# Appendix: Questionnaire

***Demographic Characteristics***

A. What is your gender?

1. Male

2. Female

A2. How old are you?

\_\_\_\_\_\_\_\_\_\_\_\_

A3. What is your highest level of education completed?

1. Did Not Complete High School
2. High School
3. Some College
4. Bachelor's Degree
5. Master's Degree
6. Ph.D.

 A4. What is your approximate average household monthly income, including any incentives, bank interests, or other extra earnings?

\_\_ Under 3,000,000 won

\_\_ Above 3,000,000 won - under 5,000,000 won

\_\_ Above 5,000,000 won - under 10,000,000 won

\_\_ Above 10,000,000 won

 A5. Please indicate your political ideology (1=very progressive to 7=very conservative):

\_\_\_\_

A6. Where do you mainly live? (Select one place)

1. \_\_\_\_Seoul/Gyeonggi/Incheon
2. \_\_\_\_Kangwon
3. \_\_\_\_Gyeongsang
4. \_\_\_\_Jeonra
5. \_\_\_\_ Chungcheong
6. \_\_\_\_Jeju
7. \_\_\_\_Overseas

A7. What is your occupation?

1. Student
2. \_\_\_\_Self-employed/CEO
3. \_\_\_\_Professionals
4. \_\_\_\_Managerial works
5. \_\_\_\_Office worker (Companies/government agencies)
6. \_\_\_\_CEO
7. \_\_\_\_Agricultural/forestry/fisheries/livestock industry
8. \_\_\_\_Technicians
9. \_\_\_\_Not employed
10. \_\_\_\_Others

*Exposure to inter-Korean experiences*

B1. Have you participated in inter-Korean social and cultural exchanges?

1. \_\_\_\_Yes
2. \_\_\_\_No

B2. Have you listened to or read about anyone who participated in inter-Korean social and cultural exchanges talk about their experiences through the media (e.g., newspapers, TV, radio, magazines, or any other media)?

1. \_\_\_\_TV
2. \_\_\_\_newspaper
3. \_\_\_\_radio
4. \_\_\_\_magazine
5. \_\_\_\_book
6. \_\_\_\_internet
7. \_\_\_\_Others

B3. Have you been to North Korea?

1. \_\_\_\_Yes
2. \_\_\_\_No

B4. Have you met any North Koreans (those who are not defectors)?

1. \_\_\_\_Yes
2. \_\_\_\_No

B5. Have you met any North Korean defectors?

1. \_\_\_\_Yes
2. \_\_\_\_No

B6. How much do you think you know about what life is like for North Koreans?

(1: I Do not know at all to 5: I know very well)

*Humanization of North Koreans*

Please rate how much you have the following feelings when you think of North Korean

(0: weaker feeling to 6: stronger feeling).

C1. Love

C2. Sorrow

*Superordinate identity*

How much do you agree with the following statements?

(Strongly disagree/Disagree /Agree/Strongly agree)

C9. South and North Koreans are the same human beings.

C10. South and North Koreans have a lot of commonalities.

D1. To what extent do you feel that you share a common Korean identity with North Koreans?

(1: weaker feeling to 5: stronger feeling)

*Empathy*

C11. I cannot continue to feel okay if a North Korean is upset.

C12. It upsets and bothers me to see a North Korean person who is helpless and in need.

C13. I can understand how certain political issues might upset North Korean people.

*Prejudicial attitudes toward North Korea*

(-3: weaker feeling to +3: stronger feeling)

Please rate how much you have the following feelings when you think of North Korea:

C14. ugly-beautiful,

C15. bad-good,

C16. unpleasant-pleasant,

C17. dishonest-honest,

C18. awful-nice

*Support of inter-Korean people-to-people exchanges*

E1. How willing are you to participate in people-to-people exchanges with North Koreans?

(1: not at all to 5: a lot)

E2. Since 2008, 19 inter-Korean social and cultural cooperation projects took place. Do you think the scope of inter-Korean people-to-people exchanges should be:

[Left the same, Decreased a lot, Decreased a little, Increased a little, Increased a lot, Don’t know]

*Support for unification*

F1. I support unification despite economic costs to South Korea. (strongly disagree: 1 to strongly agree: 5)

*Open-ended question*

 G1. The expert who narrated in the video talks about social and cultural people-to-people exchanges between North and South Korea. What are your thoughts on inter-Korean people-to-people social and cultural exchanges?