CHINESE STUDENTS’ ATTITUDES AND PERSPECTIVE TO AMERICA MEDIA

By

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ABSTRACT

This study examines Chinese students' attitudes and perspective to America media and how these might influence them to adopt an attitude towards the United States. With this regard two perspectives are measured. The first perspective that this study explore is the frequency with which Chinese students are exposed to American media: films, TV, newspaper, magazine, video games and application games. Another perspective that is measured is whether American media is more violent and display sexual content then Chinese media. For the completion of these two goals data is collected via survey at a large public university in the US. Results are presented about the developed objectives through frequency distribution analysis. In the end, the study presents a conclusion of overall findings and future implications.
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Introduction

The mass media consist of several different types of communications media: television, radio, cinema, newspapers, magazines, and internet-based Web sites. They play the role of disseminating information in our lives; however, in essence, they are the builder and promoter of popular culture in communication. They are responsible for the popularity of contemporary popular culture, which has a fresh vitality and has continued to deepen the impact on our lives. The United States has the world's most advanced media systems. American media conglomerates tend to be leading global players, generating large revenues as well as large opposition in many parts of the world. Based on book "American film abroad: Hollywood's domination of the world's movie screens" (Segrave, 1997) it can be said that in the present international community, American mass media continuously strengthen its influence under the supremacy of United States. It even leads the development of international mass media. However, in current years, the American Mass media exposes two trends with rapid development. Firstly, the globalization of American Mass media becomes an irresistible trend in recent years. Simultaneously, the degree of restrictions of media content become wider than before, which means the display of erotic and violence and other prohibited elements appear more commonly in media than before (Louie, 2004).

China, being one of the biggest American cultural export countries; it is affected by American Mass media widely and deeply. Especially Chinese youth, who are a big market for American Mass media. The Chinese youth are revering of American culture. They like to watch Hollywood movies, listen to western pop music, emulate American guys learn street dancing, and American TV shows are also very popular with them. The influence of American mass media is continuously increasing in the group of Chinese youth. Therefore, the openness of
American mass media makes others concerned about the influence. The facts of violence and pornography in American mass media directly affect the growth and development of these individuals. They impede their social value, ideology, and even their personal. Even though the Chinese government introduced some policies to limit the import of American mass media; the powerful American culture force is already becoming an irresistible international storm, sweeping the globe through their mass media. In this process, as the audiences, Chinese youth are impacted by these media sooner or later. This is attributed to both the development of American mass media and the present situation of themselves (Sandy, 2007).

**Statement of Purpose**

The purpose of this study is to gauge the perspective and attitude of Chinese students towards the American media. Measuring the perspective and attitude of Chinese students towards American media is a very broad objective so there is a need to narrow down the objective for the fulfillment of the research purpose. With regard to the perspective of Chinese students about the American media the purpose of the research is to explore the frequency with which they consume American media. Measuring this objective include how many times do they view Hollywood movies, Newspapers, Magazines, Video games and App Games. The study also compares the prevalence of violence and sexual content of American media with the Chinese media from the participants perspective.

**Statement of Relevance**

The world in which we live is the world of globalization. Concept of synergy, globalization and multiculturalism are the concepts that are in vogue. The main reason behind
this is media advancement and access to the videos, news, and updates about the world through the advent of the internet. As a result of this advancement of media everything can be learned about a culture about any country in the world. The role of media today has become so important that it is shaping and affecting the relationships among different countries. In this scenario, conducting this research study is very important as it would show how people can form perceptions and attitudes with the help of media.

**Methodology**

**Research Design**

The research design is the researcher's overall plan to get the answers to all the questions or to test the research hypothesis. The research design breaks down the basic strategies that the researcher adopts to generate accurate and interpretable answers. The research design that is adopted for this research paper is a quantitative survey study.

Quantitative methodology is one that allows the researcher to examine the data in scientific and digital forms. The quantitative research methods are descriptive by nature. The quantitative research method includes experiments and different surveys.

**Research Technique**

The research techniques include a number of practical procedures for the purpose and means of research that reveal the fundamental characteristics to explore the research questions. The research technique that is used to attain the research objectives is a questionnaire survey.
The Design of the Questionnaire

The questionnaire was designed to collect the basic information of what Chinese students watch, listen or play with regard to American mass media. It also collects their feedbacks of the experience about the degree of violence and pornography for American mass media. The Questionnaire is found in Appendix A.

Sample

This sampling method attempts to select items or sample based on the convenience of the researcher (Robson, 2002). There were 24 Chinese students who participated in the questionnaire but only 21 of them completed the questionnaire. Therefore, the practical and effective data is based on 21 subjects. The questionnaire was distributed via email. All participants are current students at the University of Arizona. According to the data from the questionnaire, 13 students had just graduated high school in China and 8 had already been in the United States a few years. The students were recruited by email, and filled out online survey.

Data Analysis

The data collected in the research is analyzed by using the method of frequency distribution. With the help of frequency distribution it is shown how many students perceive American media in a particular way. It also includes graphs and bar charts.
Literature Review

While conducting any research it is imperative to develop knowledge and information about that topic. To get this information a literature review plays a vital part. A literature review gives a researcher a deep insight of the topic. To get the understanding of the topic of media and its influential factors in case of American media and Chinese students this research paper provides an overview about the topic.

Globalization

Entertainment is one of America’s top exports. American Mass media is an important part of entertainment. Hollywood films, television, music, radio, advertising, print publishing and video games, all of them are on the list of top exports. If one discusses the Hollywood commercial cinema, it is not difficult to find it is the representation of American Mass media's globalization (China.com Blog, 2008). During the last decade, Hollywood became a completely international business. According to recent discussions in "The Economist", we see "in the past decade total box-office spending has risen by about one-third in North America while more than doubling elsewhere"(The Economist, 2011). It directly shows the developing of the Hollywood international market is much bigger than the North America market which includes the US, Canada, and Mexico. In fact, the oversea market brings more box-office receipt than the North American Market, which means Hollywood cinema industry is practically more dependent on foreign distribution. In 2009, the 3D fantasy movie "Avatar" brought a cinema boom in foreign markets. It made 2 billion dollars box-office income in China. It exceeded the Japanese cinema market and also created the box-office record in Chinese cinema market. As one dominate part of American Mass media, Hollywood cinema industry not only creates a lot of commercial income
but also transmits American media culture to foreign countries. The prosperity of Hollywood cinema effectively proves the rise of American mass media. It helps American Mass media expand the world influence in global market. Thus, globalization becomes one of the overwhelming tends for American Mass media (Robson, 2002).

Besides the Hollywood cinema, the American publishing industry also continually improves. The practical nature weekly is the American culture carrier and have bigger influences in the United States but also international markets. *TIME* magazine became the representation of practical nature weekly that has a large number of impacts in global society. Contrast to other two national practical nature weekly, *US News and World Report* and *Newsweek*, *TIME* focuses on developing its international market and attract more global readers in recent year. Therefore the contents about international events and global movement are the main component of *TIME* magazine. This globalization strategy made *TIME* gain a global recognition and reputation. In order to improve as a world-renowned brand and the most influential weekly, *TIME* is not limited in the country of America, but also looks forward globally. Now, besides the American version, *TIME* also has Europe version, Asia version and Latin America version. Besides reporting major events that happen around the world, *TIME* magazine also plays an important role to propagate American value systems, lifestyles and popular culture. *TIME* published over 4 million magazines yearly, which is far beyond the publication of *Newsweek* and *US News and World Report*. Because of this globalization strategy, *TIME* faces more opportunities and gets a bigger share in the global market (Gerbner, Gross, Signorielli & Morgan, 2008).

The Hollywood cinema industry and American publishing industry, are obvious examples of the developing trend of American mass media in the global area. Essentially, as the communicator of American popular culture, mass media rise to be an cultural force and expand
its influence over the world (Marchetti, 2006).

**The wider degree of restriction**

Because of the difference of culture, the media expression of Western countries and Eastern countries are very different. Western medias are more open and eastern are more restrained. Especially with regard to media contents, Western media are more open to sex and violence, images perhaps restricted in other countries. In order to increase the commercial elements and selling points, a lot of American Mass media add erotic and violence plots. Sex and violence scenes frequently appear on films, TV shows, even video games to increase the attraction of the audience (Paek, 2004).

In a 2007 report of International Herald Tribune, it noted that every American youth under the age of 18 could view forty thousand homicides and two hundred thousand other violent and erotic actions during their developing years (Lao 2007). The U.S. National Institute of Mental Health also cited similar data. The research result shows there are 1845 violent scenes in every 18 hours of American TV shows, which is equal to 100 violent scenes for every TV show hour. In short, there is 1 scene for every 36 seconds of programing (Lao 2007). These research results directly expose the problem of a serious violent environment for American youth. This environment will directly shape their personal characters and affect the growth of youth. In fact, for young people, watching film and television is a passive viewing action. However, video games are a mass media which creates the environment of hands-on participation in violence, which has a greater impact on them. It glorifies the violence and misleads youth so they see violence as legitimate. It creates serious negative impacts on their life and growth. Obviously, the violent scenes become the object of the youth's imitation. In the United States more than half
of the gunman are young people. Those shootings cases have a huge contact with the culture of violence and lure. The famous Virginia Tech student shooting case becomes a very representative example to expose the effect of violent video games. The murderer, Cho, who killed 32 people was obsessed with the violent game "Counter-Strike" since his high school. He has a self-timer photo which imitated the scene of the violent film "Old Boy". The 19-year-old Robert Hawkins created the most serious shopping mall shooting in 2007 with the crazy idea of "I want to be famous". It left nine people dead and five people injured. The massacre that happened in the premiere of The Dark Knight Rise in Colorado could also have some connection with media violence.

In fact, U.S. authorities did realize the adverse effects of violent movies and television and video games on youth. They created the rating system to manage the different levels of film and television violence as well as video games. Legislative organizations have also introduced legislation aimed at prohibiting game stores to sell violent video games to children. However, it is difficult to implement these restrictions in American because of their preference for violence (Stirling, 2008).

Retrospective root causes of media violence, could be attributed to the American history of advocating violence. The United States was born of the rebellion to authority with the use of force. There were tens of thousands of Native American killed by white people since the first landings in the United States. The American Historian Richard Maxwell Brown believes that "violence has already become a part of the American value concept structure," "the violence exist in our country at every history stage and every aspect," he said, "the violence is sacred. American people never averse using violence when it is considered to be the legitimate interests. Violence is a widely accepted solution if it is conflict between people" (Lao, 2011). Obviously,
violence is already implanted into the American culture. On the other hand, America developed their own special violent culture and it is beloved deeply by Americans.

**Chinese Students**

**Chinese Students increase contact to American mass media**

The openness of Chinese market offers a greater chance for Chinese local students being in touch with the export of American mass media. After the collapse of the Soviet Union during the 1990s, the United States became the unique superpower to lead the world. The supremacy of international status made American have the cultural hegemony over the world. Within the influence of American cultural hegemony, the Chinese society gradually turned to westernization on many aspects. The most obvious movement is that Chinese people celebrate the festival of Christmas. As is known to all, Christmas is the biggest and most important festival in the United States. It is a representation and symbol of American culture. However, it is gradually accepted and celebrated by Chinese people now, especially the students. During Christmas time, it is becoming very popular for students to exchange Christmas gifts, and wish cards in school. The students all revel in the strong Christmas atmosphere. It becomes a fashion behavior to celebrate Christmas. Although the Chinese government has not accepted the Christmas as Chinese festival, it seems difficult for people to resist this "meaningful" time. Evidently, the Christmas culture already implants into Chinese society (Lent, 1977).

Without the cultural hegemony, American mass media itself has great charm and attraction. NBA, the second biggest professional league sport in US now is very popular in China. According to incomplete statistics by the NBA, there are over 200 million Chinese fans that watch the season games through different broadcastings. This number is already beyond the total
quantity of American NBA fans. There also exists a Chinese Basketball League in China; however, there is not that much people excited at Chinese basketball game as the NBA game. Why is the foreign game raised in China? The reason is not that incredible. It is the disparity of entertaining between Chinese and American league. In NBA alliance, the team selects the professional basketball player through the sort of draft every year. It ensures the team has the best player from all over the world. The team offers hundreds millions dollars of the salary for players, coach and other members of the team. High economic benefits made each team keep high competitiveness. It directly increases the entertainment of games. Besides that, the professional sport shooting and broadcasting technologies produce enjoyable game videos. All these elements compose and increase the interest of game (Siu, 2002).

Except for the American sport videos, the Hollywood cinema industry has been more convincing in quality of mass media. Hollywood cinema has an over hundreds-year long developing history since the beginning of the film industry. No matter from the shooting technology, production investment or post-production propaganda, Hollywood has a large amount of advantages. The large amount of production investment ensures the films have great quality and also stepped up publicity. Therefore, there is always a fully packed theater when the Hollywood films release in the Chinese market. In the audiences group, young people accounted for a large part of the audience (Dan, 2006).

No matter from the cultural hegemony of American mass media nor the attraction of American mass media itself, both of them are showing the improving ability of Chinese to accept American culture. In this process, Chinese youth is the biggest audiences that welcome the American culture into China. They are the generation with the most contact to American culture and most influenced by the American mass media (Lin, 2004).
Study Abroad Becomes Popular in China

In recent years, global study has risen quickly in Chinese society. Especially in the recent five years, the number of Chinese student who study abroad explodes quickly year by year. America, a country that has rich education resources and many excellent schools soon becomes their most desired place. According to unofficial data reported online, there are 157,588 Chinese Students sent to US colleges in 2011. This number achieves more than one fifth of all international scholars in the US. Compared to the total population of international student in 2010, "it climbed 4.7 percent during 2010-2011 academic year to 723, 277, with the fastest growth coming from China and Saudi Arabia, which sent 22704 students, a 44 percent increase, most of the increase came from China"(Staley, 2011). These continuously increasing number shows us an indisputable fact that more and more Chinese students choose study abroad and this growing trend will continue. In fact, the reason of this phenomenon could be attributed to three facts. Firstly, there is limited education resources for the huge number of Chinese students (Ning, 2002). According to statistics, there are 9.6 million high school students graduated on 2010, but there are only 2000 colleges and universities for them. The lack of education resource pushes more and more students to choose schools from out of the country. Universities in developed countries like US, UK, Canada have a much better study environment, better teaching resources, and better interpersonal relationship for their future career. Besides that, the high speed developing of Chinese economics has resulted in a rise of Chinese middle class. More and more family achieve the line of ability to pay the expensive US university tuition for their children (Dan, 2006). Furthermore, the "one child" police make the student lone child in the family, and their parents are more willing spend money for children to go abroad for study and get better
education resources. The closer international relations between China and United States also promote Chinese students to make the decision to come to the US (Hughes, 2008).

Study abroad is an irresistible trend for Chinese students. It makes them have more chances to become familiar with western culture through different type of contacting to the local American mass media. Objectively, being part of the society of the United States offer much more direct pattern to contact with American mass media. In a certain extent, it increases the influence level for that Chinese student who has a non-western culture background. The mass media plays a much more important role during the inter-ethnic communication in the group of Chinese students (China.com Blog, 2008).

Results

The questionnaire for the study is found in Appendix A. In the question about how much they like American Mass, over 60% liked or somewhat liked American media. Depending on the answers for the length of watch, listen or read media, we learned there are 66.7 percent of them who experience the media over 3 hours per day. The question asked about the frequency of contact to different types of American mass media, including American TV or film, newspapers, magazines, video game and iPad and iPhone app games, I get the data as the following worksheet:

<table>
<thead>
<tr>
<th>Type/rate</th>
<th>Once a day</th>
<th>Twice/thrice a week</th>
<th>Once a week</th>
<th>Twice a month</th>
<th>Once a month</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>American TV/ Films</td>
<td>4.8% (1)</td>
<td>19% (4)</td>
<td>42.9% (9)</td>
<td>9.5% (2)</td>
<td>19% (4)</td>
<td>4.8% (1)</td>
</tr>
<tr>
<td>Newspaper</td>
<td>0</td>
<td>28.6% (6)</td>
<td>19% (4)</td>
<td>9.5% (2)</td>
<td>19% (4)</td>
<td>23.8% (5)</td>
</tr>
</tbody>
</table>
According to the data present in the excel worksheet, we can easily analyze the Chinese students' participation rate in each type of mass media. Generally speaking, each media has students who participate. It directly shows that every student gets in touch with American mass media more or less after they arrived the United States. Undoubtedly, every student studying in US get impacted by the American mass media. In the frequency of all types of general mass media, it reaches 66.6 percent of students watch American TV show or films, 47.6 percent of students read newspaper, 42.8 percent of students read magazines, and 52.4 percent of students play the video games and 76.2 percent of student plays their App games. Those rates are the student's contact to the mass media at least once a week. Besides the newspaper and magazines, the other three types of mass media all have more than 50 percent of students willing to contact to them at least once a week. Relatively speaking, they all have medium participation rates. It is worth mentioning that there are 12 students playing their iPad or iPhone app games at least once a day, which takes 57.1 percent of the participation rate of the frequency test of app games. Simultaneously, even though over 50 percent of students play the video games at least once a week, there are still 6 students who never play video games in the US. The high frequency of students play app games could be attributed to the rapid popularzation of Apple products in recent years. According to statistics online, there are 28 million iPads and 52 million iPhone sold.
during 2010.

The last two questions in my questionnaire directly asked the opinions of Chinese students about the American mass media violent and sexual content. According to the data collected in worksheet, I made the following graph to express intuitively of the Chinese students' opinion about the violent and sexual degree of American media.

<table>
<thead>
<tr>
<th></th>
<th>Much less violent/sexual</th>
<th>Less violent/sexual</th>
<th>Violent/sexual</th>
<th>More violent/sexual</th>
<th>Much more violent/sexual</th>
</tr>
</thead>
<tbody>
<tr>
<td>The violent evaluate of American media</td>
<td>0</td>
<td>33.3%</td>
<td>38.1%</td>
<td>23.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Compare to Chinese media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>35%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>The sexual evaluate of American media</td>
<td>4.8%</td>
<td>9.5%</td>
<td>47.6%</td>
<td>23.8%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Compare to Chinese media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9.5%</td>
<td>23.8%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>38.1%</td>
</tr>
</tbody>
</table>

Based on the worksheet, there are 66.7 prevent Chinese students approved the American
media are on the level of violent or more. Compared to the media in China (see graph 2), students see more violence in American media created under the contrast between Chinese and American media. Obviously, with the contrast of reference, the feeling of violence in mass media is exaggerated. In the seeing of sexual segments in American media, around 86 percent of students said it has sexual elements. In a comparison with Chinese media, less Chinese students thought it is equal or more sexual of American media. And in this voting, there is one finding that cannot be ignored, which is that 38.1 percent believed the American media is much more sexual than Chinese media.

Analysis

This part of the paper discusses all the results that are mentioned above in great detail. The first part presents the analysis related to the frequency with which Chinese students are exposed to the American media. Frequencies of the Chinese students who are exposed to the American media are measured with regard to American TV/ Films, Newspaper, Magazine, Video games, App Games.

The first aspect that is measured through the questionnaire survey is how many Chinese students who study in US watch American TV or films. The survey questionnaire found various answers for that. The most common answer that was observed through the questionnaire survey is that Chinese students watch American film or TV once a week. From this result it can be inferred that most of the Chinese students watch American movies and TV at least once in a week. Other results related to this factor can be presented in a summarized way in the form of following chart and graph:

<table>
<thead>
<tr>
<th>Type/rate</th>
<th>Once a day</th>
<th>Twice/thrice a week</th>
<th>Once a week</th>
<th>Twice a month</th>
<th>Once a month</th>
<th>never</th>
</tr>
</thead>
</table>

From this above graph it is clearly visible that most of the Chinese students watch American TV or films once a week. After that the next prevalent habit among Chinese student is that they prefer to watch American films or TV once a month or twice or thrice a week. There are Chinese students who watch American films and TV twice a month. The extreme level is prevalent on a very small scale. This implies that there is only one student who watches American film or TV once a day and also there is only one student who never watches American film or TV. Both the extreme case prevails in very low population.

Another factor that is revealed through the questionnaire survey is how many Chinese students are exposed to or read American newspapers. The answers regarding to this factors are as follows:

<table>
<thead>
<tr>
<th>Type/rate</th>
<th>Once a day</th>
<th>Twice/thri</th>
<th>Once a</th>
<th>Twice a</th>
<th>Once a</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.8%</td>
<td>19%</td>
<td>42.9%</td>
<td>9.5%</td>
<td>19%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>
The result of this factor is quite different from the previous one. The above graph shows that the most prevailed habit related to the reading American newspaper among Chinese students is that they read American newspaper twice or thrice a week. Another common habit that this survey revealed is that almost 23% of Chinese students do not read American newspapers at all. Habit of reading American newspaper once a week and once a month is found to be same that is around 19% among the Chinese students. The surprising element that this survey highlights is that there is not even a single student who reported that he read the American newspaper once a day. This pattern shows that influence of films and TV is more than the influence that newspaper creates. This is because, in the previous factor, there was at least one student at both the extreme ends.

The next factor that is gauged through questionnaire survey is magazine reading habit of Chinese students. The results related to this factor are as follows:
From the above graph it can be seen that reading a magazine twice or thrice a week and reading an American magazine not at all are found to be 14.3%. The most common habit of the Chinese students is that they read an American magazine at least once a month. After that the next most prevailing habit among Chinese students is that they read American magazine once in a week. The habit of reading an American magazine once in a day is also prevalent but among very small fraction that is around 4% which is equivalent to one individual. From this result it seems that the influence of magazines on Chinese students can be more than the American newspaper but not less than the TV and films.

The nest question that was asked from the participants is about playing video games. The result that was revealed is as follows:

<table>
<thead>
<tr>
<th>Type/rate</th>
<th>Once a day</th>
<th>Twice/thrice a week</th>
<th>Once a week</th>
<th>Twice a month</th>
<th>Once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>4.8% (1)</td>
<td>14.3%</td>
<td>23.8%</td>
<td>14.3%</td>
<td>28.6%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Type/rate</td>
<td>Once a day</td>
<td>Twice/thrice a week</td>
<td>Once a week</td>
<td>Twice a month</td>
<td>Once a month</td>
<td>never</td>
</tr>
<tr>
<td>----------------</td>
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<td>-------------</td>
<td>---------------</td>
<td>--------------</td>
<td>--------</td>
</tr>
<tr>
<td>Video games</td>
<td>14.3%</td>
<td>19%</td>
<td>19%</td>
<td>14.3%</td>
<td>4.8%</td>
<td>28.6%</td>
</tr>
</tbody>
</table>

The result of the questionnaire survey that is displayed in the graph makes it clear that the majority of the Chinese students never get influenced by the way American play video games. This is the first factor in which the rate of never doing the activity is highest. Twice or thrice a week and once a week of playing video games is around 19%. Playing video games once a day and once a month is prevalent 14% and 4% among Chinese students. The influence of video games seems to be lower than all the above discussed factors.

Another question that was asked from the participants of the study is about their indulgence in application games. The results related to this factor are as follows:

<table>
<thead>
<tr>
<th>Type/rate</th>
<th>Once a day</th>
<th>Twice/thrice a week</th>
<th>Once a week</th>
<th>Twice a month</th>
<th>Once a month</th>
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Another question that was asked from the participants of the study is about their indulgence in application games. The results related to this factor are as follows:
The results of this factor are variable across a number of options. Application games are used by the Chinese students twice/thrice a week, once a week, twice a month and not at all by 9% students. The habit of using application games at least once a day by the Chinese students is most common. Around 57% Chinese students use application games. From everyday usage perspective this is the most common factor that can influence the Chinese students.

From the results that are discussed above it shows that the most important factors out of all the factors that are discussed are American films or TV and American application games. Application games are used by the Chinese students on daily basis. In this way, Chinese students are captured by one of the mediums of American media on daily basis. When an individual would get expose to the same thing over the period of time on daily basis then it is obvious that it would cause certain impact on that individual. This is also possible that using application games by the Chinese students may become their regular habit. Application games are new but if we
talk about the traditional and old mediums of media then American movies and TV are causing immense impact on the Chinese students.

Besides the above factors a comparison is also made about the display of violence and sexual content on American media with the Chinese media. The following part presents the discussion about this perspective of the study.

With regard to the comparison of display of violence in American media as compared to the Chinese media the opinion of Chinese students can be displayed as follows in the form of following chart and graph:

<table>
<thead>
<tr>
<th></th>
<th>Much less violent</th>
<th>Less violent</th>
<th>Violent</th>
<th>More violent</th>
<th>Much more violent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The violent evaluate of American media</td>
<td>0</td>
<td>33.3%</td>
<td>38.1%</td>
<td>23.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Compare to Chinese media</td>
<td>10%</td>
<td>10%</td>
<td>35%</td>
<td>30%</td>
<td>15%</td>
</tr>
</tbody>
</table>
The above results show that there are very few Chinese students who think that the display of violent content is much more in Chinese media as compared to the American media. Most of the students think that there is a very slight difference between the display of violence in Chinese media and American media. The analysis that we can drive from this result is that most of the students think that Chinese media is much less violent than the American media. Sometime a one thinks that a thing is more violent than the other then there are chances that that person would attract towards the thing that is more violent. As they want to see something different. This can be one of the reasons why Chinese students are more captured by the American media. Another perspective that is revealed through the questionnaire survey is about the display of sexual content. The results related to this aspect area s follows:

<table>
<thead>
<tr>
<th>Much less sexual</th>
<th>Less sexual</th>
<th>Sexual</th>
<th>More sexual</th>
<th>Much more sexual</th>
</tr>
</thead>
</table>
The results of the survey shows that most of the Chinese students think that American media displays more sexual content as compared to the Chinese media. In response to the question that which media is much more sexual then most of the Chinese students think that Chinese media is much less sexual than the American media. From this result, it can be inferred that according to the opinion of Chinese students American media displays more sexual content than the Chinese media. Students are young and their emotions are at high level so they easily get attracted by such things like sexual content and entertainment. Probably, this is one reason
why Chinese students are more into the American media. When they do not find all these content in their own media they take the support of other media.

**Conclusion**

On the basis of the results of the survey and discussion that is done in the above part of the paper it can be concluded that as a result of this study various aspects about the perspective and attitude of the Chinese students are explored. This study examines the role of American media in influencing the Chinese students by affecting their attitude and perspectives. With regard to the perspectives of the American media on Chinese students it is revealed that most common source that attract Chinese students towards American media is American movies, TV and application games. When looking at the reasons behind that it is revealed that most of the Chinese students think that American media displays more/much more violent and more/much more sexual content as compared to Chinese media.

There are a number of ways in which this study can be implied in future and can be conducted with the broad perspectives. The first implication can be that this same study can be conducted with more number of Chinese students. The sample was small so it might be hard to generalize to all Chinese students. Another implication can be that this study can be conducted with random sample. Since the sample was not random, it is also difficult to generalize to all students.
References


Dan, G. (2006), “We the Media: Grassroots Journalism by the People, For the People”, O'Reilly Media, Inc


Appendix A

*Background*

1. Gender & Your highest level of education in your home country:
2. How long have you been America? How do you like American Film/TV/shows and other media?

*Academic*

3. How satisfying is your experience in American?

<table>
<thead>
<tr>
<th></th>
<th>unsatisfied</th>
<th>somewhat unsatisfied</th>
<th>neutral</th>
<th>somewhat satisfied</th>
<th>satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. How often do you participate in activities in campus?

<table>
<thead>
<tr>
<th></th>
<th>Extremely often</th>
<th>Very often</th>
<th>Moderately often</th>
<th>Slightly often</th>
<th>Not at all often</th>
</tr>
</thead>
<tbody>
<tr>
<td>in campus activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>hang out with friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. How often do you watch/ read/ play? please indicate once means, then answer follow questions.

- less than 3 hours
- more than 3 hours
**6. How often?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Once a day</th>
<th>Twice/three times a week</th>
<th>Once a week</th>
<th>Twice a month</th>
<th>Once a month</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you watch American film/TV here?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How often do you read newspaper?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How often do you read magazine?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How often do you play video game through computer?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How often do you play iPad/iPhone app game?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**7. Media violent.**

<table>
<thead>
<tr>
<th>Comparison</th>
<th>much less violent</th>
<th>less violent</th>
<th>violent</th>
<th>more violent</th>
<th>much more violent</th>
</tr>
</thead>
<tbody>
<tr>
<td>how do you rate violent of American media?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compare to your country's media, how do you rate violent of American media?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**8. Media sexual.**

<table>
<thead>
<tr>
<th>Comparison</th>
<th>much less sexual</th>
<th>less sexual</th>
<th>sexual</th>
<th>more sexual</th>
<th>much more sexual</th>
</tr>
</thead>
<tbody>
<tr>
<td>how do you rate sexual content of American media?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compare to your country's media, how do you rate sexual CONTENT of American media?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
9. Do you think China’s network constraints because the U.S. media violence and pornography?

- much less relational
- less relational
- relational
- more relational
- much more relational