

FSD3767 YOUGAMBLE 2018: ETELÄ-KOREAN AINEISTO

FSD3767 YOUGAMBLE 2018: SOUTH KOREAN DATA

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[Note from FSD: This is a translated document of the longer text parts of the original Korean questionnaire. The phrasing may vary from the original document.]

*Problem Gambling and Social Media: A Social Psychological Study on Youth Behavior in Online Gaming Communities Project*

**Data to be collected from January 15 to 31. (n = ca. 1200)**

**The survey is almost identical to the dataset collected in Finland in the spring of 2017.**

## **Introduction for respondents**

The Faculty of Social Sciences at the University of Tampere in Finland in collaboration with researchers in the United States and South Korea is conducting a comparative study of social media use among 15-25-year-olds.

The survey takes 15 minutes to complete. We do not collect any personal identifiable information. Your responses are treated as confidential. Participation is voluntary and you may exit the survey at any time.

Once this research is completed, the data will be archived into the Finnish Social Science Data Archive for later research purposes. By completing the survey, you allow the reuse of this data for further research.

## **OUTRO**

Thank you for participating in our study! In the section of the survey where you were asked to react to gambling-related situations taking place in social media, respondents were randomly assigned to different response-groups. The content of the messages and reactions of other group members were, in actuality, controlled by the researchers. The reason for this setting is to evaluate group effects in social media.

Additional information regarding gambling and problem gambling in South Korea, see <http://www.ngcc.go.kr/NGCC.do>.

Detailed contact information and the research project homepage can be found here: <https://projects.tuni.fi/problem-gambling-and-social-media/>

## Quota questions

### Section A: Background variables

### Section B

### Section C (서베이 실험)

Randomid (in Limesurvey, not shown for the respondent)

randomid == 1: vign1-4, in-group

randomid == 2: vign5-8, in-group

randomid == 3: vign1-4, control group

randomid == 4: vign5-8, control group

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#### **In-group info (before the vignettes)**

In the next section of the survey, respondents are placed into groups based on their previous answers. **You have been placed in group C**, because your answers have been similar to the answers of the other group members.

Next, we ask you and your group members to evaluate different gambling related situations taking place in social media.

#### **Control group info (before the vignettes)**

In the next section of the survey, we will ask you to evaluate different gambling related situations taking place in social media.

#### **Intro text for the vignettes**

Imagine that you encounter the following message shared by another user in social media:

#### **Vignettes**

##### **1 & 7 (experience-driven & negative towards gambling)**

Me and many of my friends suffer from gambling problems. Gambling causes me problems, and it has caused significant damage to me and my family's well-being. Behind the following link, you can read more about Koreans' experiences on gambling.

### **2 & 8 (fact-driven & positive towards gambling)**

“According to a recent report, 61 % of South Koreans gamble. Gambling brings enjoyment, and significant benefits to the society and people’s well-being. Behind the following link, you can read more research findings on gambling.”

### **3 & 5 (experience-driven & positive towards gambling)**

“Me and many of my friends gamble. Gambling brings me enjoyment, and it has brought significant benefits to me and my family’s well-being. Behind the following link, you can read more about Korean experiences on gambling.”

### **4 & 6 (fact-driven & negative towards gambling)**

“According to a recent report, more than 1.97 million South Koreans suffer from gambling problems. Gambling causes problems, and it causes significant damage to the society and people’s wellbeing. Behind the following link, you can read more research findings on gambling.”

### **Text after each vignette scenario (all the users fill 4 vignettes in random order)**

The application will allow you to either like (thumbs up) or dislike (thumbs down) the messages.

[in-group] Other members in your group have so far reacted to the message in the following way:

[control] Other survey respondents have so far reacted to the message in the following way:

- *I like this*
- *I don't like this*
- *No reaction*

### **How would you react to this message in social media?**

**Please select one of the following options:**

How likely, based on the given description...

- a) ...would you find the message interesting? [VIGNa]
- b) ...would you open the link attached? [VIGNb]
- c) ...would you share the link in social media? [VIGNc]
- d) ...would you seek similar content online in the future? [VIGNd]
- e) ...would you recommend the linked website to your friends? [VIGNe]
- f) ...would your friends in social media be interested in the linked website? [VIGNf]

[scale from 1 to 10, 1= not at all likely and 10 = very likely]

### **GROUP IDENTIFICATION (after all the 4 vignette scenarios)**

### **In-group info**

Based on the last four pages, we ask you to respond to the following statements about you and your group. What do you think?

I have a lot in common with the average group member [ingroup1a].

I am similar to the average group member [ingroup1b].

People in my group have a lot in common with each other [ingroup1c].

People in my group are very similar to each other [ingroup1d].

### **Control group info**

Based on the last four pages, we ask you to respond to the following statements about you and other respondents. What do you think?

I have a lot in common with the other respondents [ingroup2a].

I am similar to the average respondent [ingroup2b].

The respondents have a lot in common with each other [ingroup2c].

The respondents are very similar to each other [ingroup2d].

strongly disagree

strong agree

Scale 1–10

### **Short summary on vignettes:**

Positive stance on gambling [**experience-driven**] [**fact-driven**]

[**Me and many of my friends**] [**According to a recent report, 61% of South Koreans**] gamble. Gambling brings [**me enjoyment**] [enjoyment], and it [**has brought significant benefits to me and my family's well-being**] [**brings significant benefits to the society and people's well-being**]. Behind the following link, you can read more [**about Korean experiences**] [**research findings**] on gambling.

Negative stance on gambling [**experience-driven**] [**fact-driven**]

[**Me and many of my friends**] [**According to a recent report, more than 1.97 million Koreans**] suffer from gambling problems. Gambling causes [**me problems**] [problems], and it [**has caused significant damage to me and my family's well-being**] [**causes significant damage for the society and people's well-being**]. Behind the following link, you can read more [**about Korean experiences**] [**research findings**] on gambling.