

# How is Artificial Intelligence Constructed in the U.S. and China?

## A Cross-cultural, Corpus-assisted Study

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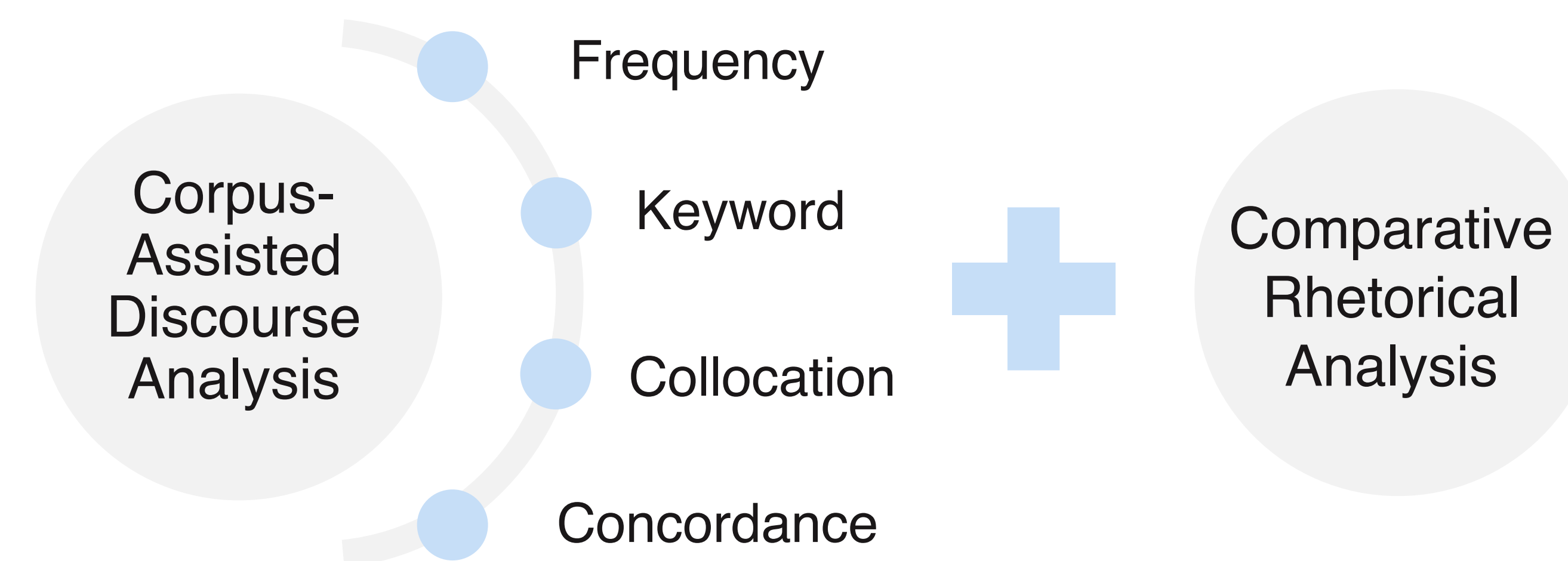
### INTRODUCTION

AI brings both promise and challenges to the global society.

Little research focuses on the construction of AI in mass media.

RESEARCH GAP

- Analytical approaches:** mixed methodology



### B. Strategic Areas of Interest

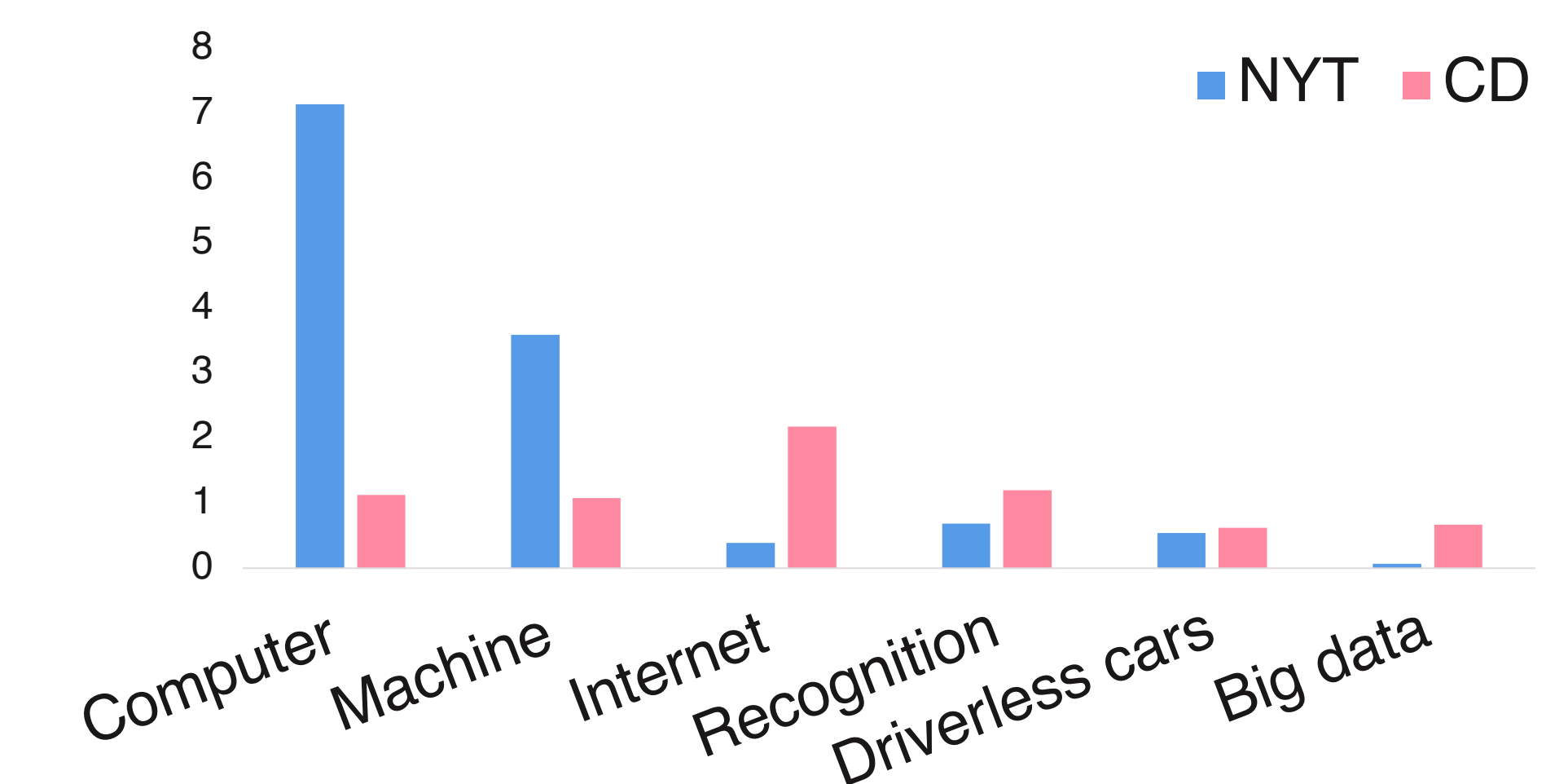


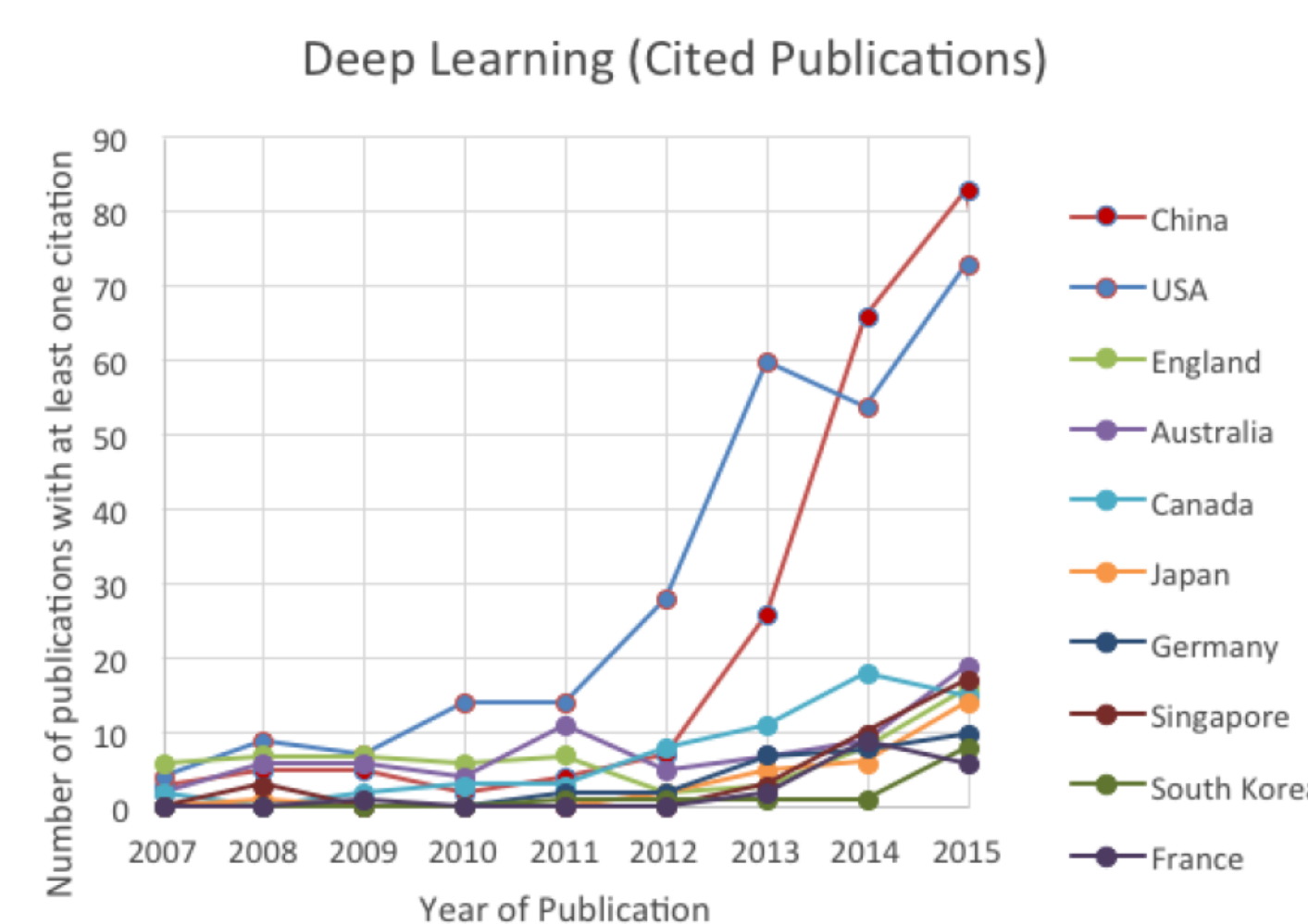
Figure 4. Frequencies of key areas (per report)

- Cautious vs. Optimistic

### ➤ The U.S. & China: two AI superpowers

- Sino-U.S. relations; China threat theory
- National AI policies

Source: National Science and Technology Council, U.S., October 2016



### OBJECTIVES

- RQ1: **How** is AI constructed in American and Chinese media?
- RQ2: **What differences** exist between these media constructions?
- RQ3: **What factors** influence the cultural rhetorics surrounding AI in the U.S. and China?
- RQ4: **What implications** do such constructions have?

### METHODS

- Data source:** LexisNexis Academic

The New York Times VS. CHINADAILY  
中国日报

- Corpora construction**

Newspaper/Numbers	Reports	Total words	Average length
New York Times	59	5,1754	877
China Daily	39	1,6139	413

Table 1. News reports in NYT and CD

### A. Corporate, Academic, & Global Players

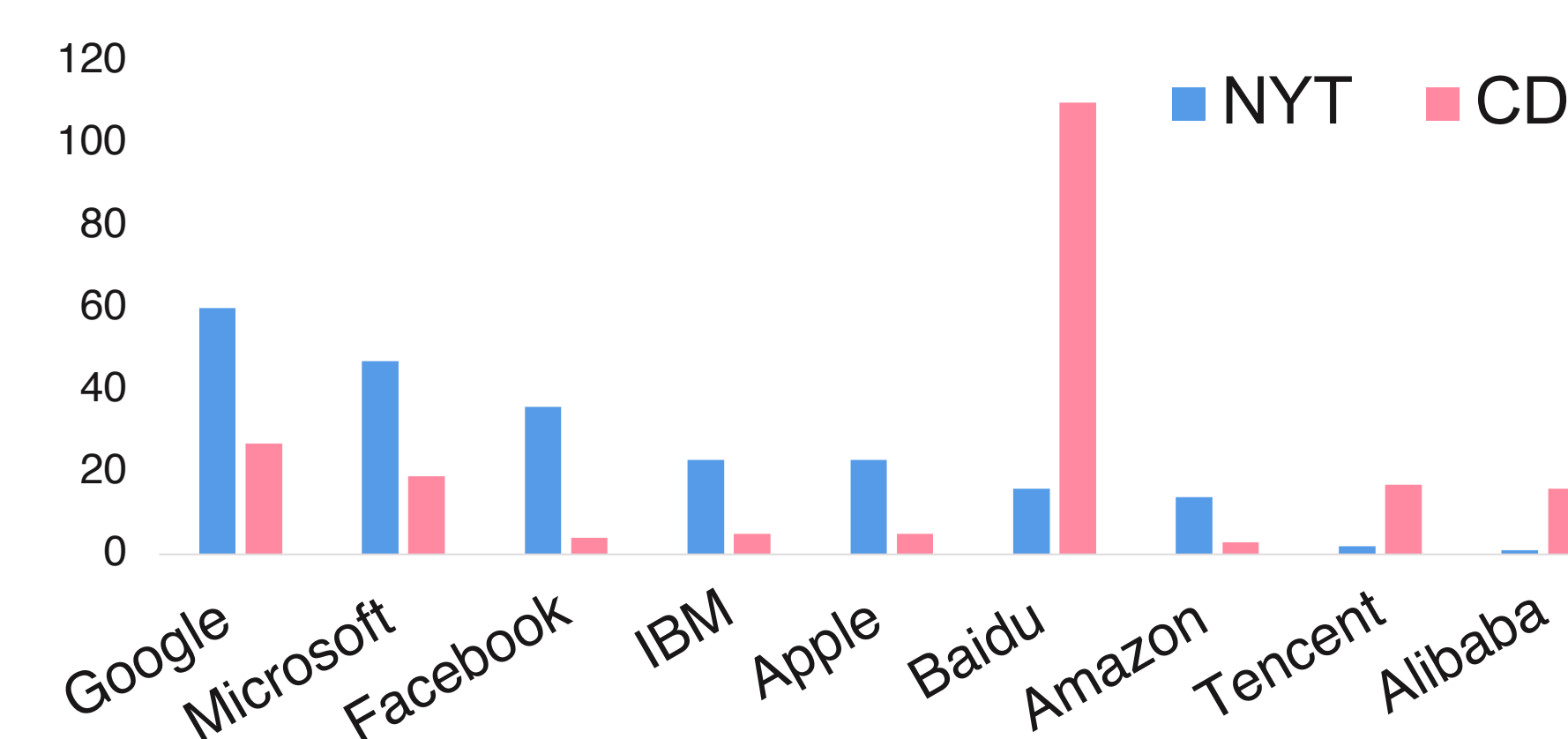


Figure 1. Major corporate players

- 226 vs. 227
- CD focused on domestic companies such as Baidu.

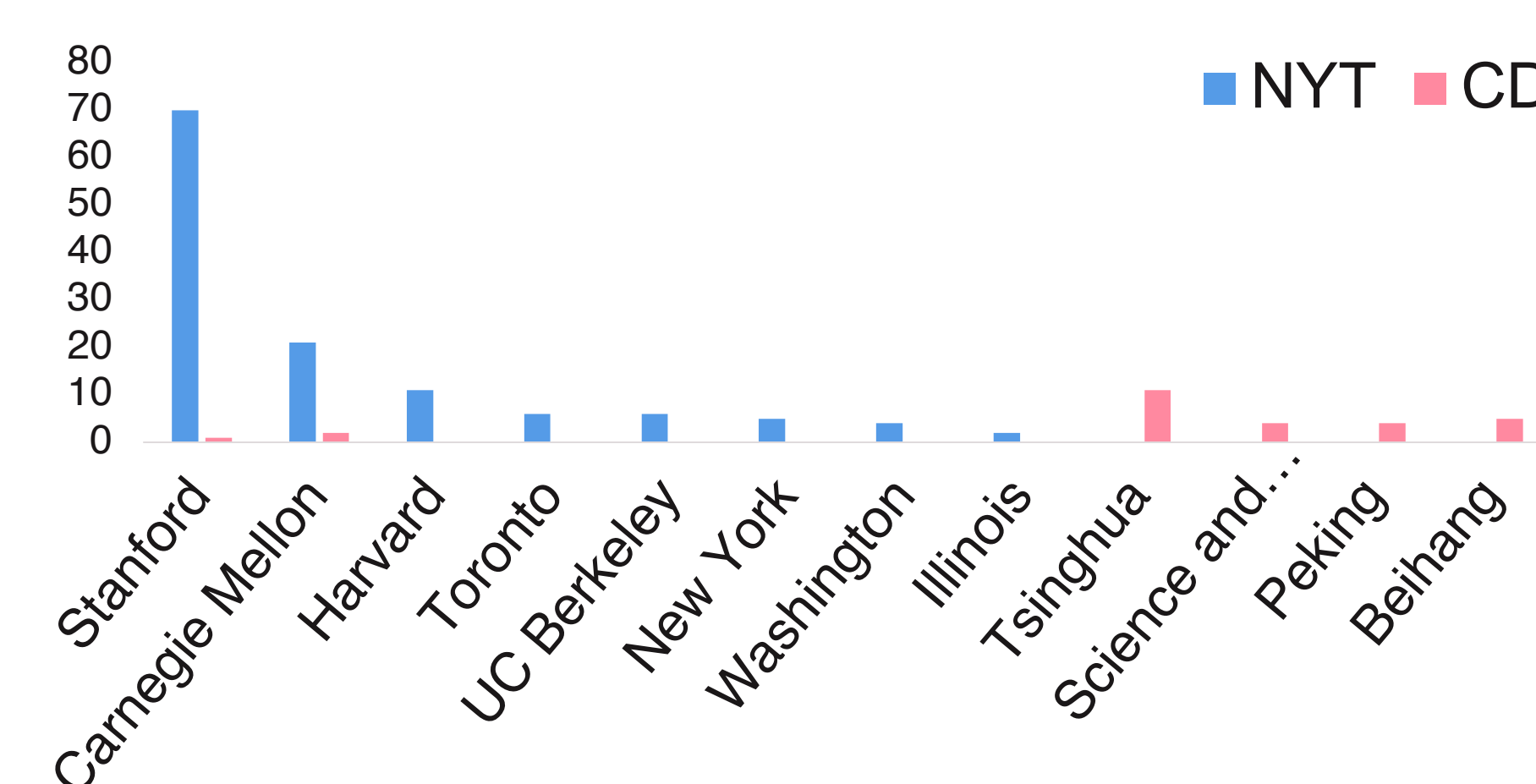


Figure 2. Major academic players

- 125 vs. 29
- Lack of academic and research programs related to AI in China

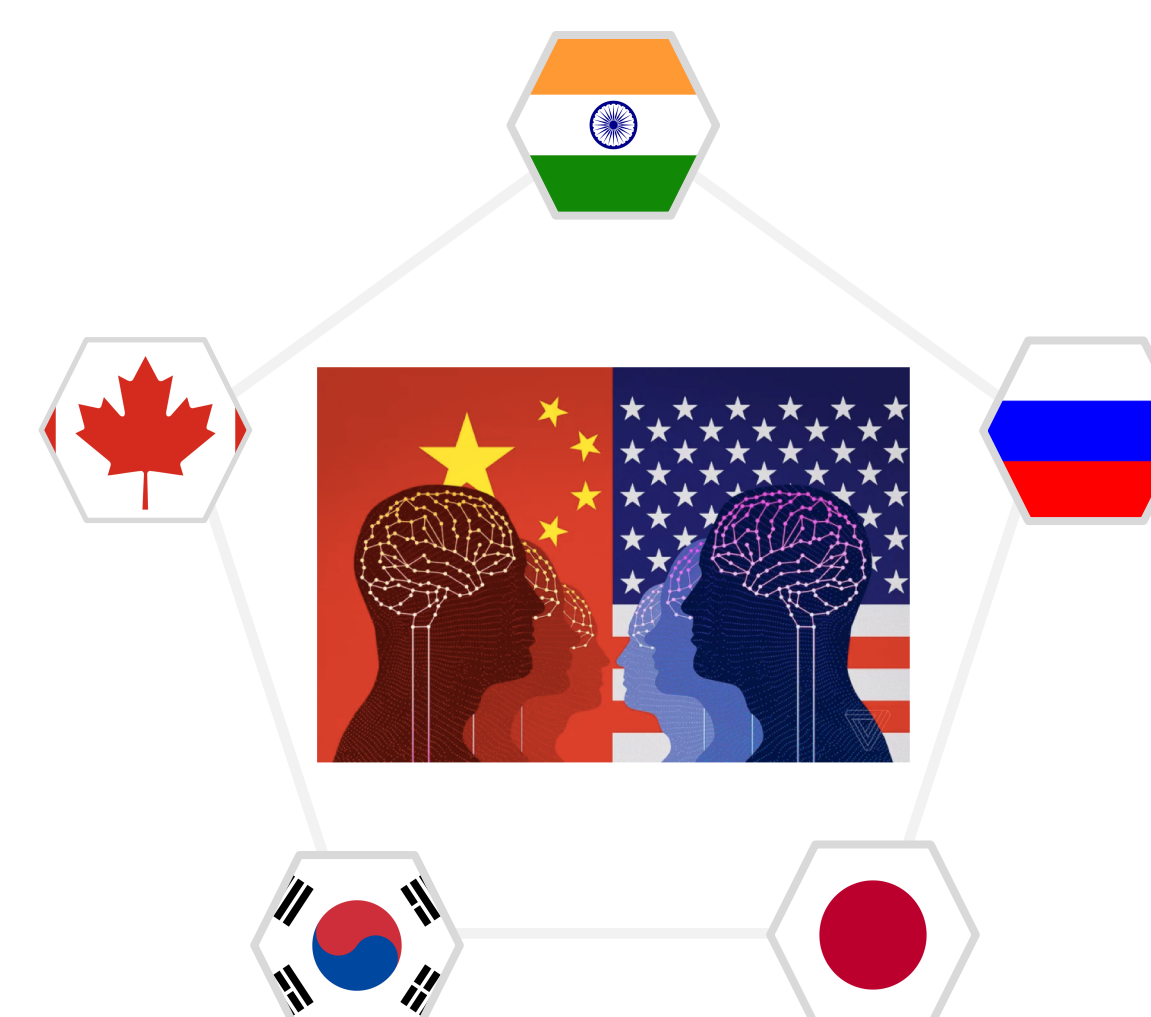


Figure 3. Major global players

- Turning global: constructing global AI contests and depicting national competitors

Topics/Frequencies	NYT		CD	
	Total	Per report	Total	Per report
Computer technology	271	4.59	26	0.67
Computer professionals	79	1.34	6	0.15
Computer institution	5	0.08	4	0.10
Computer industry	6	0.10	0	0
Computer company	8	0.14	0	0
Computer user	5	0.08	0	0
Computer course	7	0.12	1	0.03
Human-computer issues	10	0.17	5	0.13
Supercomputer	30	0.51	2	0.05

Table 2. Frequencies of computer-related topics in NYT and CD

### DISCUSSION

#### ➤ Theoretical Implications

- transnational connectivities
- global cultural flows
- geopolitical dynamics



#### ➤ Methodological Implications

- corpus-assisted discourse analysis
- comparative rhetorical analysis

#### ➤ Practical Implications

- cross-sector collaboration
- detrterritorized investments
- globalized markets
- transnational talent flows
- cope with inherent risks

