

Perceptions of Government Propaganda and Socialist Culture Among Chinese Youth: A Data-Driven Analysis

Introduction to Digital Humanities and Social Analytics | Period 1 | 2024-2025

Presented by Team 7

Background

- Chinese youth's preferences on short video media platforms
- Perception on the spread of government messages and socialist cultures
- 18~30 years old & 300 + questionnaires.
- Mainstream culture in China



???

Is there a correlation between higher education levels and negative attitudes towards mainstream ideology as presented in short video content on Douyin?

Thesis

Geography?

Demography?

Work?

Education level?

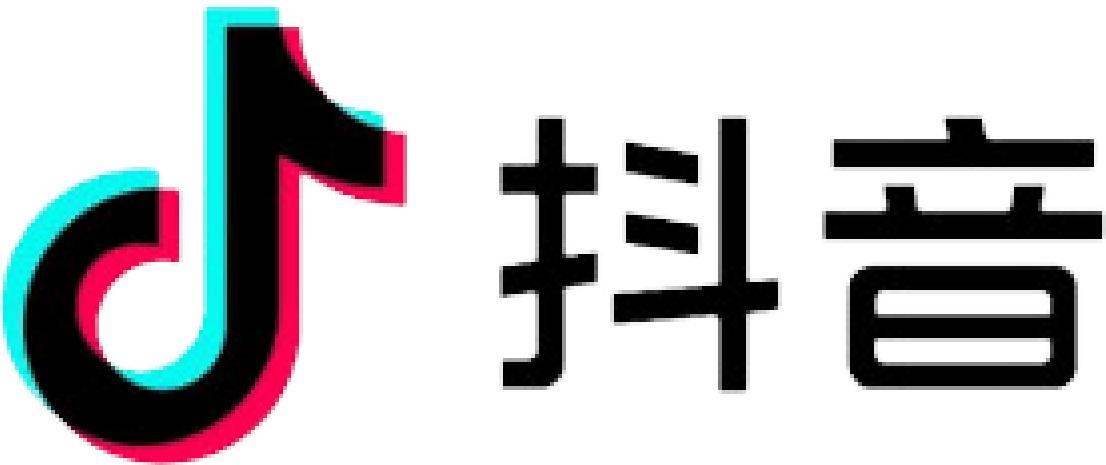


Our dataset

“A Dataset of Young People’s Perception on Dissemination of Government Propaganda and Socialist Culture Content in China”

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Sabariah Mohamed Salleh

- 331 participants across 135 cities in China (aged 18-30)
- Fairly diverse occupations (students, self-employed individuals, foreign workers...)
- Demography, media consumption behaviour & cultural attitudes
- Various question formats: single/multiple choice, quizzes & seven-dimensional scale questions
- Douyin





Limitations

Main Limitations

- Cross-Sectional
- Relatively Superficial
- Does Not Cover Other-Type-Media
- Urban Focused
- Youth Focused
- Gender Imbalance
- Self-Reporting
- Censorship

Possible Solutions

- Longitudinal Studies
- Qualitative Methodology: Asking For Motivations
- Combine Data
- Visualisations
- Rural Expansion
- Broaden Generational Participant Pool
- Cross-Validation
- Indirect Questioning & Anonymity
- ***Documentation***

Workflow

Research

Objective: Finding a research question and understanding the dataset

Team members: Everyone

Data Processing

→ Objective: Preprocess the data for our research

Team members: Stefana, Yuli, Shao Fu

Statistical Analysis

→ Objective: Conducting statistical tests to analyze relationships

Team members: Oussama, Shao Fu, Yuli

Visualization

→ Objective: Create visual representations to analyze our results

Team members: Tomash, Yuli, Stefana

Analyzation

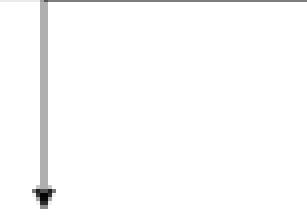
→ Objective: Analyze results for our research

Team members: Tomash, Yuli, Oussama

Research

Objective: Furthermore research that is needed for our project

Team members: Everyone



Report writing

Objective: Represent our findings in a research paper

Team members: Everyone

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Methodology



Data processing



Statistical Analysis

Education levels

- 1: 'Primary School',
- 2: 'Junior High School',
- 3: 'High School',
- 4: 'Undergraduate',
- 5: 'Postgraduate',
- 6: 'PhD Student'

- Regression model
- Spearman Rank correlation
- Kendall's Tau
- Point Biserial correlation



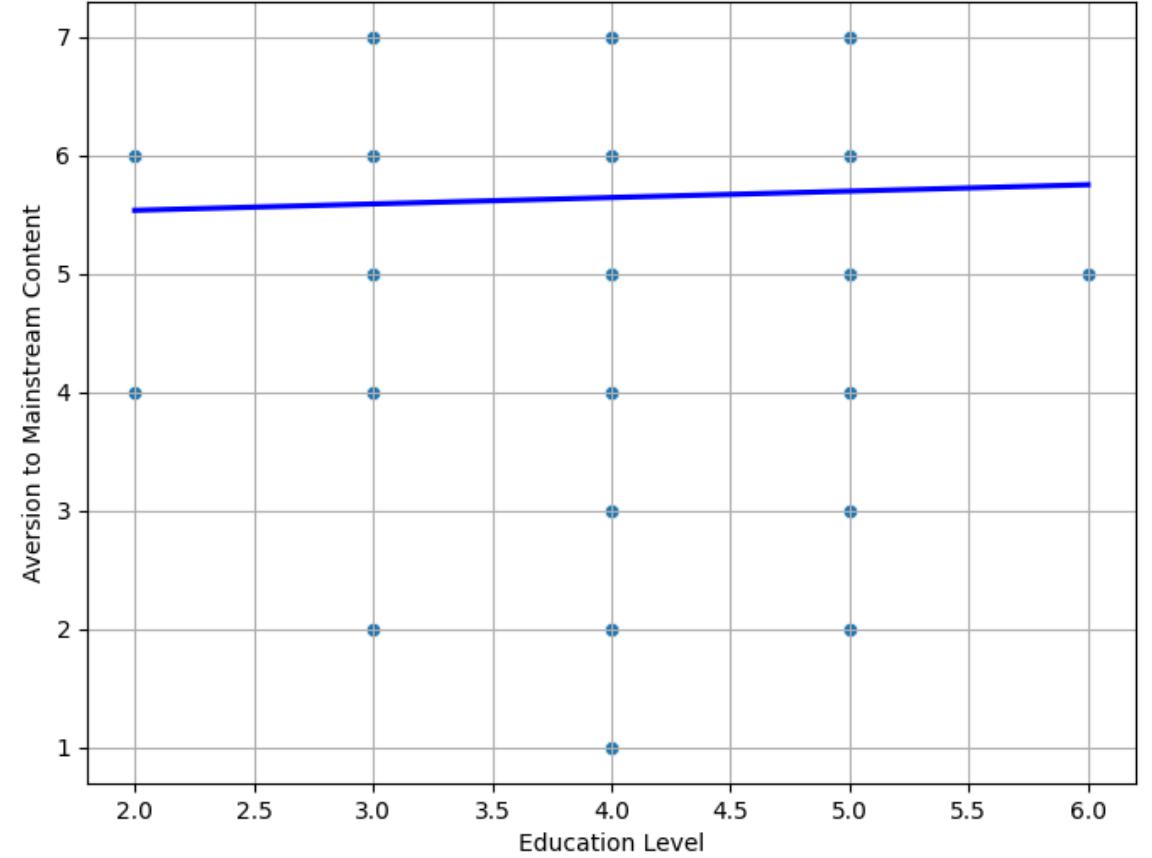
Results

Look back to the RQ: Is there a correlation between higher education levels and negative attitudes towards mainstream ideology as presented in short video content on Douyin?

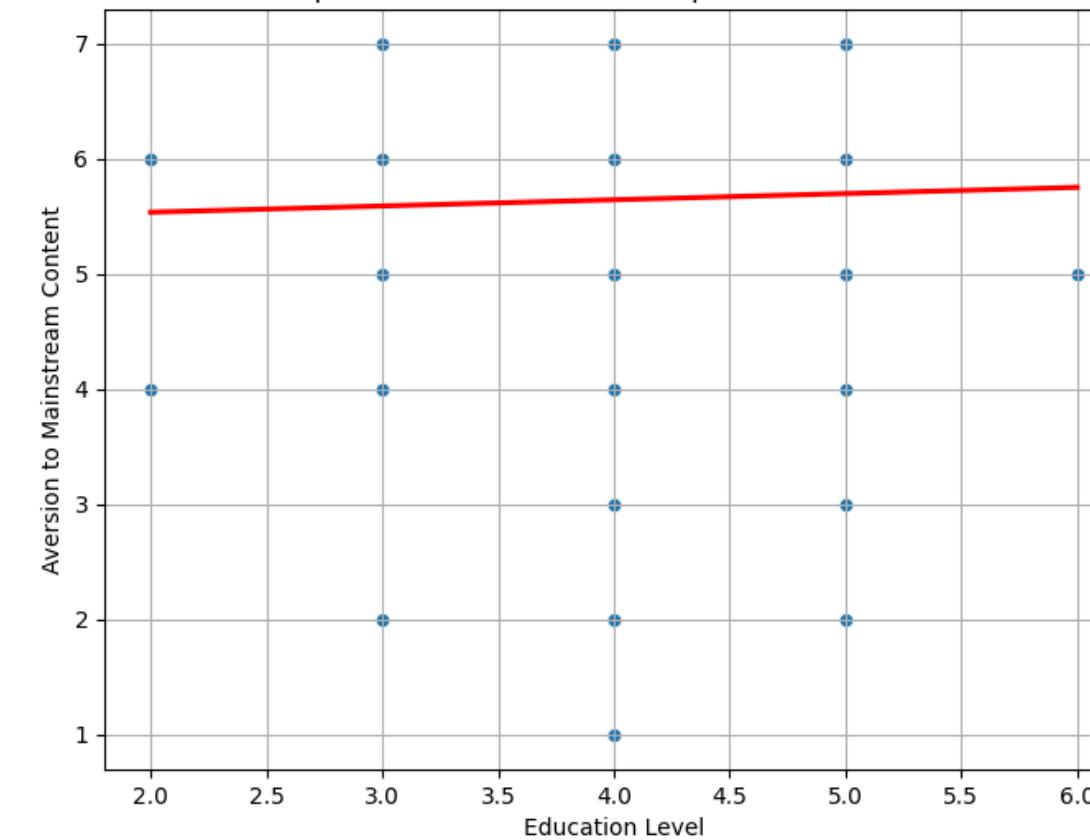
Is this research question proven?

What did we find out during the data processing?

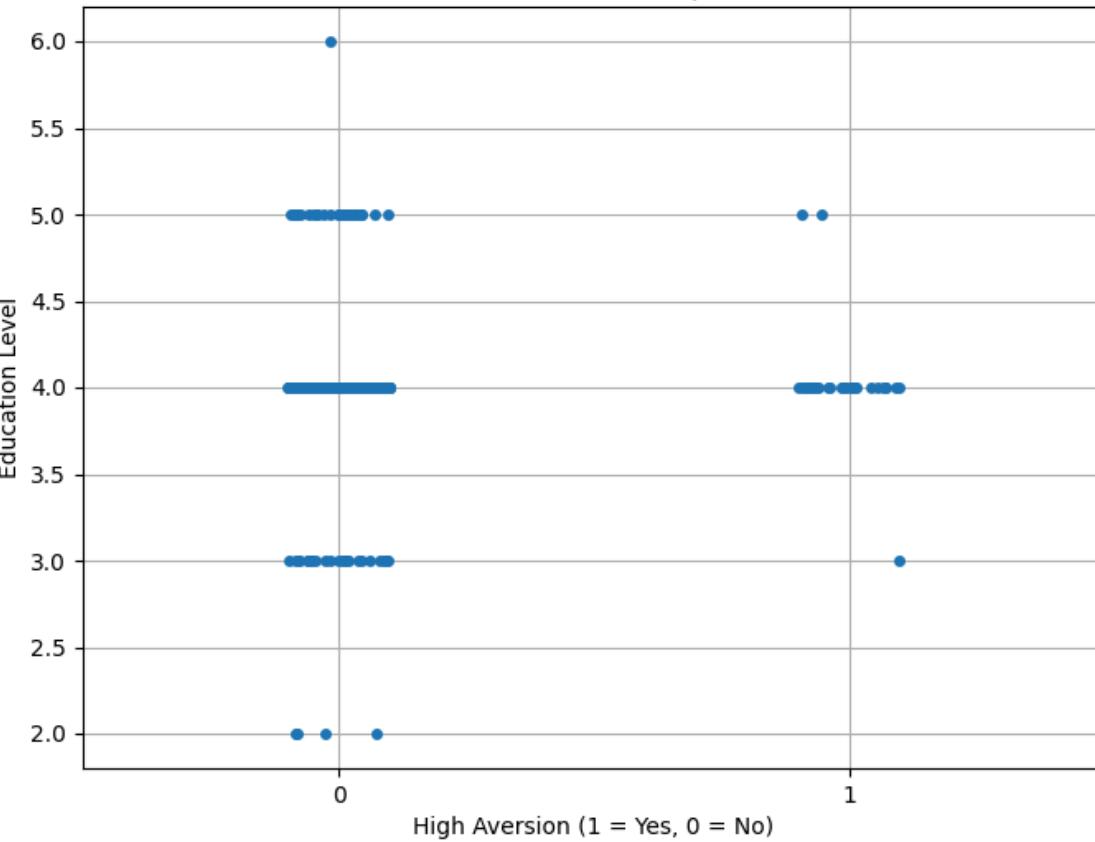
Kendall Correlation: 0.03, p-value: 5.27e-01

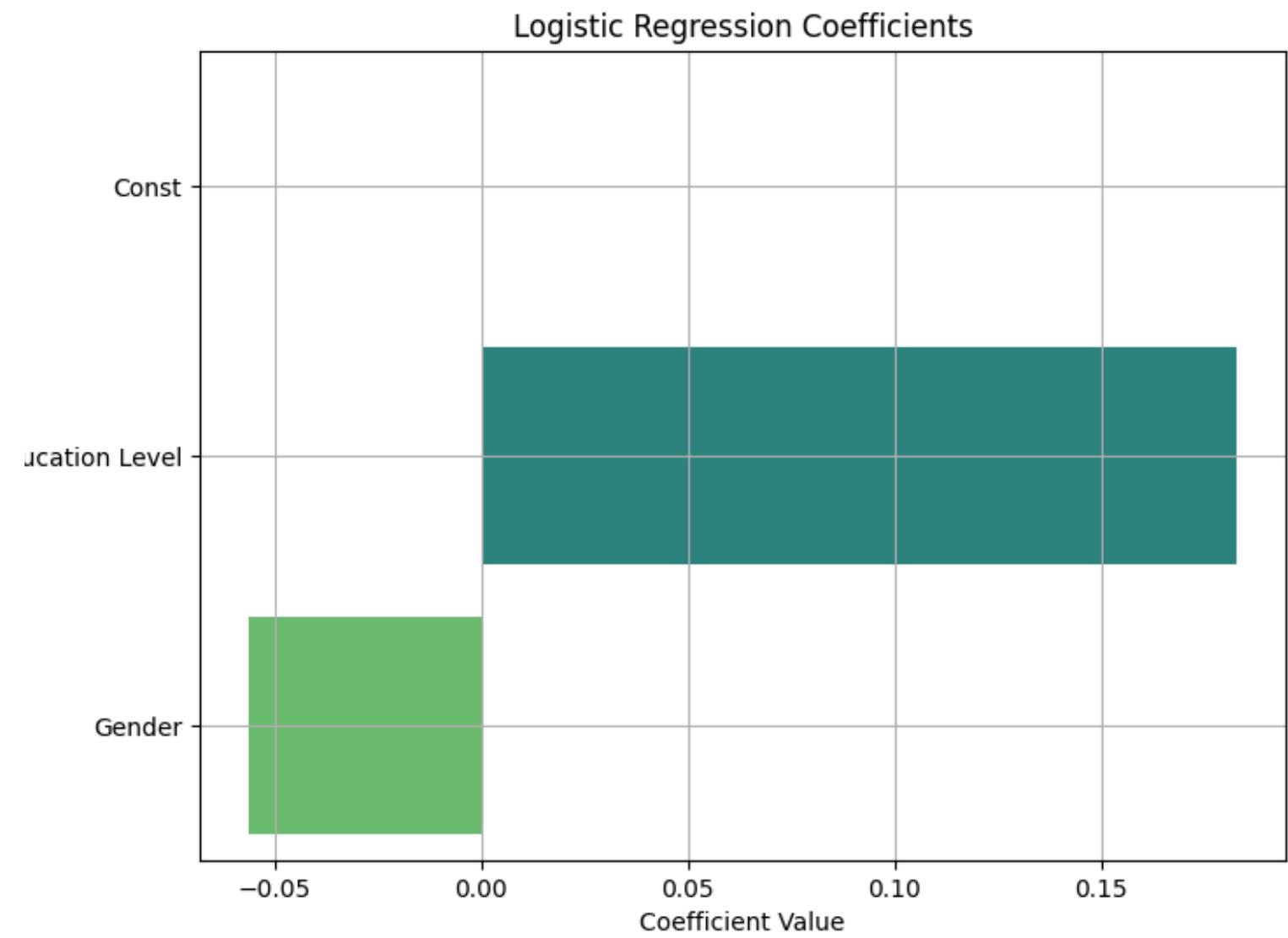


Spearman Correlation: 0.04, p-value: 5.25e-01



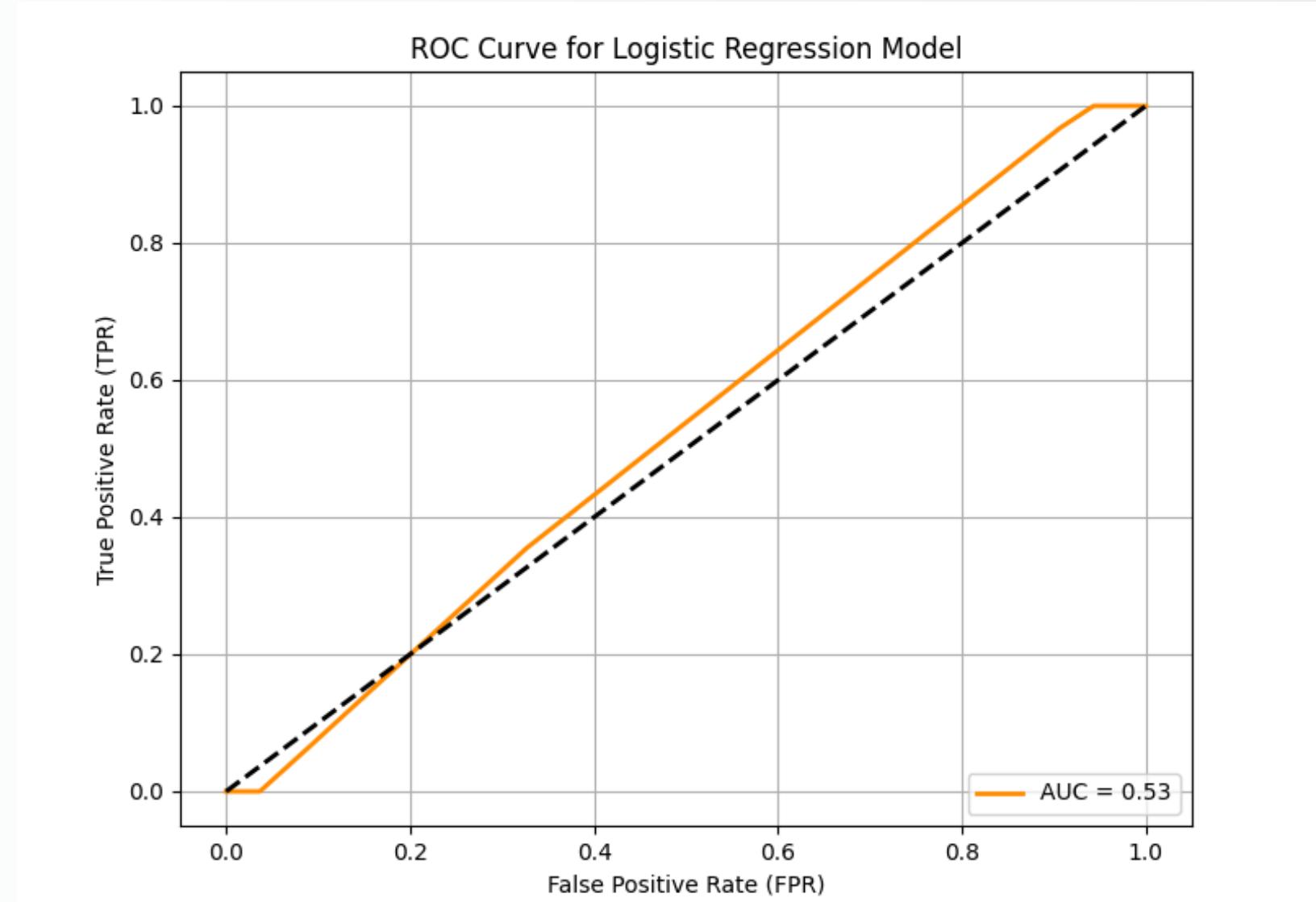
Point-biserial Correlation: 0.03, p-value: 6.08e-01

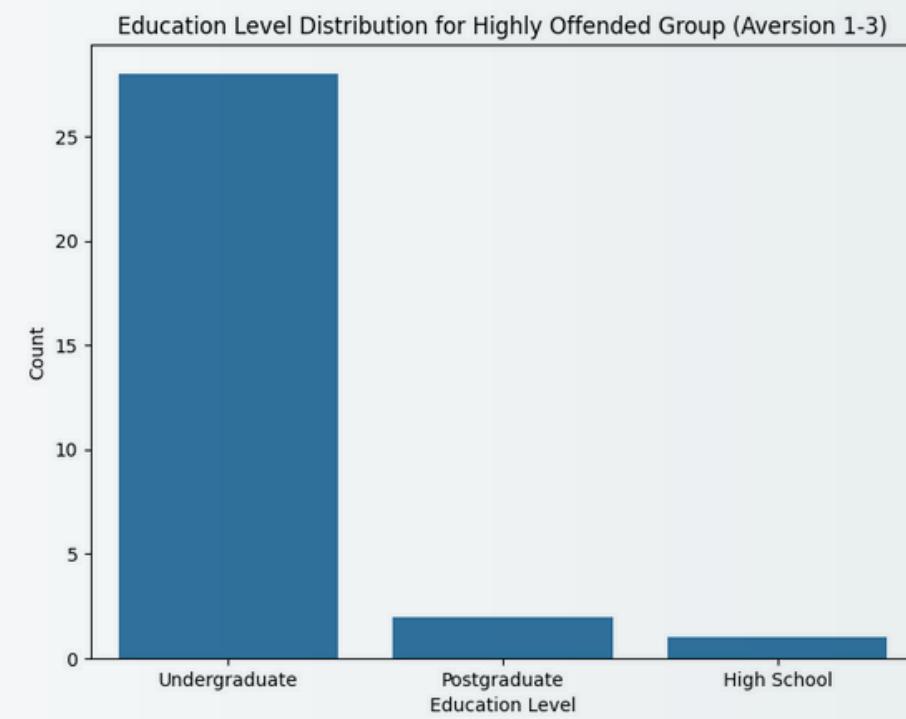
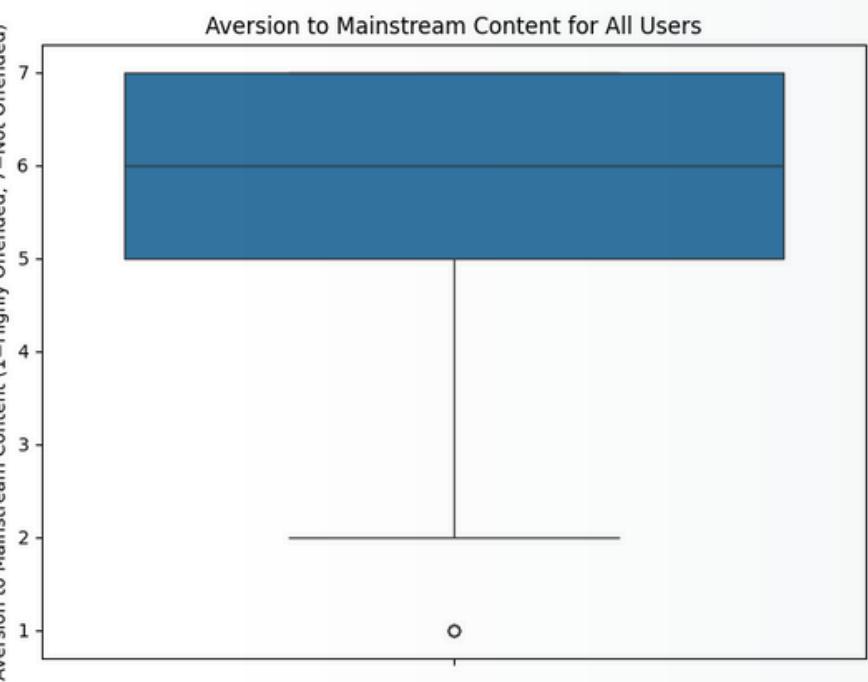
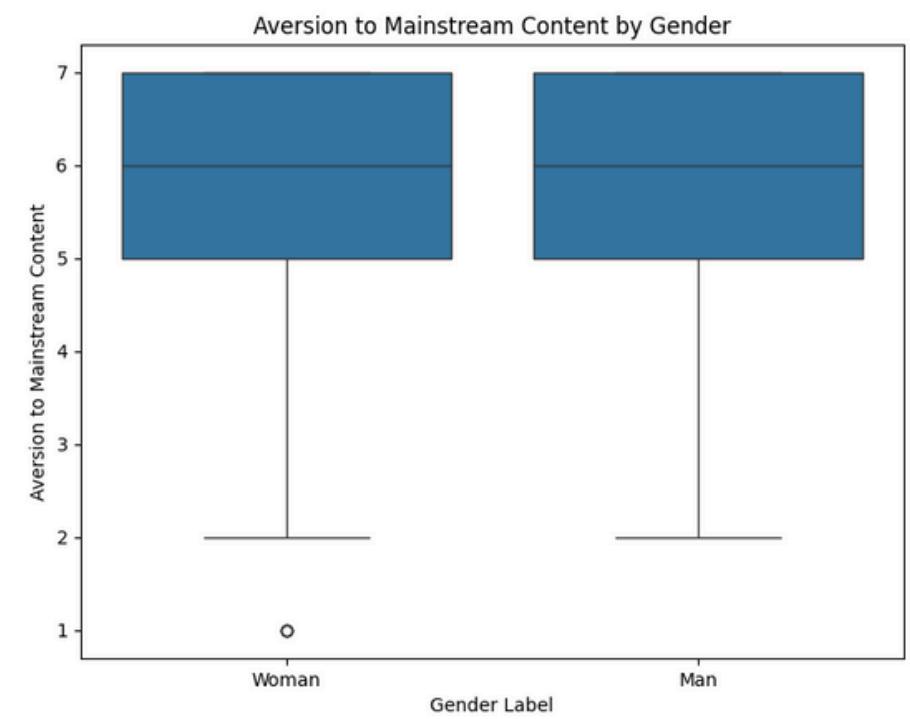
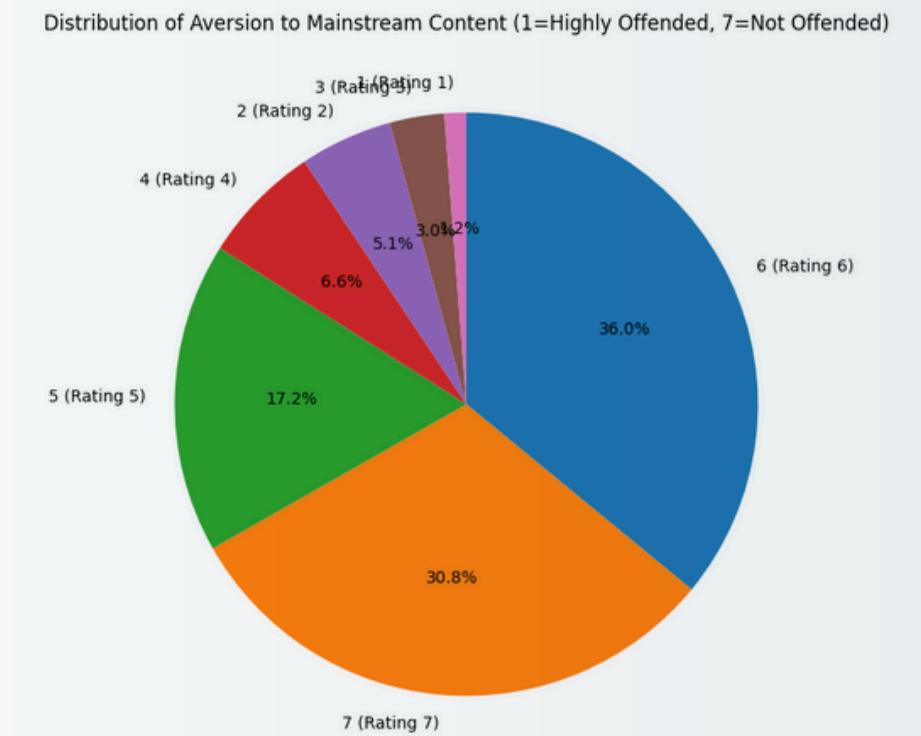
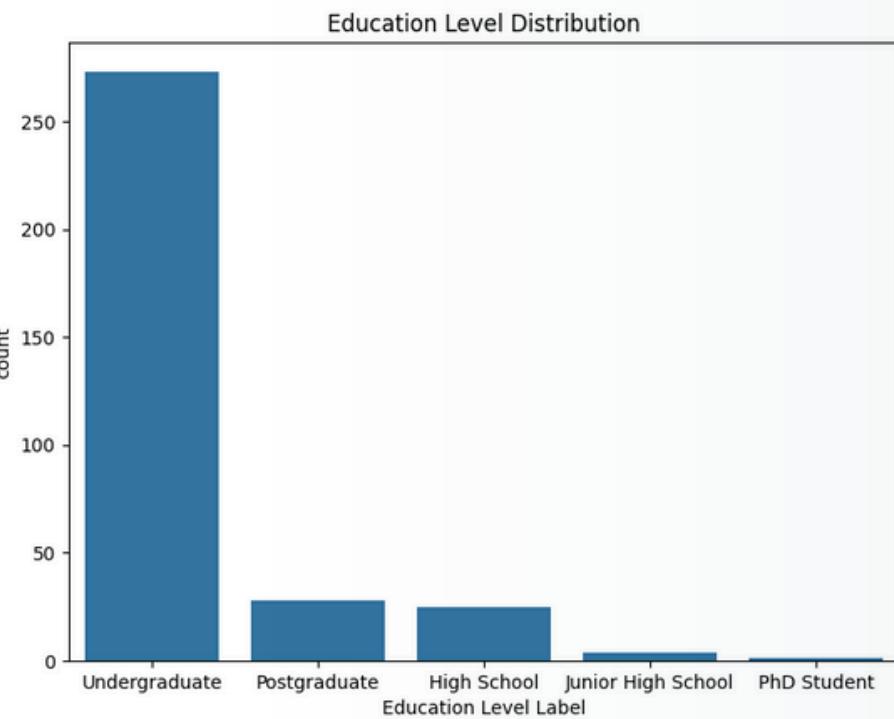
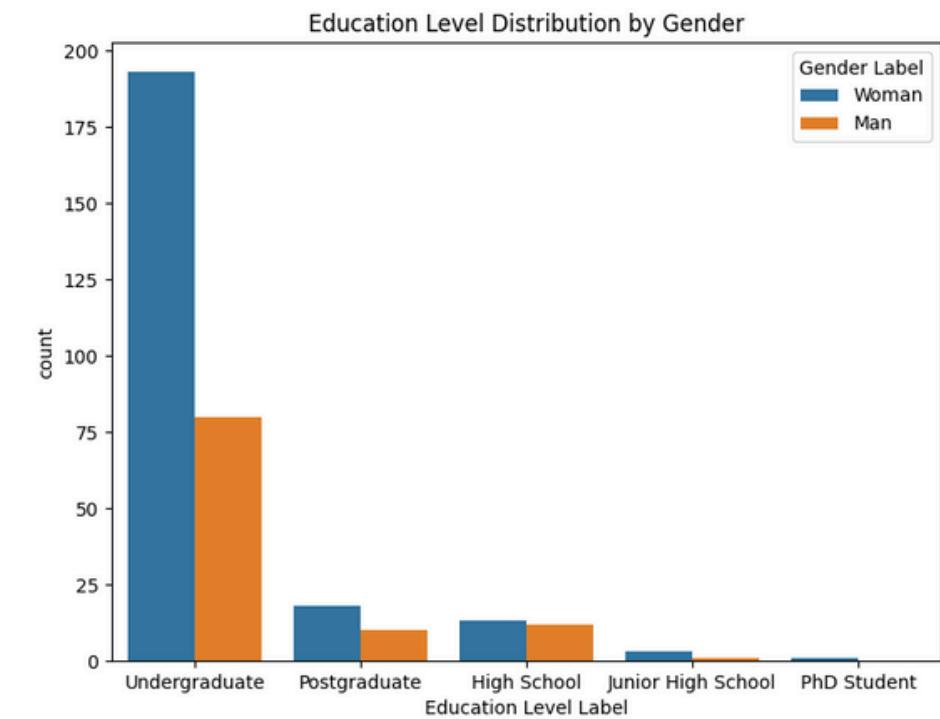




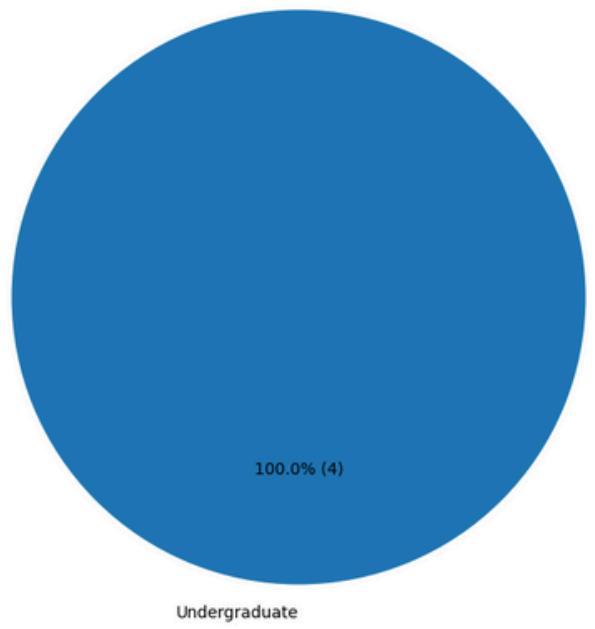
Education level: 0.1826

Gender: -0.0562

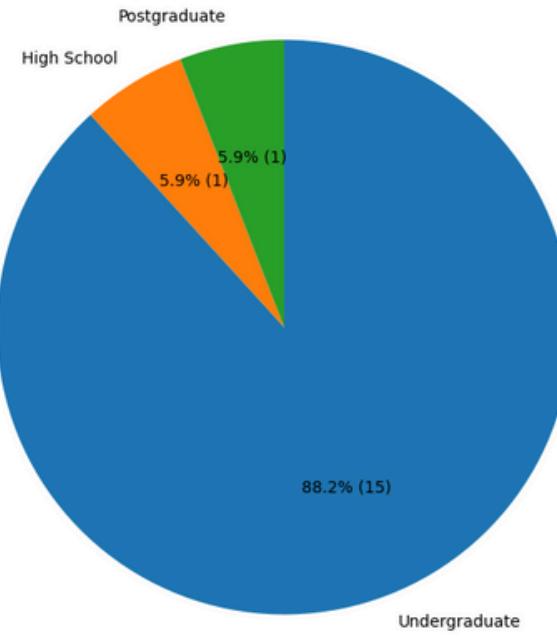




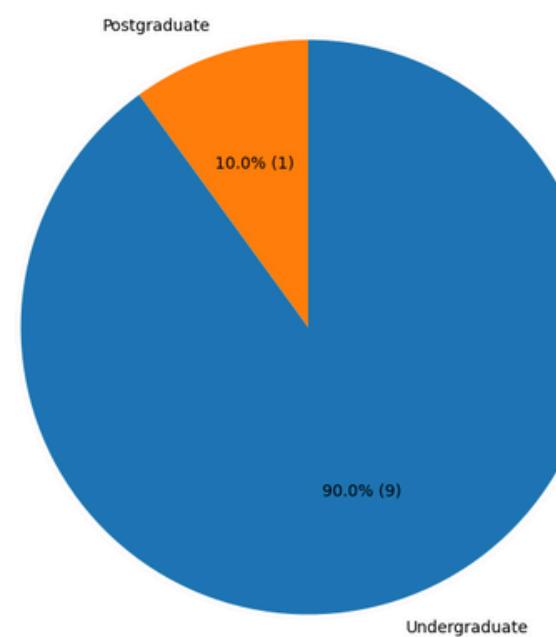
Education Background Distribution for Aversion Level 1



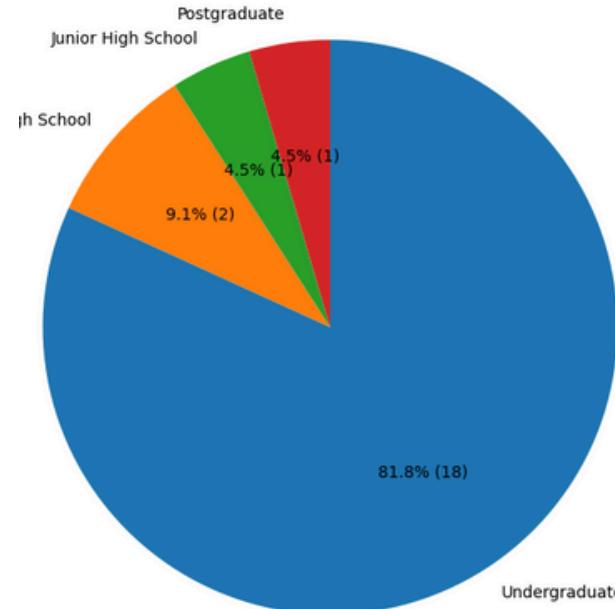
Education Background Distribution for Aversion Level 2



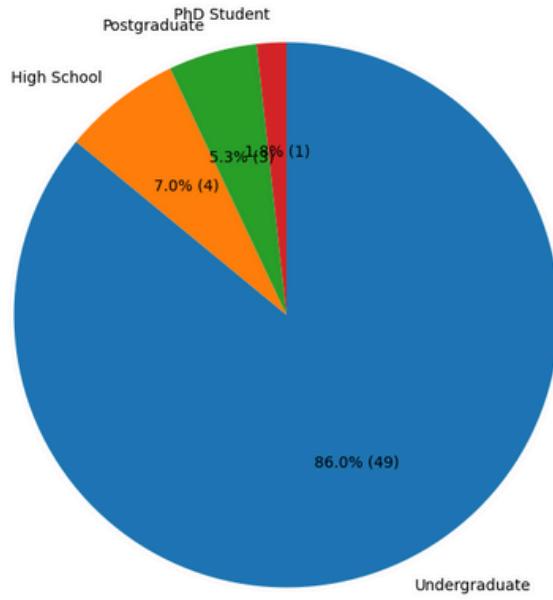
Education Background Distribution for Aversion Level 3



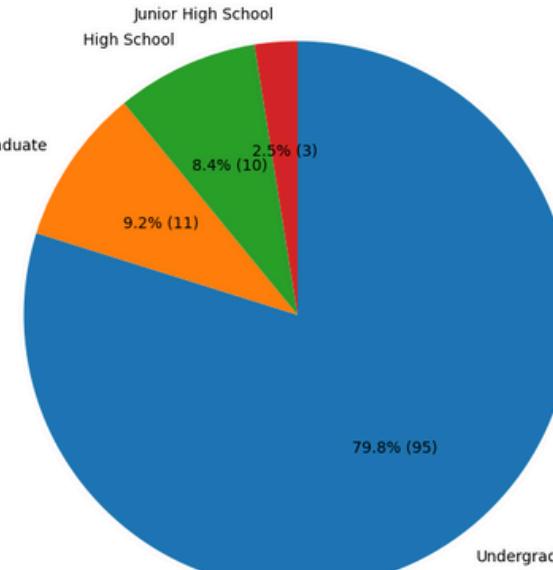
Education Background Distribution for Aversion Level 4



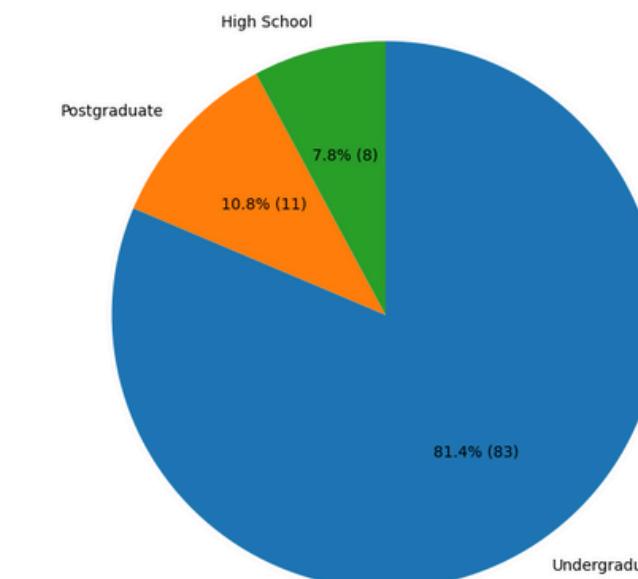
Education Background Distribution for Aversion Level 5



Education Background Distribution for Aversion Level 6



Education Background Distribution for Aversion Level 7





Relevance of Findings and Limitations

Relevance of Findings:

- **No Significant Impact:** Education level and gender did not predict aversion to mainstream content on Douyin.
- **Challenges Assumptions:** This finding questions the idea that higher education leads to more skepticism toward state media.
- **Need for Broader Analysis:** Emphasizes the importance of considering other factors that influence how people engage with media.

Limitations:

- **Methodological Complexity:** some statistical models created challenges for team-wide engagement.,
- **Scope of Platform Focus:** Focusing solely on **Douyin** limited the project's scope. Including multiple platforms could have offered a more comprehensive view of media aversion.
- **Tools and Resources:** Technical challenges with software tools and learning curves for some members restricted the exploration of alternative analytical methods, impacting the project's depth.



Future Research Directions

- **Increase Sample Diversity:** Include participants from a wider range of educational backgrounds, geographic areas, and socioeconomic groups.
- **Analyze Multiple Platforms:** Collect data from various social media platforms to better understand trends in media aversion.
- **Include Additional Factors:** Consider political views, media habits, and digital literacy in future studies for a more comprehensive analysis.

Thank you!

Do you have any questions?