

Public Abstract

First Name:YE

Middle Name:

Last Name:WANG

Adviser's First Name:FRITZ CROPP

Adviser's Last Name:

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:SS 2008

Department:Journalism

Degree:MA

Title:CULTURAL VALUES, EOMOTIONS AND INFORMATION: A COMPARISON OF WEBPAGES FROM TWO CULTURALLY DIFFERENT COUNTRIES

The present study explores online automobile advertisement in the Chinese and American markets. China and the US belong to different cultural types according to (Triandis & Gelfand, 1998). The presented study examined the content of 100 webpages from each country, in order to find out whether cultural differences exist in online advertising, and to what extent international corporations are using standardized advertising strategies. The result shows that cultural differences are present in online advertising. Chinese online advertisement uses more international appeals, appeals to harmony and benevolence than American websites. American websites provide more information than Chinese websites. Both cultures tend to use more appeals to happiness. Since online advertisement is more cost-efficient than traditional media, American online advertisement is highly localized. However, international companies are still using different advertising techniques from domestic Chinese car companies. The present study compared two large car markets in the world. It informs the industry as well as the academic world that cultural differences exist in online advertisement. It also suggests that online advertising could adopt localized strategies because of low cost.