

## MASTER'S THESIS

### Surveying the relationship between the media use and the political interest in China

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**Surveying the Relationship between the Media Use  
and the Political Interest in China**

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**A thesis submitted in partial fulfillment of the requirements  
for the degree of  
Master of Philosophy**

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## **ABSTRACT**

The emergence and increasing use of the news media employing communicational technologies has changed the very core part of public participation in political activities in China. Given the growing importance of the mass media in political domain, social scientists have called to pay attention to the multiple-layered relationship between news media and political interest. A survey was conducted to assess the relationship among the media use, the political interest, and other variables related to the former two. The result indicates a strong predicting power of news genre, the communication skills, media reliance and media trust upon the political interest, while new media remains a marginalized force in promoting political interest among media users.

## TABLE OF CONTENTS

DECLARATION.....	i
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
CHAPTER 1 INTRODUCTION AND BACKGROUND .....	1
1.1 Introduction.....	1
1.2 China Media.....	6
1.2.1 <i>China media history</i> .....	6
1.2.2 <i>China media industry</i> .....	6
1.2.3 <i>Popular communication strategy</i> .....	7
1.2.4 <i>Single ownership, dual system</i> .....	7
1.2.5 <i>China media policy</i> .....	8
CHAPTER 2 LITERATURE REVIEW.....	11
2.1 Main Concepts.....	11
2.1.1 <i>Political interest</i> .....	11
2.1.2 <i>Media use</i> .....	12
2.1.3 <i>Media trust</i> .....	13
2.1.4 <i>Media distrust</i> .....	15
2.1.5 <i>Political knowledge</i> .....	16
2.1.6 <i>Media reliance</i> .....	17
2.1.7 <i>Demographics</i> .....	18
2.2 Theorizing Media Roles in Political Society.....	18
2.2.1 <i>Media's functional roles</i> .....	18
2.2.2 <i>Media has little or no influence</i> .....	22
2.3 Existing Research over Relation between Media Use and Political Interest.....	22
2.3.1 <i>Positive relation</i> .....	23
2.3.2 <i>Negative relation</i> .....	23
2.3.3 <i>No relation</i> .....	25
2.3.4 <i>Other predictors</i> .....	25
2.3.5 <i>Critics upon media effect studies</i> .....	27
CHAPTER 3 HYPOTHESES AND RESEARCH QUESTIONS.....	29
CHAPTER 4 METHODOLOGY.....	30
4.1 Data Description .....	30
4.2 Variables.....	30
4.2.1 <i>Political interest</i> .....	30

4.2.2 <i>Social and demographic variables</i> .....	31
4.2.3 <i>Media reliance</i> .....	31
4.2.4 <i>Media consumption</i> .....	32
4.2.5 <i>News genre</i> .....	33
4.2.6 <i>Media trust</i> .....	33
4.2.7 <i>Media distrust</i> .....	33
4.2.8 <i>Political knowledge</i> .....	34
4.2.9 <i>Willingness to communicate</i> .....	34
CHAPTER 5 RESULTS.....	35
5.1 <i>Descriptive Statistics</i> .....	35
5.2 <i>Bivariate Analysis</i> .....	36
5.3 <i>Hierarchical Multiple Regression Analysis</i> .....	43
CHAPTER 6 DISCUSSION.....	48
6.1 <i>Research Summary and Future Research Directions</i> .....	48
6.2 <i>Limitations</i> .....	51
LIST OF REFERENCES.....	53
CURRICULUM VITAE.....	63