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Appendix 1

NOTE: The authors would like to encourage researchers to do the similar research using this formula. It would be appreciated if you could share the result with the authors by e-mail at
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Questionnaires in English

Q1	SQ1	ALL	SA matrix per row	We would like to ask about your access to the following TV and websites for the following broadcasters specializing in news. Please select the one answer that applies for each broadcaster.

1　Al Jazeera English
（Website）
（exclude Al Jazeera in Arabic）

2　Al Jazeera English（TV）
（exclude Al Jazeera in Arabic）

3　BBC World News（Website）

4　BBC World News（TV）

5　Channel News Asia
（Website）

6　Channel News Asia（TV）

7　CNN International（Website）
（exclude CNN en Español）

8　CNN International（TV）
（exclude CNN en Español）

9　Euro News（Website）

10　Euro News（TV）

11　NHK World（Website）

_____

12　NHK World（TV）

1　I watch／view it thoroughly 5 – 7 times a week

2　I watch／view it thoroughly 1 – 4 times a week

3　I watch／view it thoroughly 1 – 3 times a month

4　I watch／view it once every 2 – 3 months

5　I watch／view it once every 6 months or less

6　I have never watched／viewed it myself, but I can watch／view it at home or in my workplace

7　I have never watched／viewed it myself, but I have heard the name

8　I have never watched／viewed it myself, and I have never heard the name

_____

Q2	Q1-1	SQ1_1–=1-3	MA matrix per Column	For each of the following events that occurred from the start of 2011 onward, please select all of broadcasters and / or their websites that you used to acquire information.

1 Arab Spring (from January 2011. Revolutions in Tunisia and Egypt. Death of Colonel Gaddafi)

2 The earthquake and nuclear disaster in Japan (March 2011)

3 Marriage of Prince William of England (April 2011)

4 The massive flooding in Thailand and its effects on the global economy (July – October 2011)

5 The death of supreme leader of North Korea, Kim Jong-Il (December 2011)

6 Republican Party (United States) presidential candidacy race (January 2012 onward)

7 EU decision to offer aid to Greece (February 2012)

1 Al Jazeera English

2 BBC World News

3 Channel News Asia

4 CNN International

5 Euro News

6 NHK World

7 Other international media (newspapers, magazines, TV, websites, Facebook, Twitter

_____

etc.)

8   Domestic media (newspapers,

    magazines, TV, websites,

    Facebook, Twitter etc.)

9   Other

10   I don't know about this event

_____

| Q2 | Q1-2 | SQ1_1-=1-3 | SA matrix per Column | Please select the one broadcaster that was your most important news source in regard to each event. |

1 Arab Spring (from January 2011. Revolutions in Tunisia and Egypt. Death of Colonel Gaddafi)

2 The earthquake and nuclear disaster in Japan (March 2011)

3 Marriage of Prince William of England (April 2011)

4 The massive flooding in Thailand and its effects on the global economy (July – October 2011)

5 The death of supreme leader of North Korea, Kim Jong-Il (December 2011)

6 Republican Party (United States) presidential candidacy race (January 2012 onward)

7 EU decision to offer aid to Greece (February 2012)

1 Al Jazeera English

2 BBC World News

3 Channel News Asia

4 CNN International

5 Euro News

6 NHK World

_____

7   Other international media (newspapers, magazines, TV, websites, Facebook, Twitter etc.)

8   Domestic media (newspapers, magazines, TV, websites, Facebook, Twitter etc.)

9   Other

_____

| Q3 | Q2-1 | Q1-2_1=1-6 | SA matrix per row | This question is for people who responded in the previous question that they used [Diplay Q1-2_each event=1-6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster?Please select how you feel regarding each of the reasons given here. Select one answer for each reason. Arab Spring (from January 2011. Revolutions in Tunisia and Egypt. Death of Colonel Gaddafi) |

1   Because it reported this international breaking news faster than domestic media

2   Because it provided news from regions that domestic media did not cover

3   Because it provided analysis from a unique perspective that domestic media did not provide

4   Because I wanted to find out how the native country of the broadcaster (e.g. CNNI = U.S) saw the issue

5   Because it had more on-site reports and live coverage than domestic media, giving the news greater presence

6   Because it provided information on what was most important about the event from a global perspective

1   I very much think this

_____

2 I do think this

3 I don't really think this

4 I don't think this at all

5 I don't know/ I have no idea

_____

| Q3 | Q2-2 | Q1-2_2=1-6 | SA matrix per row | This question is for people who responded in the previous question that they used [Display Q1-2_each event=1-6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster? Please select how you feel regarding each of the reasons given here. Select one answer for each reason. The earthquake and nuclear disaster in Japan (March 2011) |

1   Because it reported this international breaking news faster than domestic media

2   Because it provided news from regions that domestic media did not cover

3   Because it provided analysis from a unique perspective that domestic media did not provide

4   Because I wanted to find out how the native country of the broadcaster (e.g. CNNI = U.S) saw the issue

5   Because it had more on-site reports and live coverage than domestic media, giving the news greater presence

6   Because it provided information on what was most important about the event from a global perspective

1   I very much think this

_____

2   I do think this

3   I don't really think this

4   I don't think this at all

5   I don't know/ I have no idea

Q3	Q2–5	Q1–2_5=1–6	SA matrix per row	This question is for people who responded in the previous question that they used [Display Q1–2_each event=1–6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster? Please select how you feel regarding each of the reasons given here. Select one answer for each reason. The death of supreme leader of North Korea, Kim Jong–Il (December 2011)

1   Because it reported this international breaking news faster than domestic media

2   Because it provided news from regions that domestic media did not cover

3   Because it provided analysis from a unique perspective that domestic media did not provide

4   Because I wanted to find out how the native country of the broadcaster (e.g. CNNI = U.S) saw the issue

_____

5   Because it had more on-site
    reports and live coverage than
    domestic media, giving the news
    greater presence

6   Because it provided information
    on what was most important about
    the event from a global
    perspective

| Q3 | Q2-6 | Q1-2_6=1-6 | SA matrix per row | This question is for people who responded in the previous question that they used [Display Q1-2_each event=1-6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster? Please select how you feel regarding each of the reasons given here. Select one answer for each reason. Republican Party (United States) presidential candidacy race (January 2012 onward) |

| Q3 | Q2-7 | Q1-2_7=1-6 | SA matrix per row | This question is for people who responded in the previous question that they used [Display Q1-2_each event=1-6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster? Please select how you feel regarding each of the reasons given here. Select one answer for each reason. EU decision to offer aid to Greece (February 2012) |

_____

Q4   Q3-1   ALL   SA   Please provide your overall impressions and evaluation of all
                   matrix   information (including content other than straight news) from each
                   per   broadcaster.
                   row   For the following broadcaster, please select the best answer that suits
                           each point below.
                           Concerning Al Jazeera English (exclude Al Jazeera in Arabic)

1   Fast with breaking news

2   Offers excellent analysis

3   Reports based in neutral facts

4   The station has a unique
    direction and opinions

5   Provides balanced global
    information also from the
    perspectives of content and
    geography

6   Biased toward the benefits
    and perspective of the native
    country of the station (e.g.
    CNNI = US)

7   Handles a lot of information
    mainly from developed
    countries

8   Puts a lot of effort into
    information on developing
    countries

1   I very much think this

_____

2   I do think this

3   I don't really think this

4   I don't think this at all

5   I don't know/ I have no idea

_____

Q4	Q3-2	ALL	SA matrix per row	Please provide your overall impressions and evaluation of all information (including content other than straight news) from each broadcaster. For the following broadcaster, please select the best answer that suits each point below. Concerning BBC World News
Q4	Q3-3	ALL	SA matrix per row	Please provide your overall impressions and evaluation of all information (including content other than straight news) from each broadcaster. For the following broadcaster, please select the best answer that suits each point below. Concerning Channel News Asia
Q4	Q3-4	ALL	SA matrix per row	Please provide your overall impressions and evaluation of all information (including content other than straight news) from each broadcaster. For the following broadcaster, please select the best answer that suits each point below. Concerning CNN International (exclude CNN en Español)
Q4	Q3-5	ALL	SA matrix per row	Please provide your overall impressions and evaluation of all information (including content other than straight news) from each broadcaster. For the following broadcaster, please select the best answer that suits each point below. Concerning Euro News
Q4	Q3-6	ALL	SA matrix per row	Please provide your overall impressions and evaluation of all information (including content other than straight news) from each broadcaster. For the following broadcaster, please select the best answer that suits each point below. Concerning NHK World

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Q5	Q4	ALL	MA matrix per row	When you watch / view news of the following broadcaster(s), which programs do you especially like the content or format of? Please select all that apply (multiple answers allowed).

1   Al Jazeera English
2   BBC World News
3   Channel News Asia
4   CNN International
5   Euro News
6   NHK World

1   Straight news
2   Financial / markets / business
    news
3   Interviews and debates
4   Investigative journalism /
    reportage
5   Feature programs on lifestyle
    / travel / culture etc.
6   Sports
7   Other

_____

| Q6 | Q5 | ALL | SA | Finally, we have some questions about you. |

Select your gender.

1 Male

2 Female

| Q7 | | ALL | SA | Select your highest level of education. |

If you are currently a student, select the level you currently attend.

1 High school or lower

2 University

3 Masters

4 Doctorate

5 Other

| Q8-1 | | ALL | SA | Select your employment status. |

1 Unemployed / student

2 Employed

| Q8-2 | Q9-1=2 | | SA | Is there a requirement in your work to have an awareness of international events? |

1 Very much so

2 Somewhat so

3 Not really

4 Not at all

| Q9 | | ALL | SA | Select your nationality. |
| Q10 | | ALL | SA | Select your mother language. |

_____

Q7	Q11	ALL	SA	Now we are going to ask about your way of thinking and your
			matrix	behavior. For each question please select the one answer that is
			per row	closest to your own feelings.

1   I am always very aware of my nationality or ethnicity

2   I sometimes identify with being a citizen of "Asia", "Europe", etc. going beyond national boundaries

3   I sometimes feel that I am "a global citizen"

1   I very much think this

2   I do think this

3   I don't really think this

4   I don't think this at all

5   I don't know/ I have no idea

_____

Q8	Q12	ALL	SA matrix per Column	When you want to acquire news in the following fields, which media do you use the most? Please select the one media that best applies for each.

1 Domestic news

2 International news

3 Financial / markets / business news

4 Interviews and debates

5 Investigative journalism / reportage

6 Feature programs on lifestyle / travel / culture etc.

7 Sports

1 Local newspapers

2 Foreign or international newspapers

3 Local TV

4 Foreign or international TV

5 Local magazines

6 Foreign or international magazines

7 Local internet sites (including Facebook, Twitter etc.)

8 Foreign or international internet sites (including Facebook, Twitter etc.)

9 Other media