of the visual arts, do you ever:

	Yes	No
b. Visit the Web site of an art museum or art gallery in order to learn about upcoming exhibits or to get information before visiting that museum?	1	2
c. Visit the Web site of an art museum or art gallery in order to look at art works exhibited there?	1	2
d. Visit a Web site that is <u>not</u> associated with an art museum or art gallery in order to look at art works?	1	2
e. Visit the Web to get information about an artist or sculptor or a school of artists?	1	2
f. Visit an art museum or gallery as a result of what you found on its Web site?	1	2

35a. Do you ever use the Web to learn about, read, or discuss topics related to literature – novels, poetry, or plays?

- Yes 1
 No 2 [GO TO Q36]

Have you ever:

		Yes	No
b.	Visited the Web site of a book publisher, magazine, or on-line book store to learn about a novel, play, or book of poems?	1	2
c.	Downloaded a poem or work of fiction from a Web site to your computer?	1	2
d.	Visited a Web site associated with a particular novelist, playwright or poet?	1	2
e.	Read a book by an author whose work you first discovered on the Web?	1	2

E. Networks

36a. Have you ever first come into contact with someone on the Internet – through a chat room, bulletin board, news group, discussion forum, or other interactive site, or through their Web page --- with whom you later established a relationship outside the Internet?

- Yes 1
- No 2 [GO TO Q51]

Did any of these people become:

		Yes	No
b.	Spouse or partner	1	2
c.	Girlfriend or boyfriend	1	2
d.	Coworker	1	2
e.	Other business associate	1	2
f.	Neighbor	1	2
g.	Friend	1	2
h.	Someone you worked with on a civic, community or political project	1	2

37. When you want to learn how to do something new with your software and you need advice on how to do it, which of the following do you do? (Name as many as are correct.) [PROMPT: Anything else?]

		Yes	No
a.	Look in the on-line “help” provided as part of the software	1	2
b.	Look in a printed manual, book, or CD that tells how to use the software	1	2
c.	Call the software company to get help	1	2
d.	Ask someone at your workplace or school for help	1	2
e.	Ask someone else you know for help	1	2
f.	Pay someone to help you	1	2
g.	Figure it out yourself	1	2

IF 37e. and 37f BOTH = NO, THEN GO TO 39a.

38. Do the people you can ask for advice include? (Name as many as are correct):
SHOWCARD 12

		Yes	No
a	Spouse or partner	1	2
b	Son or daughter	1	2
c	Mother or father	1	2
d	Brother or sister/brother-/sister-in-law	1	2
e	Other family	1	2
f	A teacher	1	2
g	A fellow student	1	2
h	A supervisor or trainer at work	1	2
I	Other co-worker	1	2
j	A close personal friend	1	2
k	Other friend or acquaintance	1	2

