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# **Media Influence on Public Sentiment Towards Europeans and the EU**

Daniela Stockmann

*Tenured Assistant Professor*

# Chinese Media as a Source on Foreign Politics

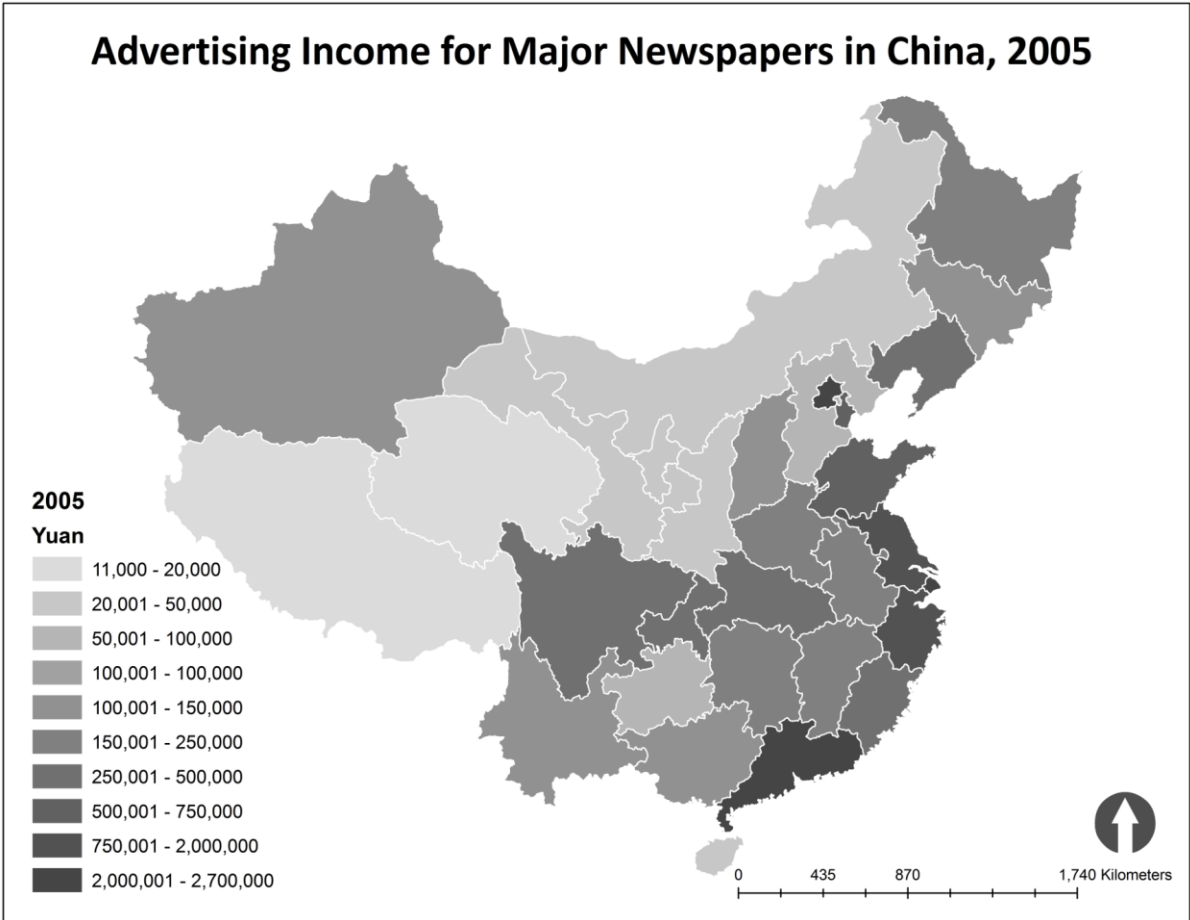


# The Current Situation

- In 2010: Chinese media had a positive influence on sentiment towards Europeans and the EU
  - BUT: trend towards increasing anti-foreign sentiment driven, in part by the marketization of Chinese media
- ⇒ Chinese media may place pressures and constraints on foreign policy-making regarding the EU
- ⇒ Especially relevant during crisis situations
- ⇒ **What can EU member states do?**



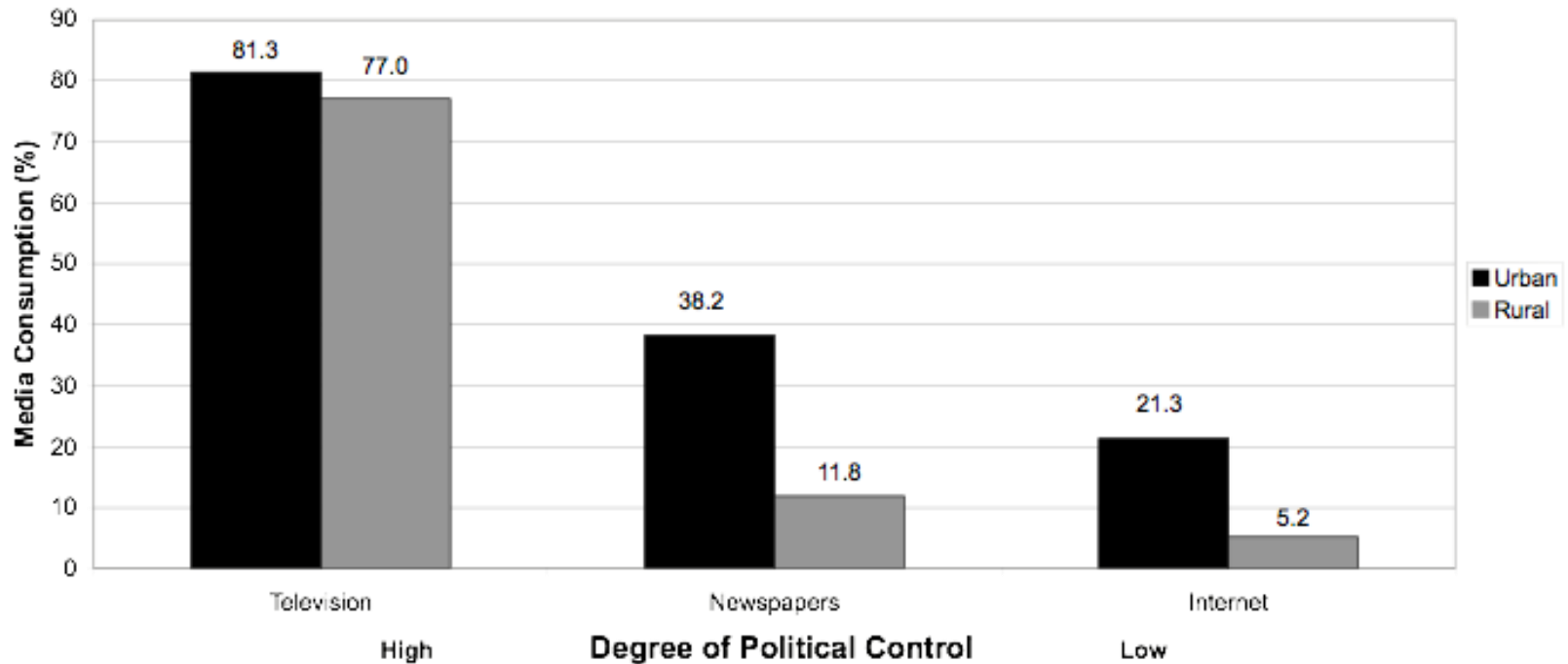
# Media Marketization and the Internet



# Variation of Political Control Between Media Types

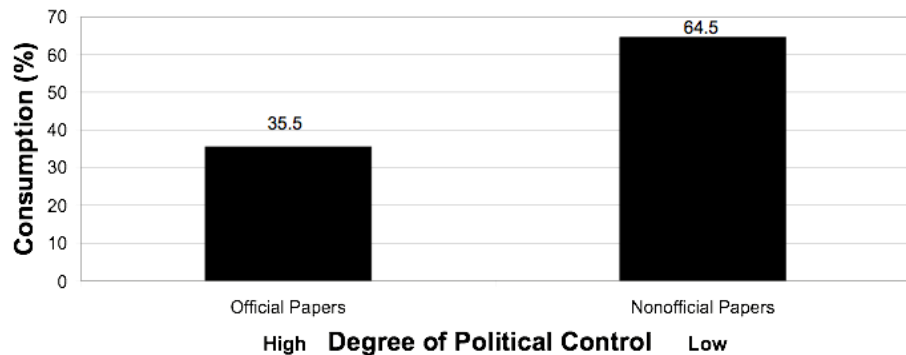
Consumption of Media on the Day Before the Interview

(Source: China Survey, 2008; n=4,015)

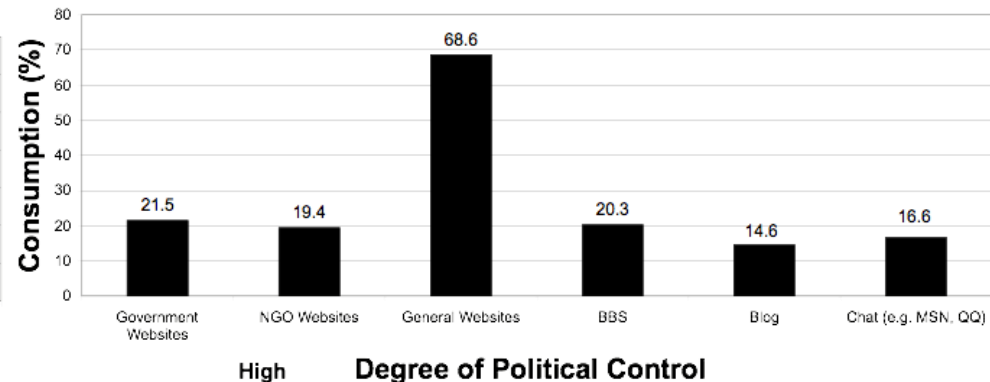


# Variation of Political Control Within Media Types

Consumption of Newspaper Types among Readers in Beijing, Shanghai, Guangzhou, Xian, Chengdu, Nanning



Use of Internet Sources for Political Information-Seeking Among Internet Users in Rural and Urban China



- ⇒ Extremists move into the most autonomous sources.
- ⇒ Potential activists tend to be urban, oriented towards Europe and the US, but also highly nationalistic.
- ⇒ Do not reflect Chinese public opinion or views of Chinese leaders, but potential activists can be reached by targeting nonofficial papers.

# A Possible Public Relations-Strategy?

## Suggestions:

- Provide information to highly marketized newspapers across the country
- Place Public Service Advertising (*gongyi guanggao*) on Chinese television to reach a wider population

⇒ Win-win situation: PR by one EU member state spills over towards Europeans as a whole



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Thank you!

[dstockmann@fsw.leidenuniv.nl](mailto:dstockmann@fsw.leidenuniv.nl)

# Sentiment toward the US and Japan

- Nationalist protests have been increasing
  - Nationalism on the Rise (?)
- 1) Leaders cultivate a positive relationship with Japan and the US
  - 2) Pressures and Constraints due to public negativity
- ⇒ Media as a tool to “massage” public opinion
- ⇒ Except during Crisis



## *Research Question:*

What is the nature of media influence on ethnocentrism towards Europeans?

# Why Ethnocentrism?

*Ethnocentrism* is a predisposition to divide human society into ingroups and outgroups.

Ethnocentrism has been found to have profound consequences on attitudes towards domestic and foreign politics (Kinder and Kam, 2009)

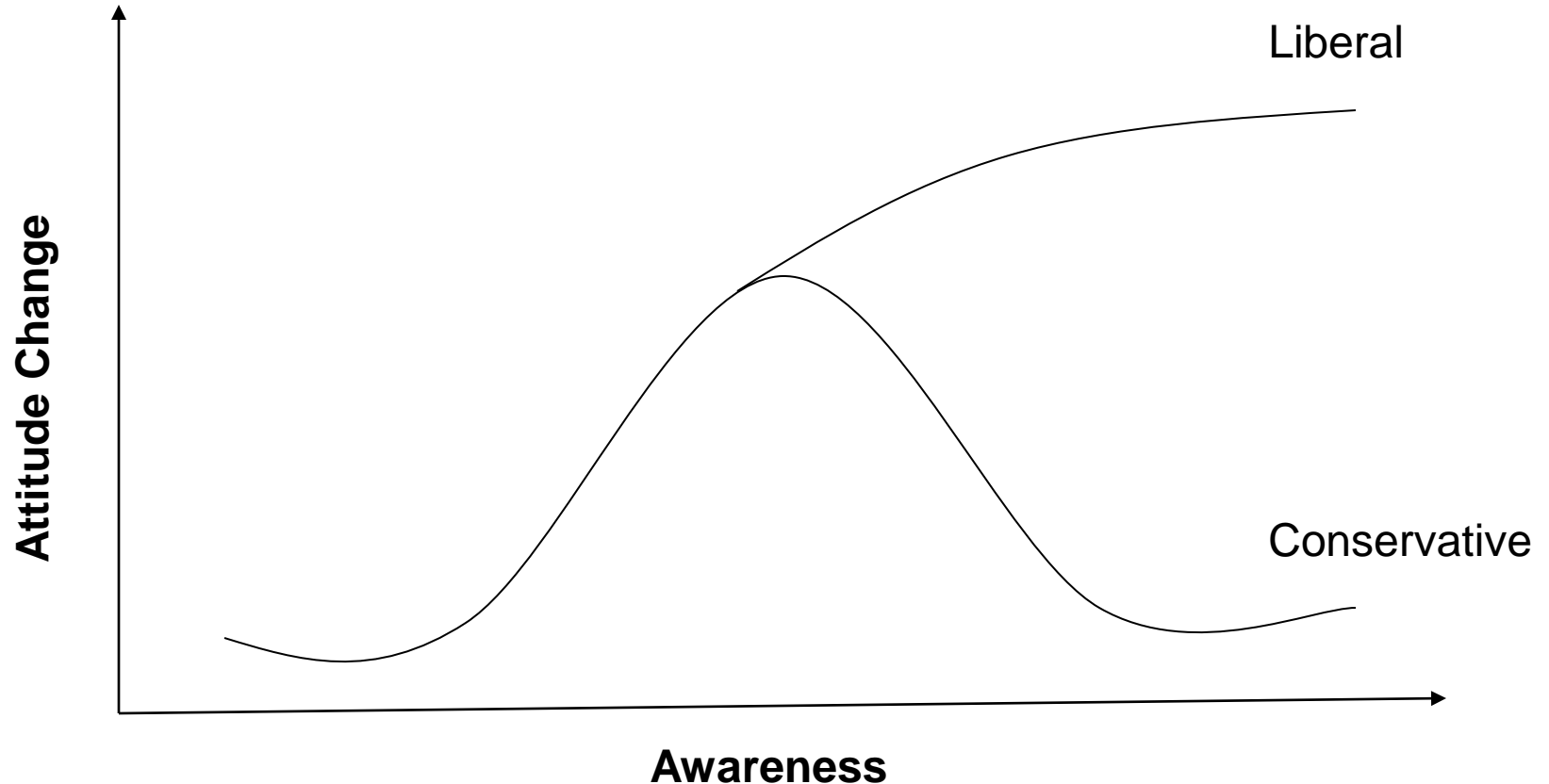
# Data

## Public Survey on Chinese Views of Europe (CVE)

- based on PPS random sampling of registered residents
  - Six cities: Beijing, Shanghai, Guangzhou, Chengdu, Xi'an, Nanning
- ➔ In comparison with reliable survey data from China (BAS) CVE respondents gave more positive answers.
- ➔ When including migrants and people less interested in foreign affairs, the Chinese public tends to have more ethnocentric views.

# Media Effects: Theory

(Exposure +) Awareness + Susceptibility = Effect



# Measurement

## *Ethnocentrism:*

Generally speaking, do you think **Chinese/EU citizens** are peaceful or aggressive? Please select on the 7 point scale below a value that expresses your view.

您认为从根本上说，**中国人 / 欧盟公民**的本性是爱好和平的，还是好战的？用1分表示非常爱好和平，7分表示非常好战。请从量表中选择。

Generally speaking, do you think **Chinese/EU citizens** are peaceful or aggressive? Please select on the 7 point scale below a value that expresses your view.

您认为从根本上说，**中国人 / 欧盟公民**是不值得信任的，还是值得信任的？用1分表示非常不值得信任，7分表示非常值得信任。请从量表中选择。

- ➔ Scales were combined, and the Chinese means subtracted from the means of the foreign people, yielding to a scale from -48 to +48
- ➔ Negative numbers indicate high, positive numbers low ethnocentrism

## *Awareness:*

Based on knowledge scale of substantive questions regarding the EU

# General Media Effects

	Identity Difference EU Citizens
<i>Independent Variables:</i>	
<b>Knowledge about the EU</b>	<b>2.872**</b> (1.312)
<i>Control Variables:</i>	
<b>Support for Authoritarian Value</b>	-1.975*** (0.699)
<b>Nationalism</b>	-13.718*** (1.193)
<b>Political Satisfaction</b>	0.045 (2.817)
<b>Rapprochement Generation</b>	1.489** (0.694)
<b>Educational Degree</b>	8.562*** (1.555)
<b>CCP Party Member</b>	-2.030*** (0.761)
<b>Female</b>	-3.890*** (0.633)
<b>Contact with Foreigners</b>	--
<b>Positive Contact with Europeans</b>	12.202*** (3.385)
<b>Shanghai</b>	0.058 (1.089)
<b>Guangzhou</b>	0.971 (1.18)
<b>Xi'an</b>	-3.725*** (1.076)
<b>Chengdu</b>	-4.874*** (1.121)
<b>Nanning</b>	-1.669 (1.109)
<b>Constant</b>	-4.273*** (1.65)
<b>N</b>	2,308
<b>R2</b>	0.14

\*\*\* p<0.01; \*\* p<0.05; \* p<0.1;

# The Role of the Internet

<i>Independent Variables:</i>	Identity Difference EU Citizens	Identity Difference EU Citizens	Identity Difference EU Citizens	Identity Difference EU Citizens
<b>Knowledge about the EU</b>	<b>5.976***</b> (2.133)	4.373 (5.209)	6.665** (3.024)	3.601** (1.659)
<b>Internet*Knowledge</b>	<b>-5.278**</b> (2.674)	--	--	--
<b>Exposure to Internet</b>	<b>3.849**</b> (1.558)	--	--	--
<b>Newspaper*Knowledge</b>	--	-4.345 (3.312)	--	--
<b>Exposure to Newspapers</b>	--	0.266 (1.84)	--	--
<b>Radio*Knowledge</b>	--	--	-1.995 (2.633)	--
<b>Exposure to Radio</b>	--	--	0.769 (1.562)	--
<b>Television*Knowledge</b>	--	--	--	-1.541 (5.371)
<b>Exposure to Television</b>	--	--	--	-0.319 (2.87)
<b>Constant</b>	-6.102*** (1.837)	-4.047 (3.146)	-4.772** (2.189)	-4.602*** (1.757)
<b>N</b>	2,284	2,284	2,284	2,284
<b>R2</b>	0.14	0.14	0.14	0.14

\*\*\* p<0.01; \*\* p<0.05; \* p<0.1;

# Blogs and BBS

<i>Independent Variables:</i>	Identity Difference EU Citizens	Identity Difference EU Citizens	Identity Difference EU Citizens
<b>Knowledge about the EU</b>	0.615 (1.675)	-0.454 (1.99)	-0.969 (2.049)
<b>Exposure to Blogs</b>	<b>-1.811**</b> (0.905)	--	<b>-3.688*</b> (2.18)
<b>Exposure to BBS Chat Forums</b>	<b>2.075**</b> (0.95)	-0.436 (2.224)	--
<b>BBS* Knowledge</b>	--	3.031 (3.589)	--
<b>Blogs*Knowledge</b>	--	--	4.658 (3.494)
<b>Constant</b>	-2.052 (2.15)	-1.456 (2.248)	-1.125 -2.244
<b>N</b>	1,508	1,508	1,508
<b>R2</b>	0.15	0.14	0.14

\*\*\* p<0.01; \*\* p<0.05; \* p<0.1;

# Summary

The Chinese media “massage” ethnocentrism towards Europeans.

People with views that conflict with the positive official line promoted in the traditional media are more likely to move into less tightly controlled sources of information, particularly the Internet.

Therefore, opinions spread on the Chinese Internet considerably differ from average views of Chinese urban residents.

# Media Influence on Other Countries

	Identity Difference Americans	Identity Difference Japanese	Identity Difference Russians
<i>Independent Variables:</i>			
Attentiveness to News on US	2.088* (1.077)	--	--
Attentiveness to News on Japan	--	-1.429 (0.91)	--
Attentiveness to News on Russia	--	--	1.615* (0.958)
<i>Control Variables:</i>			
Support for Authoritarian Value	-2.278*** (0.712)	-1.918*** (0.692)	-1.650** (0.649)
Nationalism	-18.967*** (1.222)	-16.159*** (1.185)	-11.688*** (1.123)
Political Satisfaction	7.864*** (2.814)	6.190** (2.753)	8.399*** (2.57)
Rapprochement Generation	0.863 (0.707)	1.354** (0.685)	0.885 (0.641)
Educational Degree	7.895*** (1.611)	7.722*** (1.567)	3.199** (1.469)
CCP Party Member	-2.137*** (0.78)	-1.608** (0.754)	-0.902 (0.706)
Female	-2.473*** (0.647)	-2.840*** (0.626)	-2.453*** (0.588)
Contact with Foreigners	3.014*** (1.074)	1.909* (1.035)	0.394 (0.97)
Positive Contact with Europeans	--	--	--
Shanghai	-0.425 (1.112)	-0.786 (1.083)	-1.962* (1.019)
Guangzhou	1.346 (1.183)	2.424** (1.146)	-0.975 (1.091)
Xi'an	-4.207*** (1.095)	-5.388*** (1.065)	-3.631*** (1.007)
Chengdu	-6.175*** (1.141)	-5.757*** (1.115)	-4.678*** (1.05)
Nanning	-4.466*** (1.138)	-4.574*** (1.113)	-3.105*** (1.05)
Constant	-11.800*** (1.595)	-13.183*** (1.501)	-4.446*** (1.428)
N	2,543	2,526	2,384
R2	0.16	0.15	0.08

\*\*\* p<0.01; \*\* p<0.05; \* p<0.1;