

# **Global Media Journal**

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— . Richard Anderson

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The academic information of the Journalism and Communication School of Tsinghua University

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**“Chengguan is Coming!”:  
A Theoretical Analysis and Empirical Test of the Priming  
effect in Ignition of Online Public Opinion**

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**Abstract:** The phenomenon of “*Chengguan*” *Stigma* is generated from the priming effect which is formed in the ignition of public opinion. Under this hypothesis, a short-term priming

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effect is tested through the selection of one case about urban management issues by sampling 953 valid comments in Weibo.com and undertaking a quantitative content analysis. It is also discovered that the framing effect existed in some degree in this study. It is also found that although the official micro-blog of *People's Daily* has an obvious guidance in online public opinion, however, the supporting rate for Chengguan is significantly lower than the one for the street vendors. Considering the comments on the holding side, the negative comments about the opposite party in the framework of supporting evidence are much greater than the positive comments about your own. It also shows that the phenomenon of "Street Vendor Stigma". The nature of the stigma is relied on how deep of being labeled "violence" with the "bloody" prints.

**Key words:** Chengguan stigma, law-enforcement via violence, online public opinion, priming effect, communication effect

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An applicable construct is far more likely to be activated when it is accessible. Likewise, an inapplicable construct is highly unlikely to be used in a given situation, no matter how accessible it is. Indeed, even the most basic priming studies in social psychology demonstrate that inapplicable yet highly accessible constructs are unlikely to be used in social perception and judgment Scheufele, D.A. & D. Tewksbury. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. *Journal of Communication*, 2007.57 (1), 9-20.

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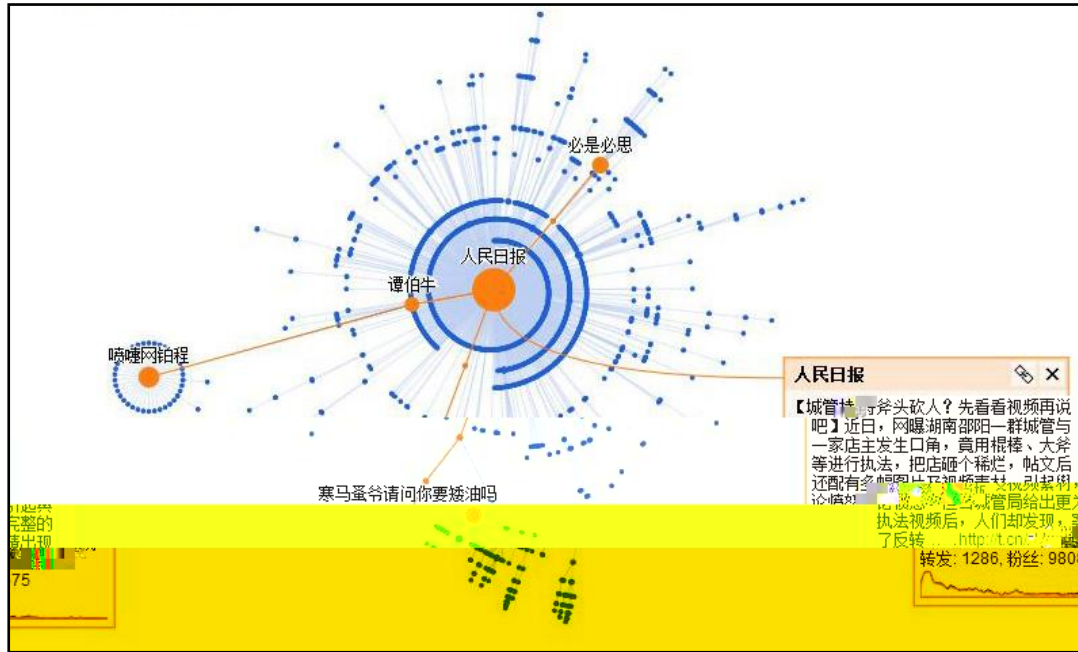
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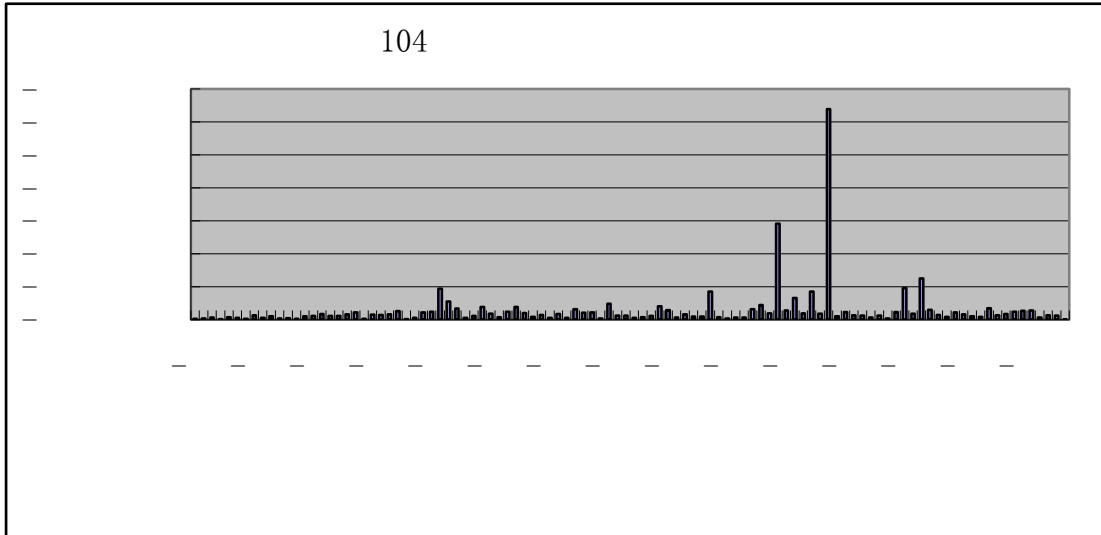


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Scheufele, D.A. & D. Tewksbury. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. *Journal of Communication*, 2007.57 (1), 9-20.

Iyengar, S., & Kinder, D. R. *News that matters: Television and American opinion*. Chicago: University of Chicago Press. 1987.

## **Empirical Research on the Impacts of Medium on Communicative Effects**

**Abstract** Social media play in today's societies a fundamental role for the crises, and traditional media also play a crucial role in crisis communication. The medium is as important as

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An-Sofie Claeys

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(Friederike Schultz, Sonja Utz, Anja G öritz,2011)

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Aine McConnon, Adrian Moss, Patrick Wall and Wim Verbeke, 2012)

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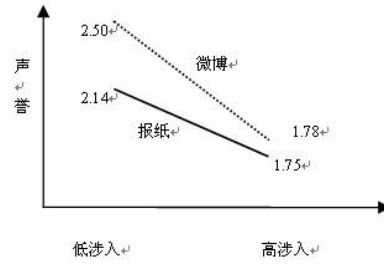


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M 1.78 M 2.50 F(1,99) 13.923 p=0.000 0.01

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M 2.14 M 2.50 F(1,99) 18.916

p=0.02 0.05

M 1.75 M

1.78 F(1,99) 0.085 p=0.71 0.05

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F(1,99) 0.002 p=0.962 0.05

F(1,99) 14.837 p=0.000

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M 3.70 SD=0.050

F(1,99) 50.837 p=0.000 0.01

M 4.033 SD=0.051

M 3.570 SD=0.045

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98.6%

M<sub>1</sub>=3.51,SD=0.643;M<sub>2</sub>=3.55,SD=0.728;M<sub>3</sub>=3.54,SD=0.660;M<sub>4</sub>=3.58, SD=

0.823

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9.125 p=0.003 0.01 2 F(1,114)

M 3.88 M 1.98

F(1,114) 88.907 p 0.000 0.01

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F(1,114) 5.611 p=0.02 0.05

M 1.98 M 2.09 F(1,114) 3.211 p=0.076

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F(1,114) 9.179 p=0.624 0.05

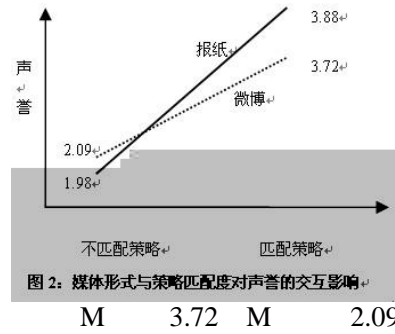
M 3.981 SD=0.051

M 3.701 SD=0.054 6

F(1,114) 24.924 p=0.000 0.01 M 3.959

SD=0.046 M 3.723 SD=0.045

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Schultz, Utz, & Glocka 2013

Twitter Facebook  
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Schultz, Utz, & Glocka 2011 2013



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## **Environmental Discourses of Governments during Collective Actions: Shi Fang Incident as an Example**

TDA

**Abstract:** Through Thematic Discourse Analysis (TDA), three environmental discourses constructed by government during environmental collective actions, namely, scientific discourse, regulatory discourse and economic discourse, are identified in the paper. The discourses respectively reflects science rationality, administrative and economic rationality of government in terms of environmental cognition. Lastly, the paper holds that the turns of ecological rationality and public-involved risk communication should be realized.

**Key Words** environmental discourse, collective actions, Shi Fang

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Hajer M.A. (1995). *The Politics of Environmental Discourse: Ecological Modernization and the Policy Process*. Oxford: Clarendon Press, 264.

## Social media, politics and public policy's dynamics in the Arab world

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— — . **Richard**

**Anderson**

**Movie's yesterday, today and tomorrow:**

**Richard Anderson's speech in Tsinghua University**

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***Client's File: cool textual criticism under the research  
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