

**DIFFERENCES BETWEEN WEIBO DISCUSSION AND
XINHUA COVERAGE OF THE CHINESE BOYCOTT OF
THE JAPANESE GOODS**

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Prof. Randall D. Smith, Committee Chair

ABSTRACT

Through the textual analysis and a comparison study of 100 Weibo posts and ten Xinhua articles covering the Chinese boycott of Japanese goods, this research came to the conclusion that the two media platforms presented distinctively different discourses through the boycott.

Compared to Xinhua's coverage, Weibo developed the boycott into a long-term and multi-faceted issue. While Xinhua mainly depicted the Chinese boycott of the Japanese goods as a political leverage, Weibo's discussion brought in extra information beyond the boycott and exhibited a plethora of opinions and views on the issue. The Weibo discourse of the boycott included the recall of the historical feud between China and Japan during the World War II, the questioning of the efficiency of the boycott as a resolution to the Diaoyu Islands dispute, the acknowledgment of China's disadvantages in the product quality competing with Japan as well as the assurance of the advanced societal development of Japan. All of them received little attention from the state news agency.

Introduction

Having obtained a bachelor's degree in journalism in China, I came to the U.S. two years ago, seeking specialization in the world of journalism. I chose business and finance reporting.

My first exposure to business and economics journalism was my internship at Economic Information Daily at Chinese Xinhua news agency. In spite of the relative strict government censorship and the Chinese media's advocacy model, I was amazed at the broad range and substantial content of business and economics journalism at the paper.

During my study here, I took business and economics reporting class, which established the basic skill set for me to report on business and the economy, such as how to use research tools to find data, how to read SEC filings and to derive business stories from data and documents. The class also went on a tour to New York where we visited Bloomberg, the Wall Street Journal, CNN money, etc. I was fascinated by the fast pace and energetic newsroom environment in the business and economics journalism media, which overturned what I heard before about journalism: Journalism is a dying dinosaur.

When I took Professor Randall Smith's International Media System class, I became determined to choose business and economics journalism as my future career. I realized in the class that, regardless of the differences among media systems across the globe, business and economics topics always seem to be a common media agenda.

Every region, every country's media is paying attention to what's happening with the world's economy, especially after the 2008 financial crisis and the European debt crisis.

In addition, I have worked at Missouri Business Alert as a research assistant and a reporter. There, I learned how to cover local business news, which strengthened my business and economics reporting skills. Having taken broadcasting courses and worked at KOMU, I'm also familiar with telling a business story through multimedia platforms.

The courses I have taken and the practice I have had paved my way to land an internship this summer at Bankrate.com, a personal finance website which draws 12 million unique monthly visitors, as the professional component of my graduation project. At Bankrate, I got to work with an AP veteran reporter, my supervisor, Mark Hamrick. I covered the job market and personal finance, and did plenty of research on the Federal Reserve, including establishing a 100 year timeline for the Fed's history, as well as building personal profiles of the three candidates for the next chairman of the Fed. This experience certainly solidified what I learned in the classroom.

As a journalism graduate student at the University of Missouri, we are trained not only to be able to work in a newsroom, but also in an academic world where we need to adopt systematic research methods to analyze a journalism problem. Due to the above, the second half of my graduate project includes a research project where I studied how Chinese mainstream media and Weibo, the Chinese equivalent of Twitter, reacted differently to the Chinese boycott of the Japanese goods over Diaoyu Islands¹

dispute. Through this study, I examined Weibo as a dynamic public forum and its interplay with the Chinese mainstream media. Moreover, I reached good indications on China's economy in the global setting. Having been away from China for two years, this research component enabled me to catch up with the changing media landscape and some of the ongoing economic problems in China. If I were to go back to my home country, the findings of this research and my internship experience at Bankrate will be of great use for me to launch a career.

Field Notes

Week 1

When I was standing in front of the Capitol, a little replay of my life occurred in my mind. It felt unreal thinking of the fact that I came from a small town in Inner Mongolia in China, crossed the Pacific Ocean and made it to the capitol of the United States.

So, my first week in Washington, D.C. started with this excitement. Ahead, I have three tasks to accomplish this summer: Professional project at Bankrate.com, research analysis and Washington program seminars arranged by Wesley Pippert.

Due to my supervisor's departure to Florida, I didn't officially start my professional project this week. However, I did have a two-hour meeting with my supervisor Mark Hamrick before he took off. During that meeting, he introduced me to what Bankrate does and mentally prepared me for what I would be doing with him.

One thing I learned that amazed me was the business model of Bankrate. As one of the fastest growing online media, Bankrate not only generates good financial news content, but also generates profits. The news department only consists of a small part of Bankrate. Its pillar business is to provide a media platform where sellers of financial products such as mortgages and certificates of deposit can post their information, and investors can purchase these products after resorting to the tools offered by the website to compare different rates. Once a transaction is completed through Bankrate, it gets a percentage from the original seller of the financial product.

Here, the function of the financial news is to increase the publicity of the website and to attract more potential buyers of financial products.

I think the business model of Bankrate resembles Bloomberg's. They both use news as a tool of publicity, but both have another business that generates rather consistent revenue. Compared to the business model of other traditional media of selling advertisement or charging the audience for the content through a paywall, the two companies are less reliant on news content for money. And I wonder if this provides their news departments with more freedom to practice journalism.

With these questions already in mind, I hope my professional project can not only help to enhance my reporting skills, but also give me more insights on how Bankrate operates as an organization.

On the other hand, the seminar I attend this week with Jeff Biggs, the director of the Congressional Fellowship Program, impressed me most with how partisanship is affecting the government's policy making. It never appeared to me that the ideologies of Republicans and Democrats are so distinctively different and the difference is substantially preventing lots of issues to be resolved such as immigration, gun control, etc.. I understand partisanship is more or less obstructing the Congress from getting things done. But I didn't know the extent of the influence was so large.

Last but not the least, in terms of my research analysis, I re-evaluated my proposal. So far I don't see any need to change my research topic. So I have set up a timeframe and will start conducting the research as proposed in the following weeks.

Week 2

My first challenge at Bankrate this week was to build a camera recorder. The Washington bureau of Bankrate didn't have a video department. They just purchased a new Sony camera recorder which came in pieces. I had to put the lens, hood, viewfinder and accessory shoe, etc onto the body of the camera which I have never done before. Despite that it took half a day to put everything together, the process really familiarized me with different parts of the camera and the function of each part which is crucial for my future usage of the camera recorder as a videographer.

What I've accomplished this week is to produce a slide show of five sectors with best job growth for Bankrate. One thing important I learned before I started to work is where to find data about job growth. Traditionally, business reporters often resort to Bureau of Labor Statistics for data regarding job creation and unemployment. But my supervisor introduced me with other two good important sources: Manpower and ADP.

Manpower released its third quarter job report last Thursday. Since Bankrate is a consumer oriented website, instead of analyzing the macro employment trend based on the report, the approach we took was to identify five top sectors with the potential biggest job growth.

This slide show is set to publish next Tuesday. I'm excited to see my first byline. Even if this assignment is not really difficult, it gave me a good understanding of the style of Bankrate as a publication in terms of what information it's looking for, who it is serving as readers, etc.

On the other hand, I started collecting sample data for my research component. I started with creating a new Weibo account. When I searched for posts which contain keywords "boycott of the Japanese goods", 9,508,652 results showed up. I printed the webpage of the first 100 posts to save them as raw data. Next week, I'll collect data of the coverage in the Chinese boycott of the Japanese goods over Diaoyu dispute" from mainstream media.

Week 3

My first piece of work was published earlier this week.

It also surprised me that this story was featured by CNBC on its homepage in the left rail and was marked with a "must" red arrow.

Nonetheless, my biggest mission this week was to get ready for shooting b-rolls in the following weeks. One thing that took me a day to figure out was how to import the camera videos into Final Cut editing software. The recording format of the camera is AVCHD which is incompatible with Final Cut. After having tried a lot of methods from changing the settings of the camera to finding the right software to convert the media format, I had to consult a technician in the broadcast department in the National Press Club.

It turned out Final Cut is embedded with a converter. All the AVCHD videos can be imported with "log and transfer" function. Having used Final Cut for a long time myself, I never knew the existence of this function since the video format I shot before was never AVCHD. But now lots of high-end camera recorders adopt AVCHD video recording format.

When it comes to my research component, I collected ten articles covering the Chinese boycott of the Japanese goods from Xinhua network - Chinese mainstream news agency via keyword searching on the website.

Last week, I found over 9 million posts on Chinese social media Weibo over this topic. I collected the first 100 posts by taking the screen snapshot of each post. I did not collect the comments generated upon the posts in order to control the size of my data sample. Each Weibo post is about three or four sentences long. The length of 100 Weibo posts is almost the equivalent of ten Xinhua articles. Therefore, I think it's reasonable to compare the one hundred Weibo posts and the ten Xinhua articles concerning the differences in their discourses over the topic of the Chinese boycott of the Japanese goods.

Next week, I will start coding and writing memos of the collected data.

Week 4

My third week was marked by the Federal Reserve's FOMC news conference on Wednesday at which Ben Bernanke announced Fed's Quantitative Easing policy for next quarter. The Fed's unconventional monetary policy of purchasing \$85 billion in assets every month has drawn huge media attention. Sitting in the news conference room were reporters from some of the biggest news organizations in the US: Bloomberg, Wall Street Journal, CNN money, CNBC, to name a few.

It is very rare for the Fed news conference to allow more than one reporter from a media organization to attend. But somehow my supervisor got me the chance. I was really excited that not only this was my first national news conference, but also I got

to see Ben Bernanke in real life. There were three things worth mentioning from this special experience of mine:

First of all, I witnessed how journalism is like a war. Everyone was fighting to be the first to release the news. All reporters at the news conference were fully equipped with their laptops, iPads, cameras, etc.. The FOMC statements were given to the reporters half an hour before the news conference started. And they immediately started writing. My supervisor finished his reporting for Bankrate.com even before the meeting started. This was completely different from what I imagined. I thought everyone would go to the conference and listen to Bernanke carefully, and then come back to their newsrooms, and talk to their editors about what to write about the conference. This process might be applicable for a regular local news conference, but for an event like this, all the media organizations sent their best reporters to report it live.

Second, I was also amazed by the Twitter activities of the news organizations. Just one minute after FOMC statement was released, Bloomberg already tweeted about the overall QE policy for next quarter: The Fed would continue its \$85 billion purchasing - different from what's been predicted that the Fed would taper its purchases.

Nonetheless, I was a little disappointed with what Ben Bernanke said at the conference. His language was kind of vague. When asking when the Fed was going to scale back its purchase, he said that's dependent on the economic performance - which is true. But I just thought people were seeking certain assurance from him and

it would better if he could comment more on the trend of the economy. One of the tweets I saw after the meeting said something like, “When is the Fed going to taper its purchase, Bernanke really has no idea”.

Nonetheless, I think the conference really opened my eyes to see how media organizations prepare for and report on an event with importance on a national level.

Other than the conference, I also started to shoot b-rolls for Bankrate’s media library this week. I had to do some public relations work to contact Simon Malls and to get permission for filming at the Pentagon City mall.

Now that I have collected all the data of mainstream coverage and Weibo discussion on the Chinese boycott of the Japanese goods, I’m sure I can start analyzing the data by next week.

Week 5

What I mainly learned this week is how to write a personal finance blog using journalism reporting skills. I worked on a blog on how newly married young couple should start managing their merging finances. Bankrate has done many stories about weddings. But not too many talked about how to handle the finances for newlyweds. So I pitched this story idea to my editor, and she suggested me to write it in the form of a personal finance blog.

I was confused at first about how to write a personal finance blog. I didn’t know if I should just talk about my personal opinions on this topic since it’s a personal finance blog, or if I needed to interview other people like what I would do for a news

story. I was also not sure about whether the language style should be casual or AP style.

After I have read several Bankrate personal finance blogs and talked to my supervisor, I realized that, compared to traditional blogs where writers share their personal experiences or express their personal views, personal finance blogs have higher requirements for the accuracy and credibility of the information. So, writing a personal finance blog is not just a self-creation process. It's the same with writing a news story. You still have to find good sources to provide authoritative information and write the story in AP style. So I ended up interviewing a newly married couple in Iowa, a licensed marriage therapist at couplestherapyct.com, and a marriage research expert who has interviewed happily married couples in 48 countries. And I also had to write the blog in AP style.

In terms of my research component, I coded 50 Weibo posts this week. And various concepts and categories have emerged from the first half of the Weibo data. So far, I concluded four distinct categories: advocates, watchdogs, opponents and self-examiners. Advocates are people who still support the boycott of Japanese goods in China. For instance some of them call for Chinese people to learn from Korea to be persistent in the boycott of Japanese goods and claim it as the most effective way to make Japan compromise on Diaoyu Islands issue. Watchdogs are people who have posted information about other Chinese boycotts of Japanese goods. Opponents expressed their concerns about the Chinese people's irrational patriotism citing the attacks toward Japanese car owners in China. The most interesting finding is the

self-examiners. A significant number of posts raised the question about the poor quality of domestic goods and expressed the view that the best way to compete with Japan economically is not to boycott the goods but to improve the quality of the products made at home.

So far, I'm impressed with the richness of opinions on Weibo regarding the Chinese boycott of the Japanese goods. Hopefully the data will help me to generate a good discussion after I finish coding all of them in the coming weeks.

Week 6

This week was relatively short due to the July 4th holiday. What I mainly did at work was to compile contact information for former Federal Reserve officials.

I found that despite a full term for a member of Board of Governors is 14 years, many didn't complete it. Out of twelve former governors on my list, only two stayed on the board until their terms expired. Some resigned only three or four years after they became a governor. And most of them either went back to universities, or started their own financial consultancy companies. In contrast, in China, we think government related jobs are the best jobs. But it seems in the U.S., many government officials would move to private sectors for the further development of their careers.

During the process, I also learned how to use Bloomberg terminal to search for people. As long as you enter "PEOP" in the search bar and hit "GO", Bloomberg terminal will take you to the search page where you can find a person by his or her last and first name. Bloomberg provides systematic information on a person including

the contacts, career summary, compensation, etc. So far, I think this is the most effective way to find sources for financial news.

Research wise, last week, Professor Vos pointed out one thing I have overlooked- the translation of the raw data from Chinese Weibo. So, right now I'm in the process of translating the one hundred Weibo posts I collected. One post is about two or three sentences long, and it's not terribly heavy work to translate them. I am planning on finishing the translation in this upcoming week so that I can finish coding all the Weibo posts this weekends.

Week 7

This week, I came across the bottleneck of my internship. Two weeks ago, I wrote a personal finance blog about how newlyweds should merge their finances. Another editor at Bankrate edited my article after my supervisor's initial review. And she thought it would make a good story. With the article's status being elevated from a blog to a story, the standards were raised too. Since I originally wrote the article as a personal finance blog, it was centered on the tips I compiled from the interviews I did with the marriage consultants and researchers. Now that it became a story, my editor wanted me to have a real life example in my article, ie. a couple with financial struggles.

So, I started asking my friends who have recently attended a wedding to hook me up with their newlyweds friends. I also resorted to social media and all the experts I interviewed asking if they can give me some names. But I realized later how sensitive it was for someone to discuss money, especially the money issue in a relationship. All

the couples who agreed to talk to me didn't give me much details about the problems to merge finances with their spouses. Rather, they tended to respond to my questions positively. They would say things such as "I believe we'll work things out."

I started searching for the example couple on Tuesday, but didn't have any luck by the end of the week. I even contacted a PR representative from AICCCA, Ken Scott, who helps journalist to connect with the real people to personalize their stories. But he said the chances were small. I was so desperate to get it done that in the end, I went on the street, standing in front of the National Press Building to hunt my interview subject. Whenever I saw someone with a ring on their finger who was walking by herself or himself, I would stop them, tell them about my story, and ask if he or she could help me answer some questions. After several rejections, I finally met a lady from Atlanta who was in DC for a meeting. She has been married for seven years but had difficulty merging finances with her husband because their different spending habits in the beginning of their marriage. Thanks to her, I was able to finish my story. It is scheduled to run at the end of this month.

When it comes to the research component, I'm wrapping up the translations of the Weibo posts this week. During the process, I found some of the posts hard to translate because of the cultural context. For instance, one post says the most effective way to raise the awareness of the boycott of the Japanese goods among Chinese citizens is to change the name of "play Mahjong" to "beat the Japanese". In this case, not only do I need to translate the post itself, but also to briefly introduce Mahjong as the most popular recreational activity among Chinese households. Moreover, in

Chinese, sometimes play and beat can be the same word. Without explaining these, it may be hard for someone to understand what does changing the name of “play Mahjong” to “beat the Japanese” have to do with the boycott of the Japanese goods.

In addition, I also did the coding and the memoing along with the translation. More concepts emerged from the Weibo posts. For instance, surprisingly, there are several posts calling China to learn from the Japanese example of hygiene, innovation, etc. There are also many posts looking the boycott of the Japanese goods as business opportunities for Chinese smart phone and other domestic products.

Week 8

My main job this week at Bankrate was to shoot housing videos for the company’s B-roll library.

The first question I need to figure out before going out to shoot is where to find all the signs such as “for sale”, “under contract” and “sold” which mortgage video stories usually like to have. After spending some time trying to locate “for sale” signs using realtor.com and Google street view and not being able to find many places where there were such signs for sure, my supervisor decided to hire me a driver who he knows used to be a real estate broker. With his help, I got lots of housing footages.

However, after I exported all the videos from Final Cut, I found that all the videos are letter boxed, meaning there are two black bars at the top and the bottom of the videos. At first, I thought it was because the setting of the export wasn’t right. So I re-exported all the videos which took three hours, but they still remained the same. It turned out the problem was I didn’t choose the right setting for the size of the

sequence. Lesson learned: Do not re-export all the videos until figuring out the real problem. Otherwise, it would be a waste of time.

Research wise, I finished the translation, coding and memoing of the Weibo posts except one post which has an attachment of an article “What Japan teaches me”. I thought it’s important to also translate at least an excerpt of the article. Now I’m working on translating this final post and the article.

I also started textual analysis of the ten Xinhua articles on the Chinese boycott of the Japanese goods: “Chinese protest ‘purchase’ of Diaoyu Islands”, “Japanese restaurants caught in anti-Japan protests”, “Good move on Diaoyu Islands”, “Japanese carmakers absent from China auto show”, “Yearender: Cooperation overriding theme in Asia-Pacific despite disputes”, “Web China: Chinese Netizens riled by Japan’s ‘purchase’ of Diaoyu Islands”, “Unwise foreign policy turns Japan into its own enemy”, “Negotiation best resolution for China-Japan islands row”, “Japan’s ‘purchase’ of Diaoyu islands will damage trade ties with China”, “Irrational, violent anti-Japanese protests should be avoided”.

As it can be seen that several headlines already revealed that the articles could be opinionated, such as “Good move on Diaoyu Islands”. However, none of the above articles is marked as editorial on the Xinhua’s website. My next step after finishing textual analysis of these articles is to compare the opinions embedded in these articles with those expressed in the Weibo posts.

Week 9

My personal finance story “6 tips for merging finances as newlyweds” finally got published this week.

Besides this, my main job this week was to establish a fact sheet for the 100th anniversary of the Federal Reserve. Even if the anniversary is in December, Bankrate has already launched the project and started preparing the special coverage. So what I needed to do is to research the Fed’s history and set up a timeline, to refine bullet points from some of Bernanke’s speeches and to go through the Fed’s website to see what the Fed is doing in the preparation of its centennial.

Research wise, I finished the coding of the 100 Weibo posts and the 10 Xinhua news articles on the Chinese boycott of the Japanese goods. The next step for me is to start organizing my findings from the comparison analysis of the Weibo posts and Xinhua articles and write them down.

Week 10

The highlight of my tenth week was a tour to the Washington Bureau of China Central TV(CCTV).

My supervisor Mark Hamrick was invited as a guest speaker to discuss the job market in the US on a show called Biz-Asia of CCTV. And I was lucky to be brought with him.

CCTV is the largest broadcast organization in China. It is sponsored by the Chinese government. In February, 2012, the central television station launched its American channel here in Washington DC. Before I went, I had several questions:

What does CCTV America cover? Does it only focus on China related news? Who works for CCTV America? Are they only Chinese? How does CCTV America position itself? Is it another propaganda tool for the Chinese government? Do Americans watch CCTV America?

To my surprise, CCTV not only covers news relevant to China, but covers everything happening in the US and on the international stage, for instance, they recently heavily reported on Trayvon Martin. Its presence here in Washington is not for reinforcing the ideology of the Communist party. Rather, it is trying to correct the stereotype that China can not have journalism independence.

Almost 90 percent of people who work at CCTV America, including anchors, reporters, and other staff are actually American. And they are from various prestigious networks, such as Bloomberg, AP, CBS, etc. I asked a videographer how he felt working at CCTV America and if he ever had any conflict with the “Chinese value” there, and he said no, “they seemed to be really serious. And it’s a great environment to work at”.

Another interesting thing I noticed is that CCTV is imitating FOX, CNN in the way that it also tries to stir controversy in the news discussion and invite guest speakers with opposite opinions to make the conversation more confrontational. For instance, my supervisor was having the discussion about the job market with Peter Schiff, an investment broker. They had some divergence in the effectiveness in the Fed’s monetary policy to help recover the market. And it was kind of obvious that the host was trying to emphasize on the divergence and making the topic controversial.

In addition, the CCTV America studios are really nice. It can be seen that the government is putting a lot of money into the establishment of their North America presence despite that so far it's unknown if CCTV America is attracting any US audience. It would be interesting to see how this place evolves and if all the professionals who work there can help to correct the global image of Chinese media as being solely the mouthpiece of the government.

So, this is my biggest harvest from this week. In regard to my research, I started writing the findings and the discussion part. Hopefully I can finish my first draft by the end of next week.

Week 11

This is my last week at Bankrate.com. Since the funding approved for me by Bankrate only had ten weeks, and my supervisor will be leaving town next week, I had to end my internship here two weeks before I can fulfill my 420 hours. After this, I'll be going back to school, and continue to finish my project at Missouri Business Alert.

My main job this week was to do research on the three candidates for the Federal Reserve's next chairman: Janet Yellen, Lawrence Summers and Donald Kohn. Although the current Fed chairman Ben Bernanke doesn't retire until next year, Obama already faces the challenge to nominate the right person. Hence, Washington already started the debate about the three candidates now.

What I did was mainly aggregation. I built personal profiles for each candidates, including their bio information, education and main positions they have held. In

addition, I also had to browse the previous coverage of the three candidates and collect their major views on key economic issues, as well as the public's views on the three candidates. It was interesting to see how non-professional factors, ie. factors other than the candidates' performance in making judgments and decisions in economic policies, has played a big role in the discussion of the qualifications of the candidates. For instance, the nomination of Janet Yellen triggered the talk of gender equality in the political circle.

Research wise, I'm still in the process of the writing the result. I think I can finish this part and start writing the discussion next week.

Week 12

I'm back in Columbia this week. I started at Missouri Business Alert along with the start of the new semester. It seemed to me almost like a default topic to write about college funding at this point. Given my experience at Bankrate.com. I decided to write a personal finance piece to provide tips to parents for funding their kids' college education.

Before the real reporting began, I had to do a massive amount of pre-research. I got a glimpse at 529 college savings plan and other college funding subjects at Bankrate. Now that I have to offer suggestions on this topic, the knowledge I had seemed not enough. After almost two days of research and study, I outlined the six subheads for my story: how to start a 529 plan, how to decide the investment strategy of a 529 plan, how to take advantage of Missouri's matching grant, how to use a Coverdell account as a supplement, what are other tax benefits a college sponsor can

take advantage of, and last but not the least, how to balance retirement savings and college funding.

I later started search for sources. Soon, I got one of the certified financial planners who agreed to accept an interview with me. However, after the interview, he told me that the company is really sensitive about what its employees say to the media. Hence, in order to be able to use the interview, I have to submit the transcript to the compliant department of his company. And I can't use any of the interview unless the company approves the content. So here comes the conflict with the company's interest and the newsroom independence. In the end, after discussing this with the editor, we decided to give up using the interview if the company has to go through the transcript. Luckily, Missouri has a personal finance department where many professors are also certified financial planners. Since they are not practicing any more, what they say, are not necessarily subject to the SEC rules. So I got my interview with one of the professors.

Lesson learned from this is: A journalist should figure out the company rules before interviewing someone associated with a business, just in case the interview ends up being unable to be used.

Week 13

My main job this week was to create a slide show for the personal finance story I did about college funding. I realize that for a non-eventual piece like this, it's hard to make a slide show with real-life photos. So I decided to have a little fun with it to use illustrative comics for the slide show.

I ended up using two simple characters drawn with lines and circles to be my characters. Then I brainstormed a setting for each tip I offered in the article, and super imposed these two characters in each setting to impart consistency to the six settings.

For instance, I want to illustrate that parents are saving because of the rising college tuition. So I made a setting where there is a money mountain, and one of the characters with a gown which represents a college student is climbing the money mountain, and the other character, a parent, is trying to help him.

This is not published yet, but I am exciting to see the feedback for this multi-media experiment of mine.

And also, at this point, I finished my 420 hours of professional project. Now my main job is to finish the research component. I will turn it in early next weeks.

Evaluation

Self-evaluation

My internship at Bankrate.com met my goal of further enhancing my financial and business reporting skills. My job there mainly included three parts: reporting, researching and shooting videos.

First of all, the internship broadened my business and financial knowledge to a great extent. I have taken economics classes as selectives, but the knowledge I learned this summer is at a higher level.

I got a lot of exposure to Quantitative Easing because the beginning of my internship happened to coincide with the time when the Federal Reserve started the conversation of tapering QE, in other words, to reduce the \$85 billion the Fed is injecting into the economy. I kept track of how the market reacted each time when the Fed released a tiny bit of information about its policy, and realized how sensitive and volatile the market could be, and how important it is for the financial reporters to get the information right because the market relies so heavily on the information.

Since Bankrate mainly covers personal finance, I got a chance to learn a lot of about the personal financial issues American people need to deal with in their daily lives, such as, how to fund your retirement with 401(k) or IRA, or how to fund your kid's college education with a 529 plan, etc. As an international student, I've never gotten in touch of these financial tools. In China, people are mainly conservative when it comes to personal financing. Saving is still the No.1 method people use to

fund their retirement, college or other life activities. Using investment to fund the above is still a relatively new idea, not only to me, but also to many Chinese people. Even if Chinese financial institutions also started offering services in mutual funds, bonds, futures and other investment options, people who make use of these services are still minorities. So, if I were to go back to my country and continue a business journalism career, I can apply what I learned at Bankrate to broaden the public awareness to adopt investment to fund themselves.

When it comes to reporting, this summer I understood what it was like to work in a newsroom under real deadlines, as well as how to report personal finance using journalistic method. I got to know the concept “embargoed news”. The first story I did on the five best job sectors was one of the examples of “embargoed news”. The manpower job report was embargoed to released on Thursday of my first week. So, two days before that, we already started preparing the report for it, so once the report came out, we can get the news published immediately.

Reporting personal finance stories can be tricky. Most of the times, regular news deals more with the “what” aspect of a story, whereas personal finance story deals more with the “how” aspect of an issue by giving people tips on how to better manage their personal finance life. Yet, reporting on personal finance stories still need to follow journalistic methods, such as humanizing the story, objectivity and so forth. For the story I did on offering tips to newlyweds to manage their merging finances, I had to go to the street to stop people with wedding rings on their finger in order to find the central compelling character for my story.

As to shooting videos, the biggest obstacle I had to deal with was not go out and shoot. Instead, it was to set up all the equipment. Since the Washington bureau of Bankrate was just established, all the equipment just arrived when I got there, and I was also the only video person. So, unlike working in KOMU, where you have all the cameras and tripods and all you have to do is just to know how to use them, at Bankrate, I had to figure out how to build the camera, tripods and the light kits.

Last but not the least, working at Bankrate.com this summer also brought me many surprises. Two biggest ones are attending luncheon with the president of Chile, and I saw Ben Bernanke in person when I was at the Fed's FOMC meeting.

I really enjoyed working at Bankrate.com this summer. Also, the personal finance story has been gaining a lot of popularity recently. I believe the knowledge and skills I learned at my internship this summer can be very helpful to me.

Supervisor Evaluation

I'm enthusiastically reporting on a positive experience over the past few months with Wen Yan here at Bankrate. Wen is a terrific person and an excellent prospect for the journalism industry, if she decides to continue along her current path. We gave her a wide variety of tasks to tackle, and I'm pleased to say that she handled each of them with grace and excellence.

First, on reporting, she helped us complete what we call a slideshow, based on embargoed job market information from Manpower. Wen compiled a long list of jobs within key sectors along with salary information from both the Labor Department and

a private website. This helped us to turn a complicated presentation around quickly, and she was given credit on the story as you can see.

She completed a very nice story on financial tips for newlyweds, working hard to get real stories from people about their experiences. After a public relations person failed to come through with promised contacts, Wen literally took to the street on a Saturday to stop women wearing wedding rings to ask for interviews. She was successful and the story was given a higher profile because of her hard work.

Wen seems to enjoy doing research, which is much appreciated at Bankrate. Along with the information on the job market, she helped compile some complicated historical information on the Federal Reserve, in connection with its 100th anniversary. On all of these projects, she took editing feedback well and professionally made requested changes or additions.

On the multi-media front, Wen essentially assembled all-new video camera equipment and lights upon their arrival after purchase. I recall one day when she was reading an owner's manual, patiently learning what she needed to know about putting the pieces together. She helped us build out our video production library by gathering video on retail sales and the housing market. Our lead producer at headquarters in Florida was impressed with the technical quality and composition of her video work.

Other highlights include the day she sat on the head table of the National Press Club Luncheon for the visiting Chilean president, attending a news conference held by Fed Chairman Ben Bernanke and visiting with a Chinese Central Television crew interviewing me about economic matters.

Wen was here a relatively short time, but she had a big and positive impact. We're grateful to the Missouri Washington Program for helping to make the connection.

Sincerely,

Mark Hamrick

Physical Evidence

5 Best Sectors For Job Growth

By Mark Hamrick and Wen Yan • Bankrate.com



5 BEST SECTORS FOR JOB GROWTH

The outlook for hiring in this year's third quarter is the strongest in four years, according to the employment firm ManpowerGroup.

The recently released Manpower Employment Outlook Survey finds 22 percent of U.S. employers plan to add workers this quarter. Some 6 percent of those surveyed expect to cut jobs, while 70 percent will hold the line and 2 percent "don't know." Employers in all 50 states, Puerto Rico and the District of Columbia reported positive hiring plans, while the outlook regionally was slightly higher in the West.

But which job sectors offer the best potential for growth this quarter?

The infographic features a large green number '5' on the left, a cartoon character in a suit and orange cape on the right, and a small cartoon character with an umbrella at the bottom left. The background is light green with stylized clouds and a sunburst.

Figure 1 Best Sectors For Job Growth Intro



Figure 2 Leisure And Hospitality Sector



Figure 3 Wholesale And Retail Trade Sector



Figure 4 Mining Sector

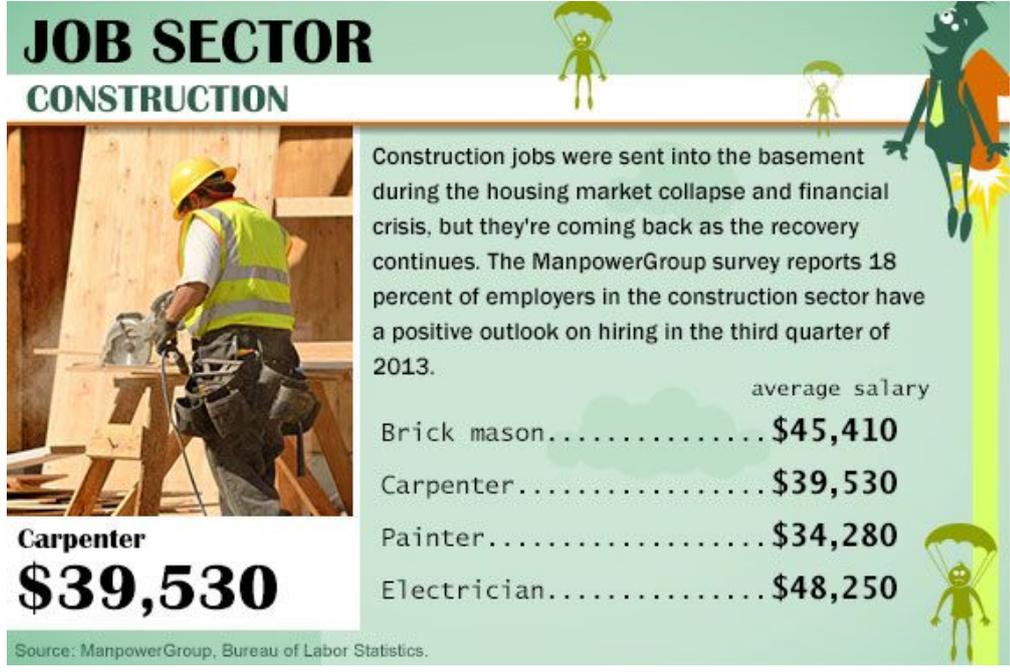


Figure 5 Construction Sector



Figure 6 Professional And Business Service Sector

6 Tips For Merging Finances as Newlyweds

By Wen Yan • Bankrate.com

Wedding bells might be ringing, but the jingle of combining your funds into one account might not sound nearly as pleasant. Couples face a lot of money issues when they get together.

Lashonda Rogers of Atlanta has been married for seven years. But back when she tied the knot with her husband, merging finances proved difficult in the beginning of their marriage.

"I didn't know how much he liked golf until we combined our finances," Rogers says.

"I was critical about his expenditures, and he was critical about mine."

Like what the Rogerses experienced initially, there are risks associated with finances during a couple's lifetime after the honeymoon is over.

Some of the most common financial problems new couples encounter include overspending and building up a load of debt, and being financially separated and not having a plan, says Charles Schmitz, who, with his wife, has studied and written about marriage.

Here are six tips Bankrate compiled from interviews with Schmitz and Paula Levy, a licensed marriage therapist in Westport, Conn., to help young couples manage their merged finances after walking down the aisle.

Put money on the agenda

"Money is a big issue among couples" says Levy. But not too many recognize it. For newlyweds, the first step is to acknowledge the importance of the money issue and to bring it on the table.

It also helps to begin your financial management by setting up financial goals for one year, five years and 10 years at the initial phase of the marriage, said Schmitz in an email interview.

Rein in the purchases and the debt

According to Schmitz, a large amount of debt is the No.1 cause of stress in a marriage. Much of this debt can start to accrue early on in a marriage when a couple is merging finances but still spending a lot.

"Newly married couples have a tendency to purchase things beyond their economic capacity. They want everything immediately," said Schmitz. "They get themselves deep in debt before they are ready to handle responsibility."

Mark Pedersen and Shasha Luo got married early in July. And as much as Pedersen wanted to surprise his new wife with a car, he knew he couldn't because of the \$24,000 student loan he owes. Pedersen says if he does decide to get her a car, "It won't be brand-new."

So how do you handle the urge to want things? Schmitz suggested sleeping on it. "You would be surprised at the number of purchases you don't make if you sleep on it."

He also said young couples should set a limit for how much they can spend on a purchase.

Nonetheless, spouses can still have some "indulgence" money, Levy says. "Women tend to spend more on clothing while men tend to spend more on electronics. You don't want to ask your wife for a new Apple product," she says. Work on a budget so that you can each have an outlet for spending. Otherwise, it can lead to more tension in the relationship.

Establish a joint account

It can be hard for new couples to merge finances immediately after getting married, but it's almost always good to establish a joint account, says Levy. She adds, "Separating finances may work fine in a short run because nothing needs to be worked out, but not when you look down the road."

Expenses that usually need to be covered by the joint account include houses, cars, child care, utilities, etc. It's important for a couple to outline the monthly budget for the joint account, Schmitz said.

It differs from couple to couple how to share responsibilities to contribute to the joint account. "There's no right or wrong. You have to figure out what's reasonable and what's not for you," says Levy.

Just take newlyweds Cameron and Cassie Doolady as an example. Cameron Doolady is a veteran and a student at the University of Iowa, while his new wife is a nurse.

Although they have different levels of income, they put their money into a joint account.

"Having a shared account forces you to have communication and not to hide secrets," Cameron Doolady says. "So far, we haven't had any tension."

Discuss your finances

It's crucial for a couple to be honest and transparent with each other and communicate on a regular basis. Schmitz suggested that couples should discuss their financial status monthly.

"You would be surprised what can irritate your partner when you don't tell," Levy says. One of her clients didn't understand why his wife got so upset after she found out that he lent \$1,000 to his friend. He thought it was OK because he'd loaned money to friends when he was single.

Investing is another key area for couples to discuss and decide on together, Levy says.

"If an investment fails, your partner has to share the repercussions. It will affect your credit as a couple."

Set aside an emergency fund

Levy once worked with a couple who initially contributed equally to their joint account. Later, the wife injured her neck and lost her job, making it impossible to keep up the contributions to the joint account. While she wanted her husband to take over her responsibility, he insisted that she make up for the loss with her savings.

"With these tough economic times, young couples don't have a plan for losing a job, difficult health issues or other situations impacting their finances," said Schmitz.

"Don't blame each other if things go wrong."

The couple later decided to put part of their savings into a new emergency account.

Now if they run into problems later, they'll have money to use right away.

Merge your lifestyles

When two people get married, not only do they need to merge their finances, but also their lifestyles, according to Levy. For couples with income discrepancies, they may come across situations when one person wants to have a luxury meal or go on a vacation, and the other can't afford it.

In the Rogers' case, despite the fact that they were critical about each other's spending habits at first, they learned to accept and compromise. They also cut back on their socializing expenses in general to support the other's hobby.

"You have to plan together," says Levy. "Otherwise, you are essentially living two different lifestyles under one roof."

The Federal Reserve Fact Sheets

I. The Fed Timeline. Source: the Federal Reserve

II. What's the Fed doing for its 100th anniversary

“The First 100 years of the Federal Reserve: The Policy Record, Lessons Learned, and Prospects for the Future”

I. The Fed Timeline

The conception of the central bank

1791-1836: Initial attempts

Before the birth of Federal Reserve, the United States had a central bank during 1791-1811 and 1816-1836. But when the bank's charter expired in 1836, it failed to be renewed because of Andrew Jackson's attack on banker-controlled power.

1836-1865: Free banking

State-chartered and unchartered “free banks” both issued their own notes and started offering demand deposits. Amid the boom of free banking, the National Banking Act was passed in 1863. One amendment to the act required taxation on state bank notes but not national bank notes.

1873-1907: Financial panics

Financial panics prevailed from 1873-1907. It brought attention to the public the need for central banking system to provide “elastic currency”.

The birth of the Federal Reserve System

1913: President Woodrow Wilson signed the Federal Reserve Act into law, which was proposed by Carter Glass, Virginia representative and later the U.S. Secretary of the Treasury, and Parker Willis, formerly a professor of economics at Washington and Lee University.

The growth of the Federal Reserve System

1914: Regional banks

By November, 1914, twelve regional reserve banks opened for business.

1920s: Open market operations

During the 1920s, the Fed began to use open market operations as a monetary policy tool.

1929-1933: The Great Depression

The Fed was blamed for failing to prevent speculative lending which some believed led to the collapse of the stock market and the depression.

1933: The Glass-Steagall Act

In the wake of the Great Depression, Congress passed the Glass-Steagall Act which called for the separation of commercial and investment banks and required the use of government securities as collateral. The Act also created the Federal Deposit Insurance Corporation (FDIC).

1935: Structural changes

Since 1935, the Fed went through many changes:

The Federal Open Market Committee (FOMC) was created as a separate legal entity.

The Treasury Secretary and the Comptroller of the currency were removed from the Fed's governing board

Board members' terms were set at 14 years

In 1946, the Employment Act added maximum employment as one of the Fed's responsibilities

In 1956, Bank Holding Company Act named the Fed as the regulator of bank holding companies

In 1978, the Humphrey-Hawkins Act required the Fed chairman to testify to the congress twice a year.

1951: The Treasury Accord

The Fed and the Treasury reached an agreement in 1951, known as Treasury-Fed Accord, which eliminated the Fed's obligation to monetize the debt of the Treasury through a fixed rate. The agreement was seen as essential to the independence of the Fed.

1970s, 1980s: Inflation and Deflation

Inflation skyrocketed during 1970s, Paul Volker had to take drastic action to bring the double digit inflation under control.

1980s, 1990s: Financial Modernization and Economic Expansion

The Fed established reserve requirements for all eligible financial institutions with the passage of the Monetary Control Act of 1980 and led to the proliferation of interstate banking.

When stock market crashed on October 19, 1987, then the Fed chairman Alan Greenspan issued a one-sentence statement next day before the trading, “The Federal Reserve, consistent with its responsibilities as the nation’s central bank, affirmed today its readiness to serve as a source of liquidity to support the economic and financial system.”

The Fed also used monetary policy on some other occasions to keep the stability of the economy including the credit crunch of the early 1990s and Russia’s default on government securities.

America had the longest economic expansion in its history between 1990 to 2001. September 11, 2001

The Fed issued a statement reminiscent of its announcement on Oct 20, 1987 after the terrorist attacks happened: “The Federal Reserve System is open and operating. The discount window is available to meet liquidity needs.”

2006 and Beyond: Financial Crisis

The Fed provided non-recourse loans to JP Morgan Chase to facilitate its purchase of Bear Stearns assets

The Fed provided secured loans to AIG

By creating the Term Auction Facility, the Fed increased the availability of one- and three-month discount-window loans

The Fed created swap lines with foreign central banks to increase the availability of dollar-dominated loans.

The Fed conducted a “stress test” to 19 largest U.S. Banks

FOMC brought its federal funds target rate to nearly zero by Dec. 2008

First round of Quantitative Easing was announced on Nov 25, 2008.

II. What's the Fed doing for its 100th anniversary

The Fed created Centennial Advisory Council, including former chairmen Paul Volcker and Alan Greenspan.

Other members see link:

http://www.federalreserve.gov/aboutthefed/centennial/centennial_advisory_council.htm

The Fed now has a submission form through which the public can report historical records, collections, or artifacts that should be enlisted into the Fed's inventory of historical materials

<http://www.federalreserve.gov/aboutthefed/centennial/about.htm>

6 Tips For Funding College as Parents

By Wen Yan

As college cost keeps climbing,
more parents start saving for college

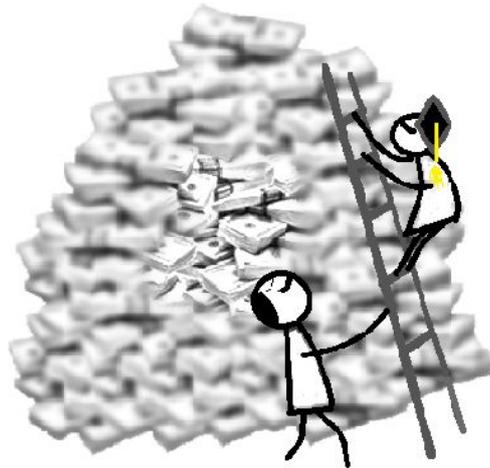


Figure 7 Rising College Cost

Start a 529 plan,
grow your asset tax free



Figure 8 Start a 529 Plan

Be strategic about your investment

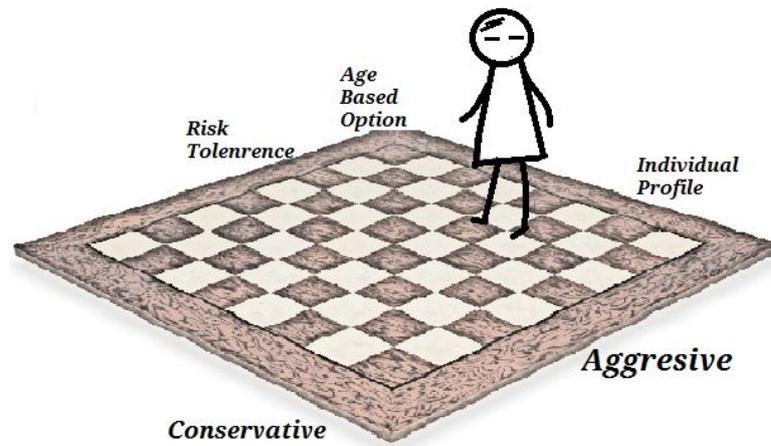


Figure 9 Be Strategic About Your Investment

Take advantage of the Matching Grant

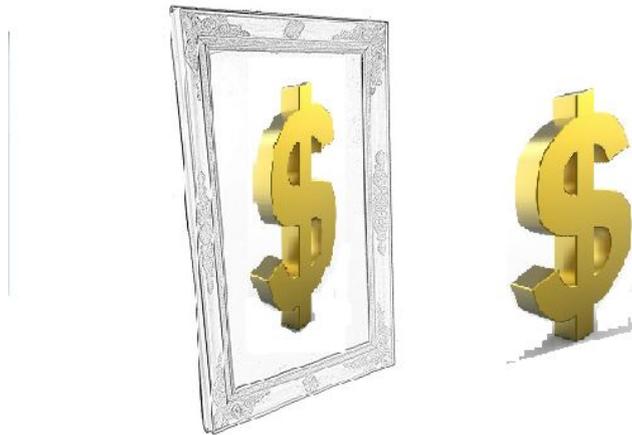


Figure 10 Take Advantage of The Matching Grant

Use coverdell account as
a supplement to 529



Figure 11 Use Coverdell Account As Supplement

Balance your retirement
with college funding

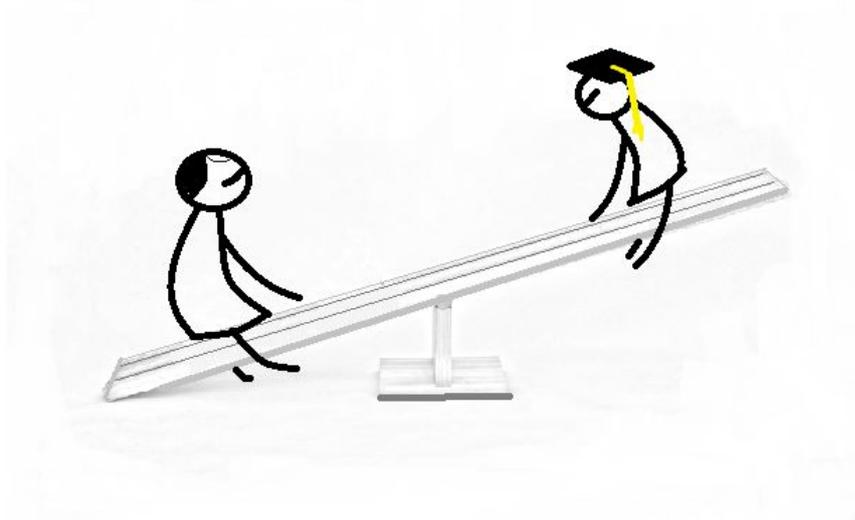


Figure 12 Balance Retirement With College Funding

As school unfolds, college students and their parents face increasing pressure from the rising tuition and costs. Nationally, total tuition, room and board rates for full-time undergraduate students in four-year public institutions has surged about 84 percent in the last decade, according to National Center for Education Statistics. The in-state costs for full-time undergraduate students attending the University of Missouri also rose by 55 percent, from more than \$15,000 in 2003 to about \$23,500 in 2012, as Missouri Business Alert reported previously.

An all-time high 69 percent families have started saving for college, according to a new Fidelity Investment survey released last month. Despite that families are putting aside \$5,000 annually hoping to cover more than 60 percent of their children's total college costs, they are on the track of only reaching one third of that saving goal.

With the tuition continuing to climb, what the parents think is enough, isn't really enough. To successfully fund college, parents need to do more than putting money into savings account. Here are six tips Missouri Business Alert compiled to help parents to fund their kid's college education.

Start a 529 plan

When it comes to college funding, 529 is a major option for parents, according to Ryan Law, certified financial planner and professor at MU Personal Finance Department.

529 plan is a tax-advantaged investment plan provided by each state.

Missouri's 529 plan is called MOST. With \$25, all U.S. citizens and resident aliens who have a social security number or taxpayer identification number can open a

MOST account. The beneficiary can be of any age, from newborn to adult, according to the program description of MOST.

There is no federal tax deductions for contributions to 529 plan. But for MOST owners, contributions are tax deductible in an amount of up to \$8,000, or \$16,000 if married filing jointly, when computing the owners' state income.

Earnings on the assets in 529 plan grow free of both federal and state tax until distributed. Withdrawals can be only used for higher education. None-qualified withdrawals are subject to all applicable federal and state income taxes, and an additional ten percent federal penalty.

Missouri's 529 plan can also be used for out-of-state universities or any federally accredited college or trade schools, according to Meghan Lewis, the communication director of the Missouri State Treasurer office.

Be strategic about the investment

"529 savings plan, that's kind of the shell for it, within it there's the investment," says Law. In spite of the name as a saving plan, people usually contribute money to 529 and use it to invest in funds of various types. Vanguard is the investment manager for Missouri's 529 plan.

Investment is always associated with risks. According to the MOST, investing in 529 plan does involve the possibility of losing money.

"MOST takes some of the guess work of gauging risk tolerance", Lewis says. For those who are not savvy in investment, the plan offers three age-based options of a mix of stocks and bonds. As the beneficiary gets closer to the college, the allocation

of the money in the assets is automatically adjusted from aggressive investment to conservative.

For those who want to build their own portfolio, MOST offers 14 individual options. Investors can choose up to five options each time. And they can transfer money back and forth among the options within the plan according to each fund's performance, says Law.

Take advantage of the Matching Grant

As one of the unique features of MOST, it offers matching fund - \$1 for every dollar contributed. One beneficiary can get a maximum of \$500 per year. The Matching Grant program provided funds to over 300 accounts this year, and similar result is expected for next year, says Lewis.

The eligible applicants for the Matching Grant have to be funding a beneficiary who is 13 years old or younger. "It's designed as a reward for those who started the plan early," says Law.

The funds of the grant is distributed on a first-come, first-serve basis. The application time changes from year to year. In 2012, the enrollment period is from March 1 to June 30; this year, it was shortened to June 1 to June 30. "That's something you need to watch," law says.

Use Coverdell account as a a supplement

Coverdell Education Savings Account is also created to help parents and students to fund college education. Similar to 529 plan, contributions to Coverdell accounts are

not tax deductible, but assets can grow tax free until distributed, according to Internal Revenue Service.

"Compared to 529 plan, Coverdell is more limited," says Law. Unlike 529 plan, where the maximum contribution is \$325,000 and there's no annual cap for the contribution, Coverdell only allows no more than \$2,000 contributions to an account each year. Also, the contributions to Coverdell need to stop when the beneficiary reaches 18 years old.

It looks like there's nothing Coverdell can do that 529 plan can't do better. But Law says, the good thing about the Coverdell account is that, it can be used to fund elementary and secondary education, as well as college.

"You can have both a 529 plan and a Coverdell account, and use Coverdell to fund, say, a private high school, and use 529 to pay for the college," Law says.

Balance retirement saving with college funding

"You gotta be careful that you don't fund college at the expense of some of your other goals, like retirement," says Law. "Kids can get through college without a 529 plan. If you get to age eighty, and you don't have any money, you are gonna be depending on your kids or the government to help take care of you."

Law suggest, if you have to fund both, get your retirement funded first, such as 401(k) or IRA, for a longer term of interest.

Research Component

This professional analysis will attempt to answer this question: How does the discussion about the Chinese boycott of the Japanese goods on Weibo, differ from the Chinese mainstream media's coverage of the same topic?

Weibo, a Twitter-like social media, has attracted hundreds of millions of users. Weibo is a tool for social change as it provides a more than ever dynamic platform for public discussion. Economic and business topics are widely talked about on Weibo and the content of the discussion to some extent represents the public views on the issues.

Chinese media has been long been characterized as the government's throat. However, in recent years, the media appears to have opened up to the public under the pressure of the thriving Weibo forum. It's critical at this point to gauge the distance between the mainstream media coverage and public discussion on Weibo.

Last September, the eruption of the Chinese boycott of Japanese goods over the Diaoyu Islands dispute triggered a huge discussion both in the Chinese mainstream media and among the public. While the mainstream media tried to cool down the issue and call for rational thinking, the public had more radical rhetoric in their discussion on Weibo. As complicated as the issue is, it has met many different views and opinions from the two media platforms. Therefore, it is a great example to serve the purpose of this research.

Moreover, the Chinese boycott of Japanese goods is still an ongoing issue. It has a great significance not only in the media world but also in the real world. By studying the issue, this research can also facilitate the understanding of the economic impact of the Diaoyu Islands dispute.

Literature Review

What is Weibo?

Dubbed the Chinese version of Twitter, the Chinese microblog Weibo has functions similar to Twitter, such as "tweet", "retweet", "forward", "reply", "mention", " forward", " hashtag" and so forth (Li, et al. 2012, p.1). Nonetheless, Weibo possesses some traits that Twitter doesn't. For instance, unlike Twitter where you can only post texts, Weibo users can upload multimedia materials such as photos, videos, links to articles, etc. Weibo also added a comments thread function with which users can check all the comments about a specific post with one single click (Li, et al. 2012, p.1).

Both Weibo and Twitter only allow users to enter 140 characters for each post. Nonetheless, the languages make a difference here. In English, one alphabet letter counts as a character and English words usually consist of several letters. In contrast, the longest Chinese words (Chinese Idioms) usually consist of four characters. So, within the 140 characters limit, Chinese Weibo posts can contain much more information than those posted on Twitter (You, 2013, p. 24).

According to the data from YaleGlobal last year, Chinese Weibo now has some 350 million registered users (Magistad, 2012). That's more than a quarter of the country's population. The two biggest Weibo providers are Sina and Tencent (Sullivan, 2012, p. 776).

Why not Twitter?

Twitter was not completely blocked in mainland China until the summer in 2009 when riots happened in Urumqi, the capital of Xinjiang which is one of the five ethnic minority autonomous provinces in China. More than 200 people were killed. Against the global backdrop of Iran's Twitter revolution at that time, the Chinese government believed Twitter also contributed to what happened in Urumqi. In spite of the international criticism, the government decided to block Twitter out of its territory (Sullivan, 2012, p. 775).

Nonetheless, the microblog market seemed too attractive to be given up for the Sina company, which was a portal news website then. Its CEO Guowei Cao, a master's graduate from the University of Oklahoma (Bloomberg, 2013 April), utilized his long time well-maintained relationship with the government, and convinced the government he could keep the content "under control" and got the permission to launch Weibo (Sullivan, 2012, p. 775).

The Chinese government also was not entirely "discouraged" to adopt the new social media backed by the "Scientific mind-set" of Chinese political elites who believe technological development is essential to industrialize and modernize the country (Lei, 2011, p. 294-295).

Who is using Weibo?

Similar with Twitter, the most popular people on Weibo are celebrities. But Sina is far more than a place for the public to follow the stars. "Academics, journalists and

prominent business people" also attract a great number of fans who have interests in particular areas where their idols are experts (Sullivan, 2012, p.776).

None-celebrities who also have a big follower base due to their constant posting of "well-structured" quality information are called "top grassroots". (Huang, et al., 2013, p. 18). Weibo top grassroots can often initiate and lead a discussion on certain topics. In other words, they are the "opinion leaders" on Weibo (Kats, 1957).

On average, Weibo users appear to be mostly "male, young, well-educated and from metro area". Males are 87 percent of Weibo users; 70 percent fall into age range between 20 to 29 and more than "one third have a university degree or higher" (Sullivan, 2012, p. 777).

Lei found Weibo users to be "worth examining". "They seem to be among the very few groups who are particularly critical in their views and constantly voice them" (Lei, 2011, p. 295). In the meantime, Lei also detected that the netizens on Weibo hold beliefs in democracy and tend to take "collective actions" (p. 309) to get their voices heard.

What do people talk about on Weibo?

When it comes to the topics, the most popular ones are about entertainment, be they jokes, movies, fashion or celebrity gossip. Other popular topics are sports, cars and economics (Li et al. 2012, p.5).

As an overall trend, Hu et al. (2011) found that Weibo users pay attention to trivia in their daily life and develop them into topics. Most comments "are centered

around controversial issues" and the comments could be highly "emotion-charged" (Hu et al., 2011, p.75).

Li et al. also categorized the topics according to the pattern of how the discussions around these topics change along with time. They are divided into four categories: outbreak, mutation, fluctuation, life circle (Li et al, 2012, p. 6). Breaking news events will most likely trigger outcries on Weibo which usually involve several rounds of discussion. In the past, Weibo has seen many such cases. For instance, a Wenzhou train crash killed more than 40 people and triggered an outcry on Weibo (Wines & LaFraniere,2011). Other topics such as "Gaddafi died" may draw a short hot discussion and then will quickly fade into silence - "mutation"; stock market related topics are typical "fluctuation" topics and life circle topics are what you can almost always find on Weibo, such as living tips (Li et al. 2012, p.6).

Weibo Challenges Chinese Mainstream Media

"The installation of the Internet in China has transformed China's media from a closed and centralized system to a relatively open and decentralized one." (Lei, 2011, p.291).

Weibo has diluted the news audience of Chinese mainstream media. Li, in his dissertation, conducted a research into how Weibo has become a primary news source for Chinese university students on the mainland.

Five factors led to the shift from mainstream media to Weibo as news source for Li's research participants: immediacy, richness in details, accuracy, interaction and self-recognition (Li, 2011).

Weibo challenges and changes mainstream media news reporting. The challenges are manifested mainly in two aspects: developing news by exposing hidden issues and diversifying news coverage.

Discovering news stories

Since its birth, Weibo has brought lots of issues to the public's attention that used to be forbidden to be covered by China's mainstream media, especially issues related to environment, food safety (Magistad, 2012), corruption (You, 2013) and so forth. You believed the Chinese government's long time suppression of public speech and the increasing social problems made Chinese people "extraordinarily sensitive" to public issues. Now with the means of Weibo and its functions to upload pictures and videos, many issues can no longer be hidden and are showing up in the mainstream media's headlines (Li, et al. 2012, p.1).

For instance, the case of "watch brother" illustrated the news digging capability of Weibo. Last August, a picture of a Chinese government official named Yang Dacai went viral on Weibo. In the picture, Yang was standing with a smile on his face at a scene of a traffic accident which killed 36 people. Careful Weibo users soon noticed Yang's inappropriate smile and condemned him for showing no respect to the dead. What made it worse is that six pictures of Yang wearing different luxury watches later started circulating online. The most expensive watch claimed to cost more than \$30,000. Yang's smile was continually being criticized, moreover, Weibo users began questioning Yang's source of wealth. The issue was eventually picked up by Chinese

state media, Xinhua. As a response, Yang was expelled from the Communist Party and suspended from his job (You, 2013, pgs. 29-31).

Yang's example shows how Weibo acted as a watchdog and pushed an issue into the mainstream media's agenda. Weibo has helped to build up a "bottom-up surveillance" system upon the government officials and other social issues. It was able to not only affect mainstream media's "agenda", but to also force the government to respond (You, 2013, p.5-6).

Weibo is like an "information terminal" to which individuals send clues which together form the whole picture of a problem that later will emerge on Weibo. To some extent, Weibo extended mainstream media's story collection network (p. 38).

However, unlike traditional media which routinely provide news on daily basis, news publishing on Weibo is "random" (You, 2013, p. 40).

Diversifying news coverage

Sullivan argued that the opinions expressed on Weibo are "Capricious" (2012, p. 779). Even on the same issue, Weibo users may have views very different from mainstream media. Weibo provides a platform for individuals not only to express their opinions, but also to encounter other views. As a result, the public is no longer the mere "compliant receivers" of official input (Lei, 2011, p.311). Weibo may introduce more diversity into the discussion of a news issue and lead attention to different aspects of the issue (p. 297).

For instance, in the case of the Wenzhou train crash, while state media at first unanimously attributed the crash to weather conditions, Weibo netizens questioned

why the local government buried the crashed car of the train so quickly, what were they trying to hide, why the weather condition could have caused such severe damage, etc. They also cited the corruption inside of the China Railway ministry and wondered if the officials did their jobs when the accident happened. Again, the flood of comments, questions and concerns on Weibo forced the central government to conduct a deep investigation and eventually found a major flaw in the design of the information control system of the express train. The accident also led to the reassignment of three high level officials of the Railway Ministry (Wines & LaFraniere, 2011).

When state media is constrained by the government in the breadth and depth of their coverage, Weibo with millions of users expressing different views and asking series of questions, competes with the mainstream in providing the public stories more comprehensive and closer to the truth (Wines & LaFraniere, 2011).

However, unlike mainstream media, Weibo has no rules regarding sourcing (You, 2013, p. 25). Hence, it could be used to spread rumors and cause reputation damages (Cheng, 2011) . University students who use Weibo as the first news source also expressed concerns about its "low credibility" (Li, 2011, p.15).

Chinese Government Censors Weibo

China's Central Propaganda Department (CPD) makes sure domestic media are under control by holding media companies responsible for the content they publish online(Xiao, 2011, p.50). Sina, China's biggest Weibo provider, has a censorship department that hired a thousand people to monitor what their users say on Weibo (Fu.

et al., 2013). Words such as "dictatorship, truth, riot police" are automatically filtered (Xiao, 2011, p. 50).

Recently, Weibo users were also required to register with "real identities". "There has been widespread concern that the true identity disclosure policy would have created a chilling effect." (Fu et al., 2013).

Nonetheless, Lei argued that the Internet has a "dispersed and unruly" nature (2011, p.299). Besides, information is always disseminated in an "explosive manner." (Xiao, 2011, p.52). Hence, it's hard to get online information circulation under control even for CPD.

It was found that 13 percent of social media content would be filtered, however, "curiously, many negative comments are allowed to stay". It may indicate that the Chinese government wants certain problems in the society to be exposed and is therefore loosening up its control of online information (Magistad, 2012).

Meanwhile, Weibo providers are deeply aware of their users' antipathy to online censorship. Most of the time, the providers comply with the state censorship laws, but try to push the government boundaries sometimes to keep their users from getting irritated (Magistad, 2012).

Drawing from the above, it is admitted censorship still prevails on Weibo. But as a user-oriented social media and crucial tool for democratization, the Chinese government does not want to completely stifle Weibo.

Weibo and Chinese Business and Economics Reporting

Before China Joined the World Trade Organization (WTO), the domestic business and economics reporting only centered on the promotion of government's relevant policies and the business news was always blended with general news. Since 2002, foreign capital and personal capital started to flood into China's economy. Foreign investors as well as Chinese individual investors began to inquire about Chinese economic policies and every other aspect of the economy. This bolstered the demand for more business and economics news (Zhang, 2002, p.18).

Chinese state media and other metro media started to separate business and economics news as an independent section from general news (Pan, 2010, p.10). However even after WTO, Chinese business and economics coverage had been mostly a "government monologue". The content was still limited to government policies or news about a very narrow range of industries such as banking, manufacturing, etc. (Deng, 2009, p. 27-28).

Two things later brought big changes to Chinese business and economics reporting. First, the 2008 global financial crisis affected many industries in China ranging from traditional manufacturing companies to advertisement companies, and even dining service industries. All of a sudden, everybody started to care about the economy. The audience's appetite for business and economic news has increased to a large degree (Pan, 2010, p.10). Since then, lots of topics that used to be not considered as business and economics news have entered the front page or homepage of the business and economics media including topics like health care, education, technology,

etc.. Second, the emergence of social media, particularly Weibo, opened up the discourse about business and economics to the public. Business and economics coverage is no longer a "government monologue", but has become a public conversation (Deng, 2009, p.28).

Li et al. found that many economists on Weibo have more than one hundred thousand followers indicating the public's passion to engage in the discussion about business and economics topics. Even TV stars have hashtags such real estate (Li et al., 2012, p.7). The government scrutinizes online economic news less tightly compared to political news (Lei, 2011, p. 297).

Diaoyu Islands Dispute

In the East China Sea, there's a group of eight tiny islands. The area of these islands in total is only 6.3 square kilometers. None of them is currently inhabited because of the lack of fresh water. They are called Diaoyu Islands in Chinese and Senkaku in Japanese (Pan, 2007, p. 71).

Neither China nor Japan paid attention to these almost barren islands until the United Nations Economics Commission suggested that a rich deposit of oil and gas was near these islands in 1968. Since then, China and Japan have had constant conflicts over the Diaoyu Islands (Koo, 2009, p. 208).

In the past, there were two major clashes between the two countries over Diaoyu. In 1978, the Japanese built a lighthouse on Diaoyu. As a response, more than one hundred fishing boats carrying the Chinese national flag entered the water area near the islands. This was considered to be the first "focal point" of the Diaoyu dispute. In

spite of the clash, the two countries were seeking partnership in the "anti-hegemony" Peace and Friendship Treaty against the Soviet Union by that time. So, the first clash was soon disregarded by the leaders from both countries (p. 217-18).

However, Diaoyu dispute was intensified sharply in 1996 after the death of David Chan. Chan was a "pro-China activist from Hong Kong". He jumped into the water and drowned when Japanese patrol boats prevented him from landing on the Diaoyu Islands. It triggered protests in Hong Kong, Taiwan, Mainland China and even in the Chinese community in North America (P. 223).

Nonetheless, China and Japan tried to "de-escalate" the clash again. Both countries were not willing to take military actions given their growing economic ties. Koo described the relationship between China and Japan over the disputed islands as "cold politics and hot economics" (2009).

Since 1972, the volume of China-Japan trade has increased from \$1 billion (Koo, 2009, p. 229) to \$300 billion (Bloomberg, 2013 Jan).

Recent flare-up

The most recent flare-up happened in August, 2012 when the Japanese government decided to purchase Diaoyu Islands from the so-called private owners of the Islands, Kunioki Kurihara, for \$23 million (Bloomberg, 2013 Jan). This move ignited the rage of the Chinese people and an unprecedented boycott of Japanese goods in China. Many Japanese-related businesses like Sushi restaurants got attacked (Bradsher et.al, 2012). "Japan's industrial output fell 1.7 percent," which is "the lowest level since the 2011 earthquake". Both Toyota and Nissan registered their biggest

export declines in a decade. Japan's airline industry experienced 46,000 seats cancellations in the three months after the boycott started (Bloomberg, 2013 Jan).

The Diaoyu Islands dispute was soon converted from a political issue to an economic one. The boycott later went violent. Chinese started hurting their own people. Many who own Japanese cars got attacked (Mei, 2012). At first, the Chinese government didn't intervene in the public protests of Japan but later had to step in to ensure the safety of its citizens (Mei, 2012).

Media coverage

Han (2011) conducted framing comparison of the Diaoyu Islands dispute between Mainstream media and social media in China. She found that compared to Chinese mainstream media, the discourse on social media over the Diaoyu Islands dispute was more negative (p. 40). Discussion on social media about the issue mentioned more "wrongdoings" of Japanese. Social media also focused on the historical feud between the two countries more than the coverage in mainstream media (P. 47). Moreover, more solutions to the dispute were suggested on social media than mainstream media (p. 46).

Han's research has many similarities with the research proposed in this paper and provides good guidance. Unlike Han's research, which examined the overall coverage of Diaoyu Islands dispute, this research will focus more on the economic aspects of the issue. Regardless of the nationalism and political strategy, this research will particularly probe into how Chinese mainstream media and Weibo interpret the economic impact of Diaoyu dispute.

Theoretical Framework

The first theory that offers a backdrop for this research is agenda-setting theory. The fact that the chosen topic- the Chinese boycott of Japanese goods over Diaoyu Islands dispute- can be found both in the mainstream media and on Weibo indicates the interplay of agenda setting between the mainstream media and Weibo. In other words, this research is premised on the interplay of agenda setting between mainstream media and Weibo: only if the topic appeared in both media platforms, can this research take a further look at how perspectives from two platforms differ.

Tracing back to McCombs's (1972) study on how the media influence the public's image about political candidates by making certain issues about the candidates more salient, agenda-setting theory reveals the co-relation between the importance the public would attach to an issue and the amount of attention the media give to it (McCombs E. & Shaw L, 1972. p. 2).

Traditional media used to have monopolistic agenda setting power. This is especially true with the pre-Internet Chinese mainstream media when the government strictly controlled the domestic media environment (Zhang et al., 2012, p. 663). However, in this Web 2.0 age, this power is transformed and challenged by the interplay between traditional media and online media (Bekkers, 2011, p. 210).

Li et al. (2012, p. 4) found that news from mainstream media can extend to the Weibo community and become popular topics, particularly news of national importance. It implies traditional media's ability to set the agenda for social media (Zhang et al., 2012, p. 664).

In addition, Zhang et.al (2012) found in a public survey research that what is most important to the country is not most important to the citizens of China. However, Zhang et al. (2012) also pointed out that because of the collectivism of Chinese society, its members actually have great interest in the dialogue about social agendas even if they may not overlap with their personal agendas. As a result, mainstream media news can constantly draw the attention of social media users.

Other research focused on the reversal process of how social media challenged the mainstream media's agenda setting capability. Meraz's (2009) detected that traditional media's agenda setting power was not anymore "universal or singular" within the "blog sphere". Traditional media heavily depend on "bureaucratic and routine" sources in order to ensure their generated news is credible. This code does not have to apply among bloggers which gives the bloggers more leeway to develop topics beyond mainstream media's agenda (Meraz, 2009, p. 20).

Not only can social media now sets its own agenda, some of the popular social media topics are also being picked up by mainstream media and therefore have become the public agendas. Bekkers described this phenomenon as "micro-to-mass media crossover effects" (2011, p. 209).

Bekkers studied the case of a student protest against "1040-hour norm" in the Netherlands to illustrate the crossover effects. In November 2007, students in the Netherland initiated a protest through MSN message and YouTube against the "1040-hour norm" which required students to study at least 1040 hours a year for the first two years of their secondary education. The online protest eventually caught the

attention of five national newspapers and forced the House of Representatives to investigate. Using this as an example, Bekkers concluded that "the usage of 'micromedia' in terms of Web 2.0 applications and the coverage by the traditional media of the actions reveals important crossovers from micromedia to mass media." (p. 216).

Although the focus of this research is not agenda setting for either Chinese mainstream media or Weibo, it is important to have an understanding of the interplay of agenda setting between mainstream media and social media. Such cross-over effects of agenda setting between the two media platforms provides theoretical support to the phenomenon where a certain issue or topic would appear and prevail in both mainstream media and social media, just like the issue this research will examine.

A second theory this study will draw upon is gatekeeping. Gatekeeping in communication is a conceptualized process where journalism practitioners choose what goes to the public and what does not (Shoemaker, 2001, p. 2). The development of Chinese social media provides an outlet for citizen to voice their opinions. In the meantime, it poses an unprecedented challenge to Chinese mainstream media which used to be the absolute gatekeeper of public information.

Previous studies suggested three levels of influence that social media can have on gatekeeping role of mainstream media: 1) minor, 2) moderate and 3) radical.

1). In some countries, in spite of the emergence of social media, the government holds absolute power to control the public information flow through censoring or

blocking online communication, especially social media communication (Wall, 2009, p. 42). This makes it impossible for social media to challenge the gatekeeping role of state controlled mainstream media.

For instance, Ali & Fahmy found that even in the case of Iran's "Twitter Revolution", the social media hardly changed the gatekeeper status of domestic mainstream media. The study discovered that people who actually went onto the streets to protest were hardly influenced by Twitter. Rather, they were the supporters of the opponent of Iran's president . Moreover, around 8,600 Twitter users who were involved in the revolution were from outside of the country which means social media still had little influence on people at home; in other words, mainstream media succeeded in keeping the public away from the agitating information and maintained its gatekeeping function in Iran's "Twitter Revolution"(2013, p. 61).

2). In other cases, social media and online communication may be moderately changing the gatekeeping role of mainstream media. Harrison (2010) found that BBC hub only adopts user generated content (UGC) on their website in the following circumstances: 1) if the UGC provides watchdog content; 2) if the UGC provides clues to breaking news stories; 3) if the UGC creates new angles to a story; 4) if the UGC adds more material such as pictures, videos to the story which BBC cannot obtain immediately by itself. But the BBC still constantly rejects UGC because of reasons such as the UGC may be too "down-market" (Harrison, 2010, p. 246) or "too much telling" meaning the story is too complex to tell given the present resources the newsroom has (p. 249).

Drawing from the example of how the BBC hub deals with user generated content, it can be seen that social media and online communication is slightly affecting mainstream media's gatekeeping function, but not to a significant level.

3) However, in certain cases, social media may cause a temporary collapse of the gatekeeping role of mainstream media. By studying the case of Bill Clinton's sex scandal, Williams pointed out that media's role as gatekeeper collapsed in the new media environment where the public has unlimited sources of information about political figures (Williams, 2004, p. 1208). He noticed during the coverage of the scandal, the media tried to pause to think about what the news worthiness really was. However, "reporters struggled to move the story forward, they did so in an environment where that story was being updated every 20 minutes." As a result of being pushed by social media, the mainstream media had less time to contemplate their coverage of the scandal, made mistakes and failed as a gatekeeper to some extent (p. 1225).

These three levels of social media's influences on mainstream media's gatekeeping role outlined by previous researches provide benchmarks for this research to gauge how Weibo affects Chinese mainstream media as a information gatekeeper.

Research Question

How does the discussion about the Chinese boycott of the Japanese goods on Weibo, differ from the Chinese mainstream media's coverage of the same topic?

Methodology

This research will use textual analysis to analyze and code the opinions in the Chinese mainstream media coverage of the boycott of Japanese goods and the opinions in Weibo discussion about this issue.

Data Collection

For mainstream media coverage of the Chinese boycott of Japanese goods over the Diaoyu Islands dispute, the research will use keyword searching to collect 10 articles from China's state-controlled news agency, Xinhua. For Weibo, this research will collect 100 Weibo posts also through keyword searching, as well as using the systematic sampling method to ensure the randomness of the posts, i.e. every 10th post will be picked till one hundred posts were collected.

Every post is usually accompanied by lots of comments. In order to control the size of the sample, this research will only recruit the original posts into the sample rather than posts with their comments.

Textual Analysis

Textual analysis will be used to conceptualize the opinions. Once a concept is generated, it will be immediately taken into consideration for coding through constant comparison analysis.

Textual analysis aims to "read" the qualitative textual data. The word "read" here indicates the involvement of the researcher and the interpretive nature of textual analysis (Fursich, 2009, p.240).

By "decoding" and "encoding" (Fursich, 2009, p.238) the text and analyzing it within a given "context" (McKee, 2001, p. 145), a researcher using textual analysis tries to understand the "latent meaning" of the text (Fursich, p. 241), as well as the "narrative structure, symbolic arrangements or ideological potential" of the text content (p. 238).

There could be different kinds of textual analysis with different focuses, such as "thematic analysis, critical discourse analysis" or "rhetoric analysis" and so forth (p. 241).

However, the shortcoming or limitation of the textual analysis is that there could never be one single "accurate" presentation of the reality (McKee, 2001, p.143). When a researcher makes sense of the text, he or she may yield more than one interpretation. The "subjectivity of the researcher" leads to the "epistemological questioning" of textual analysis as a method. To increase the validity of the results of textual analysis, researchers usually combines textual analysis with other qualitative methods, such as interviews (Fursich, 2009, p. 241-242).

In this research, textual analysis will be used to read the theme, tones, language characteristics of the opinions reported in mainstream media and discussed on Weibo about Chinese boycott of Japanese goods over Diaoyu. Given the distinct nature of two media in this research, one focus of the textual analysis is how different characteristics of the media platforms are reflected in the text.

Constant Comparison Analysis

Constant Comparison Analysis was first proposed by Barney Glaser in 1965. This method allows researchers to study quantifiable qualitative data in a way in which they can start in an initial direction without a fixed hypotheses, but later develop the theory through the "constant comparison" of the collected data (Glaser, 1965, p. 437).

Unlike content analysis, researchers do not need to stick to the "provisional testing" to find what "constitutes proof for a given proposition" (p. 437). Instead, researchers can derive theories by integrating the emerged concepts and categories during coding and then come up with theories closer to the data (p. 440).

Constant Comparison Analysis includes "data collection, coding and analyzing through memoing, theoretical sampling and sorting to writing." (Glaser, 1998, p. 12).

This method can be applied to a wide range of qualitative data including observations, interviews, texts, etc. (Glaser, 1965, p. 438).

In the process of coding, researchers first need to conceptualize the data (Corbin & Strauss, 1990, p. 425). As mentioned above, in this research, conceptualization of the data will be done by textual analysis. Concepts are the basic units for analyzing and coding in constant comparative method.

In the later phase of study, researchers may transit from "open coding" to "selective coding" when some categories become more dense than others (Corbin & Strauss, 1990, p. 13). Researchers may focus more on the core categories until it becomes "theoretically saturated" (Glaser, 1965, p. 441).

When the researcher finishes coding, he or she can start collecting the memos and conclude the coding results by analyzing the emerged concepts or categories.

For this research, constant comparison will accompany textual analysis. The ultimate goal for this research is to compare mainstream media's business and economics coverage with Weibo discussion. So, instead of mixing the data from mainstream media and Weibo together, the opinions from two media platforms will be considered as two sets of data and coded separately.

The conclusion will be formed by comparing the similarities and the differences between concepts or categories of the data from mainstream media and Weibo. The findings will then be followed by further discussion about what the differences or similarities between the mainstream media coverage and Weibo discussion mean.

Although the results of this research may have limited generality and applicability since only one topic will be analyzed, given the weight and symbolic value of this topic, the research will provide an incomplete and yet representative picture of how Chinese mainstream media differ from Weibo when it comes to covering an economic and business topic.

Results

In order to answer the question: how does the Weibo discussion of the Chinese boycott of the Japanese goods, differ from Xinhua's coverage of the same topic, this research carried out a three-step analysis.

First, this research analyzed the text of 100 Weibo posts and ten articles from the English website of China's national news agency, Xinhua. The posts were collected by searching the key term "the Chinese boycott of the Japanese goods" on Weibo. One hundred posts were selected from the 9,508,652 posts that showed up as the searching results. As to the sample of the mainstream coverage, Xinhua had ten articles on its English-language website, reporting the boycott of the Japanese goods after last year's flare-up between China and Japan. This research collected and analyzed all the ten articles.

The textual analysis of the Weibo posts and Xinhua articles focused mainly on the themes of the texts, in other words, the core messages revealed from the content. There were various types of themes being found, including opinions, emotions, important factual details and so forth.

Second, this research then coded and organized the results of the textual analysis using the constant comparative method. This process generated many concepts as well as categories.

Third, a comparison analysis was conducted between the concepts and categories derived from the Weibo posts and from Xinhua articles.

In order to best illustrate the differences between the Weibo discussion of the Chinese boycott of the Japanese goods and the mainstream coverage, this research will present the findings in the following way: it will first exhibit the concepts and categories generated from the Weibo posts and Xinhua articles respectively, then it will demonstrate the differences between the Weibo discussion and Xinhua coverage based on the findings of the comparison analysis.

Categories and concepts emerged from Weibo Posts

Seven categories mainly emerged from the analysis of the 100 Weibo posts. They are: 1) advocacy for the Chinese boycott of the Japanese goods; 2) moderate attitude toward the boycott; 3) pessimism over the boycott; 4) opposition against the boycott; 5) condemnation of the irrational behavior happened during the boycott; 6) watchdog behavior related to the boycott; 7) the expansion of the boycott into other areas.

Advocacy for the Chinese boycott of the Japanese goods.

The posts under this category overall expressed the idea that China should continue the boycott. But the ways this idea is being delivered are different.

Many advocates expressed their persistence in the boycott by simply making assertions. For instance, post 2 labeled the boycott as the “most effective weapon” against the Japanese without further explaining why it is the most effective or why the other alternatives are less effective. Post 64 is also very succinct. It has only one sentence: never give up the boycott of the Japanese goods. Post 54 merely believed that Diaoyu Islands has always belonged to China.

Other than the above, other posts attempted to make arguments for the support of the boycott. Among the supporting reasons, the Japanese wrong deeds during the World War II were most cited. Often times, posts that mentioned the wrong deeds of the Japanese soldiers were accompanied by pictures. For instance, post 34 was attached with a picture of a Chinese woman being gang raped by the Japanese soldiers. It can be seen that the post is full of anger. It called the Japanese devil and it used 21 exclamation marks. Post 84 was also attached with many pictures of Chinese people being tortured and killed during the war with the Japanese. And the post frankly expressed that these pictures had reinforced the post maker's commitment to the boycott.

These posts demonstrated that this historical feud between China and Japan played a big role in motivating the Chinese boycott of the Japanese goods even if the boycott originally started as a protest of Japanese purchasing the Diaoyu Islands.

Moreover, some posts also justified the Chinese boycott by citing the precedents of other countries' boycott of the Japanese goods. For instance, post 4 calls for Chinese citizens to learn from Korean to boycott the Japanese goods indicating that the post maker believed that the Korean indeed carried out such boycott. Post 10 introduced the idea of consumer activism and mentioned the US boycott of the Japanese goods in 1930s to justify the ongoing boycott in China.

As it can be seen that advocates expressed their support for the boycott in different fashions, but overall, it was obvious to detect the advocacy implied in the posts under this category.

Moderate attitude toward the Chinese boycott of the Japanese goods.

The posts with a moderate attitude toward the boycott didn't demonstrate the strong determination as the posts of advocacy did. Instead, these posts revealed the conflict in the mind of the post makers of this category between their approval of the boycott and their awareness of the inevitability of using the Japanese goods.

Post 8 best illustrated the point. The post basically supported the boycott of the Japanese goods, but it also added that if the refusal of using the Japanese goods would bring great inconvenience to someone's life, people should not stick to the boycott".

Pessimism over the Chinese boycott of the Japanese goods

The posts that indicated pessimism over the boycott basically held the view that the boycott wouldn't last long or the boycott couldn't resolve the dispute over Diaoyu Islands.

Concepts in this category include: "mistrust in the government", "the lack of unity among Chinese people", "the prevalence of the Japanese goods" and "the limited capability of the boycott for solving the territorial dispute. As it can be seen, these concepts were mainly the roots of the pessimism over the boycott.

For instance, post 36 first described the post owner's patriotic behaviors, but raised the question in the end, "how is the country treating me back?" One thing needs to be pointed out is that Chinese people sometimes equal the government to the country. In this context, it is believed that the post was actually asking, "how is the government treating me back?"

The questioning at the end of the post implied the declining incentive for the post maker to continue to boycott the Japanese goods and to be a patriot. Although it wasn't specified in the post what has the government done to the post maker, he or she might have come across some difficulties with the government, which caused his or her dissatisfaction. It's also possible that the post owner is just unhappy about the overall performance of the Chinese government and was less motivated to be a patriot.

In addition, post 30 suggested that the lack of unity among Chinese might contribute to the ineffectiveness of the boycott. Post 33 used an example to illustrate the prevalence of the Japanese goods in China and therefore the impossibility to boycott the Japanese goods: The central TV station would have to stop operation for the boycott of the Japanese goods, because some of the best high-end camera recorders are made in Japan. Post 94 pointed out that unless the two countries started a trade war, the boycott of the Japanese goods at an individual level wouldn't have any effect.

Opposition against the Chinese boycott of the Japanese goods.

Most posts that opposed the boycott cited the contrast between the quality of the Japanese goods and Chinese goods as the reason. Just like what post 3 said, "if we are going to spend the same amount of money, why shouldn't we choose the goods with better quality."

Some also mentioned the gap between China and Japan in the aspects such as the manners of the people, education, the technology innovation and so forth.

Contrary to the advocates who emphasized the historical feud between China and Japan during the war time, the opponents emphasized on the distance between modern China and Japan. Some of the opponents were very frank about their admiration of the good manners, rigorous working style as well as the innovation ability of the Japanese. This can be seen in post 100 where the post attached an article titled “what Japan teaches me” detailing the advantages Japan has over China. It said that Japan is a country thinking very hard everyday to solve the problems in their people’s life whereas in China, in spite of so many problems, not so many try hard enough to solve those. This kind of disparity in the development of two societies made the opponents less willing to boycott the Japanese goods.

Condemnation of the irrational behavior during the boycott

As mentioned previously, during the Chinese boycott of the Japanese goods, many Japanese car owners got attacked (Mei, 2012). Among the one hundred Weibo posts this research collected, some condemned the vandalism as well as the irrationality of the so-called patriotic behavior.

For instance, post 6 called this kind of actions cheap. Post 18 actually linked the violent patriotism to the Cultural Revolution in Chair Mao’s era where people lost their judgment and fought among each other.

Weibo watchdogs for the Chinese boycott of the Japanese goods

Posts such as 91 and 39 that exposed the Japanese brands which are not being recognized by the Chinese, acted as watchdogs for the boycott of the Japanese goods.

By identifying what products are Japanese branded, these posts want to facilitate the implementation of the boycott among the Chinese.

However, not every watchdog supports the boycott. Some of them, after finding out people who used to advocate the boycott orally, were not really doing what they told others to do, were dismayed by the hypocrisy of the boycott.

For instance, post 15 found that the editor of Huanqiu daily, who offers tips for the boycott of the Japanese goods, actually drives a Japanese car. Although the post didn't make a direct comment, the emoticon with a despising look accompanied the post revealed the post maker's attitude.

The expansion of the concept of boycott

There are two kinds of expansion of the boycott on Weibo. On one hand, the boycott of Japan has been expanded from the economy to other areas such as culture. On the other hand, the boycott has been expanded from the boycott of Japan to the boycott of other countries, which China may have a diplomatic tension with.

Both kinds of expansion demonstrated the prevalence of the idea of the boycott among the Chinese. For instance, post 97 mentioned Japanese cartoons and asked the question if the cartoon should be included in the boycott list. This suggested that the boycott of the Japanese goods is not only confined within the economic aspect.

On the other hand, post 55 called for the Chinese to also boycott iPhone 5 and post 35 called for the boycott of a dog meat festival in a Chinese city. This indicates that after the boycott of the Japanese goods broke out in China, Chinese became

sensitive to the concept of boycott, and used it more frequently as a tool to express their opinions in other matters.

Concepts emerged from Xinhua Articles

Three concepts mainly emerged from the textual analysis of the ten Xinhua articles covering the Chinese boycott of the Japanese goods. 1) depicting the boycott as a diplomatic leverage; 2) reining in the irrational boycott behavior; 3) maintaining the responsible image of the Chinese government.

Depicting the boycott as a diplomatic leverage

Most of the Xinhua reports on the boycott focused on the facts, including the anti-Japanese march on the streets, the absence of the Japanese auto makers from a car show in China and how Chinese owned Japanese restaurants had to hang out the Chinese national flag to avoid vandalism from the protesters, etc..

There is one article titled “Good move on Diaoyu Islands” directly expressed Xinhua’s approval of the boycott. In this article, the Chinese boycott of the Japanese goods was named as the first good countermeasure China had taken against Japan over the Diaoyu Islands dispute. The lead of the article claimed that countermeasure like the boycott had helped China “to wrest the initiative to resolve the islands dispute”.

Although other Xinhua reports didn’t directly label the boycott as a “good move” as the above article and the opinions toward the boycott were expressed in more subtle ways, it still can be seen that Xinhua reports tried to encourage the boycott as a diplomatic leverage against Japan.

For instance, the article “Web China: Chinese netizens riled by Japan’s ‘purchase’ of Diaoyu Islands” included two interviews in the end from two Weibo users who suggested not buying Japanese goods.

“I used to be a fan of Japanese goods. But now I think everything would be O.K without Japanese goods,” said Sina Weibo user “Mu Mu”.

“The Japanese economy relies more on China than China on it. So if an economic war breaks out between the two countries, China wouldn’t lose,” said another user under the screen name of Denghuclanshanchuherenzai.

The above two interviews were essentially saying that China would be fine to boycott the Japanese goods. The fact the this Xinhua article chose to include such two sound bites which expressed optimism toward the boycott, instead of sound bites that otherwise would seem discouraging to the protesters, indicates that the state-owned news agency is in favor of the boycott and tries to encourage the public to continue it.

In another article “Unwise foreign policy turns Japan into its own enemy”, one sentence wrote, “the pinch felt by Japanese companies results largely from an across-the-board boycott of Japanese goods spontaneously staged by Chinese consumers who felt betrayed by the bellicose Japanese government.”

It can also be seen that the Chinese government intended the boycott to keep going to exert diplomatic pressure on its neighbor, in other words, the government wants Japan to “feel the pinch”.

Reining in the irrational boycott behavior

Despite that Xinhua's coverage was overall supportive of the Chinese boycott of the Japanese goods, it sent out warnings to the irrational protesters after several cases of vandalism happened during the boycott. The warning was straightforward, "Patriotism is a noble act, but protesters should avoid any irrational or violent behavior."

The article "irrational, violent anti-Japanese protests should be avoided" said that although Chinese authorities had encouraged the citizens to "express patriotism", they strongly forbid any violence in the name of patriotism.

It can be seen that during the process of the boycott, the Xinhua agency tried to use its report to influence the tempo of the boycott. On one hand Xinhua has implied the government's approval of the boycott, on the other hand, it tried to rein in the violent behaviors during the boycott to get things back in control.

Maintaining the responsible image of the Chinese government.

In Xinhua's coverage of the Chinese boycott of the Japanese goods, one of its major focuses was to maintain the responsible image of the Chinese government in the international community by emphasizing the voluntariness of the boycott among the Chinese.

For instance, one sentence in the article "China exclusive: Japanese carmakers absent from China auto show" wrote, " although the Chinese government did not order the government agencies or citizens to boycott Japanese goods, the desire of Chinese consumers to buy Japanese goods has obviously lowered." The fact that

Xinhua thought it was necessary to point out the boycott wasn't an order from the government but rather a spontaneous activity initiated by the citizens themselves indicated that the state owned agency tried to prevent the formation of the perception that Chinese government agitated the boycott among its people.

In other words, the news agency felt responsible to maintain the image of the Chinese government as a levelheaded national leader as opposed to an agitator.

Findings from the Comparison Analysis

Similarities

Overall, the Weibo discussion and Xinhua's coverage on the Chinese boycott of the Japanese goods had fewer similarities and more differences.

When it comes to similarities, the facts reported in Xinhua's articles were mostly also discussed on Weibo. For instance, one of the Xinhua articles "China Exclusive: Japanese carmakers absent from China auto show" reported that the sales of Japanese cars slumped 40.8 percent in a month since the break-out of the boycott; in response, Weibo post 23 said, "it's a good sign that the sales of the Japanese cars are plummeting in China. We should unite together and continue to boycott the Japanese goods." The vandalism happened to some of the Japanese restaurants owned by the Chinese were also both reported by Xinhua and discussed on Weibo.

Moreover, the opinions delivered by Xinhua's coverage were also echoed by some of the Weibo posts. Xinhua reported that Chinese netizens were "riled" by Japan over the Diaoyu Islands dispute and the interviews chosen by Xinhua for its report expressed support for the boycott. And indeed, there was a good amount of posts on

Weibo are in favor of the boycott, especially the posts under the advocacy categories. In addition, both Xinhua reports and some of the Weibo posts expressed condemnation to the irrational behavior during the boycott when things got out the control in the later phase of the protest.

Differences

Nonetheless, compared to Xinhua's coverage, the discussion on Weibo regarding the Chinese boycott of the Japanese goods encompassed much more information and presented more various opinions about the boycott. In the following, this research will illustrate the differences between the Weibo discussion and Xinhua's coverage over the Chinese boycott of the Japanese goods from seven aspects: 1) while the Chinese boycott of the Japanese goods was reported by Xinhua as simply an episode of the whole Diaoyu Islands, it has evolved into an ongoing independent topic beyond the territorial dispute on Weibo; 2) while Xinhua's coverage focused more on the political influence of the boycott, the Weibo discussion focused more on the economic impact of the boycott; 3) the attitudes toward the boycott revealed from the Weibo posts were more complicated compared to Xinhua's coverage; 4) Weibo discussion is more emotion-charged than Xinhua's coverage; 5) Weibo discussion cited the historical feud between China and Japan much more times than Xinhua's articles did; 6) while some of the Weibo posts revealed inferior feeling when comparing China with Japan, Xinhua's report put China in a much better position than Japan; 7) the boycott is expanded into a much broader concept on Weibo than Xinhua.

An ongoing independent topic vs. an episode of the Diaoyu Islands dispute

First of all, the time spread of the Weibo discussion much longer than the time spread of the Xinhua's coverage. What it means is that, the posting time of the one hundred randomly collected Weibo posts spread out in a time period of almost a year: there were posts posted right after the Japanese government claimed to purchase the Diaoyu Islands in August, 2012, and there were also posts posted up to date the data were collected which was June 8, 2013.

On the other hand, the Xinhua articles were mostly published in the two months following the breakout of the boycott. Especially given the ten Xinhua articles this research collected were all the articles that showed up as the results of searching for keyword "the Chinese boycott of the Japanese goods" on Xinhua's website, it's likely that all the Xinhua coverage of the boycott happened in a limited time period after the breakout of the boycott.

With that being said, it can be seen that the boycott of the Japanese goods is still being discussed on Weibo even a year after the boycott started. It has developed into an ongoing issue on Weibo, whereas Xinhua mainly reported it as a news event and didn't follow up on the issue as long as the Weibo users did.

Second, while Xinhua only reported the boycott as an action that Chinese people have taken to protest the Japanese government's purchase of the Diaoyu Islands, Weibo users have taken this subject matter far beyond the Diaoyu dispute in their discussion.

Out of 100 Weibo posts being analyzed, only nine of them (Post 19, 21, 50, 54, 73, 75, 84, 85, 93) ‘mentioned the boycott and the Diaoyu Islands dispute directly in the post. Other posts talked about the boycott in relation with other issues such as the history, culture, etc., not necessarily in the context of the Diaoyu Islands dispute. The Chinese boycott of the Japanese goods has evolved into a multifaceted topic on Weibo.

Political leverage vs. Economic issue

As mentioned before in the textual analysis of Xinhua’s coverage of the Chinese boycott of the Japanese goods, Xinhua’s coverage mostly depicted the boycott as a political leverage in an effort to influence the Japanese government on how it handles the Diaoyu Islands dispute. This can be seen especially in two articles: “good move on Diaoyu Islands” and “unwise foreign policy turns Japan into its own enemy”. In the first article, the boycott of the Japanese goods was called as a good move to wrest the initiative to resolve the islands dispute by the state-owned news agency. In the second article, Xinhua said that “ the Japanese economy has suffered another blow due to a bitter row with China, a crucial trade and investment partner, ignited by Tokyo’s repeated provocations over the Diaoyu islands”, and in the following, it pointed out that “good economic relations are always based on sound political ties.” The article first brought the attention to the “suffering” Japanese economy had come across due to the Chinese boycott of the Japanese goods, it later sent out a reminder that political tie is the base for economic relations implicating that if Japan wants to

prevent itself from being hit by the recent boycott happened in China, it should be more cooperative with the Chinese government over the Diaoyu dispute.

On the other hand, many Weibo posts mainly focused on how the boycott would substantially affect Chinese people's everyday life. For instance, post 28 expressed the post owner's struggle of not being able to go to the Sushi restaurants amid the boycott, post 31 expressed the frustration with the user experience of the Chinese products with bad quality and pointed out the impossibility of the boycott of the Japanese goods because of their good. "The prevalence of the Japanese goods in the Chinese people's life", "the lack of domestic alternative to the Japanese goods", "the inconvenience of not using the Japanese goods" are some of the frequently encountered concepts during the textual analysis of the Weibo posts and these are all details about how the boycott affected the economic life of normal people.

Based on the above, it can be seen that the boycott of the Japanese goods was mainly treated as a political issue in the Xinhua coverage; in contrast, the Weibo discussion touched more on the economic impact the boycott brought to people's life.

More complicated attitudes in Weibo discussion than Xinhua's coverage

The attitudes toward the Chinese boycott of the Japanese goods revealed from the Weibo discussion consisted of almost a spectrum: there are posts advocating and supporting the boycott, there are also posts with moderate attitudes toward the boycott, and there are opposing posts, and there are those condemning the violent behavior during the boycott.

In contrast, the attitudes revealed in Xinhua's coverage toward the boycott are less complicated: as mentioned in the textual analysis of ten Xinhua articles, the report on the boycott of the state-owned agency overall supported it as a political leverage against the Japanese government. Even if Xinhua also expressed its condemnation of the irrational behavior during the violent anti-Japanese protests, it still didn't withdraw its encouragement of the boycott. In the article "irrational violent anti-Japanese protests should be avoided", one sentence wrote, "although Chinese authorities have encouraged the country's citizens to express their patriotism peacefully, the government ultimately rejects the kind of blind patriotism that can result in violence". The above sentence indicated that in spite of the warning the Chinese government sent out to the "blind patriots" who have gone violent during the boycott, it does not discourage the boycott if it is expressed in a non-violent way.

One thing worth noting is that, although comparing to Xinhua, the attitudes toward the boycott embedded in the Weibo posts are much more complicated that they almost consist a spectrum, this spectrum is yet not complete.

What's missing here is Chinese saying that Diaoyu Islands belong to Japan. In spite of the existence of posts where Chinese spoke highly of the good traits the Japan possesses, none of the posts explicitly expressed, or indirectly indicated the support of the Japanese claim on the Diaoyu Islands.

The attitudes toward Japan, as a country, may be complicated and diverse on Weibo, but the attitudes toward the issue- which country owns Diaoyu Islands- still seems to be unanimous on Weibo. Despite that some of the Weibo posts are

Japan-friendly, at least no compromising ground has been found among Chinese on the territorial dispute.

As previously mentioned, the Chinese boycott of the Japanese goods has already been taken as a multi-faceted topic on Weibo. Much more aspects of this issue have been paid attention in Weibo discussion than in Xinhua, such as the historical relations between the two country, the differences in the culture, people's manners, the quality of the goods, the innovation ability of the two country. As a result, much more diverse views and attitudes could be found from Weibo discussion than Xinhua.

Weibo discussion more emotion-charged than Xinhua's coverage

Compared to Xinhua's coverage, Weibo discussion is highly emotion-charged. This is manifested mainly in three ways: the usage of profanity, the expression in the form of questioning, and the usage of exclamation marks. Some of the most distinctive emotions revealed from the Weibo discussion include the anger toward the Japanese, the dissatisfaction with the bad quality of the Chinese goods, the condemnation of the violent boycott behavior and the scorn of the hypocrisy of the boycott.

Most of the Weibo posts that used profanity are under the advocacy category. For instance, post 2 called the Japanese bastards and post 7 told Sony- the Japanese electronic production giant to fuck off. Strong anger toward the Japanese is indicated from the usage of profanity by the advocates of the boycott.

The usage of questioning are found many times in the posts which expressed dissatisfaction about the quality of the domestic products, for instance, post 17 said,

“People are boycotting the Japanese goods because they love their country. But look at the poisonous food all over the place, why should we choose you (Chinese goods)?” Instead of making a flat statement that “we should not choose the Chinese good”, the post chose to express its dissatisfaction in a question, which kind of makes the emotion stronger.

Moreover, the broad use of exclamation marks among the Weibo posts also demonstrated the strong emotions underlying in the posts.

Historical feud cited more in Weibo discussion than in Xinhua’s coverage

As mentioned in the textual analysis of the Weibo posts, under the category of the advocacy for the Chinese boycott of the Japanese goods, the historical feud between China and Japan during the World War II was cited more times than the Diaoyu Islands dispute as the reason for the advocates’ determination in the boycott. Posts such as 34 and 84 even attached the pictures of the bloody crimes the Japanese soldiers conducted in China.

In contrast, Xinhua only mentioned the historical feud once. In the article “yearender: Cooperation overriding theme in Asia-Pacific despite disputes”, the first sentence in the sixth paragraph wrote, “With memories of the Japanese invasion still vivid in China, the country felt increasingly irritated by Tokyo’s decision to ‘nationalize’ the islands”. It can be seen that his sole Xinhua mentioning of the history did not fully demonstrate the intensity of Weibo users’ rage from recalling the Japanese war.

Feeling inferior vs. overconfidence

The opponents of the Chinese boycott of the Japanese goods brought up many aspects where China lags behind Japan, including the bad quality of Chinese goods, such as post 3; the gap of the education between the two countries, such as post 78; China's lack of technology innovation compared to Japan, such as post 95. These posts more or less revealed the feeling of inferiority of the post makers. They acknowledged the weaknesses China has in the above-mentioned regards and pointed out that China is in a disadvantageous position to boycott the Japanese goods given its shortcomings compared to Japan.

However, this kind of inferior feeling received zero coverage in Xinhua's report. In contrast, Xinhua's coverage exhibited great confidence in China in the economic battle with its neighbor. This can be seen from the many times mentioning of the importance of China's economy to others in Xinhua's coverage. For instance, in the article "Japan's 'purchase' of Diaoyu Islands will damage trade ties with China", the first sentence of the ninth paragraph emphasized that China ranks as Japan's largest trading partner, with the latter being China's fourth largest. It seems Xinhua tried to imply that China is more important to Japan than Japan to China. Also, in the last third paragraph of 'yearender: Cooperation overriding theme in Asia-Pacific despite disputes', without attributing to any source, Xinhua said, "China now serves much like a backbone of the Asian economy". From this self-affirmation, it can be sensed that the state-owned news agency had great confidence, if not over confidence, in its country's competition with Japan.

The boycott is expanded into a much broader concept on Weibo than Xinhua

As presented in the analysis of the category “prevalence” derived from the Weibo posts, the concept of boycott has already been expanded from boycotting the Japanese goods to boycotting the Japanese culture and other Japan related things on Weibo; boycott has also been adopted as a tool to express political opinions for other domestic or international matters.

Discussion

In addition to conducting textual analysis and comparison study to find out the differences between the Weibo discussion and Xinhua's coverage of the Chinese boycott of the Japanese goods, this part of the research will further discuss the indications from the above findings. As mentioned in the introduction, this research not only seeks to answer the question how the Weibo discussion of the Chinese boycott of the Japanese goods differ from the Xinhua's coverage on this topic, but also tries to provide a better understanding in: 1) Weibo as a dynamic platform for public discussion; 2) Weibo's interplay with Chinese mainstream media; 3) the lack of context in Chinese mainstream coverage; 4) the Chinese boycott of the Japanese goods as an ongoing issue.

Weibo as a dynamic platform for public discussion

First of all, Sullivan said that Weibo introduces more diversity into the discussion of a news issue and leads attention to different aspects of the issue (2012, p. 297). This is largely demonstrated in the findings of this research.

Compared to the Xinhua coverage where the boycott was only treated as an episode of the Diaoyu Islands dispute, Weibo discussion developed it into a multi-faceted long-term issue. Not only it brought in much more additional information related to the issue, such as the historical feud between China and Japan, the gap between the two countries in the quality of the goods, the education efficiency, the technology innovation capability and so forth; Weibo discussion also presented a nearly full spectrum of various opinions toward the boycott from advocacy to

disapproval. It can be seen that this news issue, and probably many other news issues too, are being carried further and discussed in a broader sense on Weibo.

In addition, Zhang et.al (2012) suggested that what is most important to the country is not necessarily important to the Chinese citizens. This was also echoed by the findings of this research. While the state-owned news agency mainly focused on the political influence of the boycott as to how it can be used as a leverage in protecting China's national interest in Diaoyu Islands dispute, people on Weibo seems to care more about the boycott's impact on the daily life of theirs, such as, what the domestic alternatives are if someone can't buy Japanese electronic products. Granted, some of the Weibo posts, especially those supporting the boycott cared about the national interest very much. But other posts took the discussion of the boycott to a more practical level as to how people should or should not change the way they live in responding to the boycott.

Moreover, Hu et.al suggested that Weibo comments can be highly emotion-charged and the findings of this research fully attested to it (Hu et. Al, 2011, p.75). First, given the boycott involves patriotism, it comes as no surprise that the discussion of it is charged with lots of emotions. But on the other hand, the strong emotions embedded in the Weibo posts could also be attributed to the lack of outlet for public discourse overall in China. Once Weibo shows up, the public takes full advantage of this channel to say what they used to be unable to say. With the eager to participate in the public discourse and the availability of such platform, the Weibo

users now can unleash their emotions and therefore the comments they make tend to be “highly emotion-charged”.

Overall, the findings of this research echoed the traits of Weibo discourses concluded by the previous research and cited in the literature review, in terms of Weibo develops and diversifies a news issue compared to mainstream media coverage, Weibo may focus more on individual aspects of a topic than the national aspect, as well as, Weibo comments tend to be more emotional.

Weibo’s interplay with Chinese media

First of all, most of the facts Xinhua reported are also discussed in Weibo community, such as the decline of auto sales, the hit encountered by the Japanese restaurant and tourism, etc. However, it is unknown if people who were talking about those facts on Weibo initially obtained the information from Xinhua, it could be from other news sources, family, friends or from their own eyes. Hence, it’s only a possibility here that Xinhua did influence the agenda of the discussion on Weibo.

Weibo did enter Xinhua’s agenda, but in a very restrained way. One of the ten Xinhua articles “Web China: Chinese netizens riled by Japan’s ‘purchase’ of Diaoyu Islands”, specifically reported the rage of Chinese netizens on Weibo. The heated Weibo discussion is one of the angles of Xinhua’s serial report on the boycott. So it can be said that Weibo had a certain degree of influence on Xinhua’s agenda-setting. But this research did not detect an obvious interplay of the agenda setting between Xinhua and Weibo.

Nonetheless, not the whole Weibo discussion got the attention by the stated-owned news agency. This is where the gatekeeping weighs in. Xinhua only allowed part of the Weibo discussion that is in line with the Chinese government's diplomatic interest, to make to its agenda list. As mentioned in how Xinhua depicted the boycott as a political leverage, the only Weibo posts adopted by the Xinhua article were in favor of the boycott and expressed confidence in China in its battle with Japan.

Other views prevailing on Weibo regarding the boycott, such as the critics of the quality of Chinese domestic goods or the affirmation of the good manners and rigorous working attitude of the Japanese people, are nowhere to be seen in China's mainstream coverage.

Now, does this mean that Weibo's impact on Chinese mainstream media is at best, minor? Not really, according to previous research. In the previously mentioned cases of "watch brother" (You, 2013, pgs.29-31) and Wenzhou train crash (Wines & LaFraniere, 2011), Weibo has had revolutionary effect on the Chinese mainstream media in both cases. It successfully directed the mainstream media's coverage of "watch brother", having unprecedentedly exposed the corruption of a high-level official through human flesh search on Weibo. It also managed to lead the mainstream attention to the malfeasance of the government officials at the Chinese railway department when they simply blamed the accident on the weather. Such cases where Weibo brings social problems to the public, is still happening. Hence, Weibo's impact on Chinese mainstream media is more than minor.

However, in the case this research studied, Weibo's influence on the mainstream media is hindered to a great degree. And very possibly, this is due to the fact the Chinese boycott of the Japanese goods is a foreign affair, it involves greater national interest, and it affects China's position in the international stage. Even though it was found that many negative comments are allowed to stay on Weibo, indicating that Chinese government wanted certain problems to be exposed in the seek of social change, the government still didn't lose its grip of the information control over some of the issues. There seem to be more room for social media to influence the discourse on domestic social issues, but when it comes to issues such as national security, foreign affairs, the government will hold firm to its control of public discourse.

As people wonder if Chinese mainstream media has really opened up under the influence of social media such as Weibo, the answer here is probably "it depends". Depending on the nature of an issue, the mainstream media is carefully calculating how much presence of social media discussion, such as Weibo, should be allowed in its coverage

Lack of context in Chinese mainstream media coverage

Chinese mainstream media almost mainly acted as the public relations agent for the government in its coverage of the Chinese boycott of the Japanese goods. Given the richness and complexity of the issue, Xinhua's coverage seems to be lack of context.

First of all, none of the articles explained how the dispute started. China, Japan and Taiwan all have different claims over Diaoyu Islands. In 1895, Diaoyu Islands, as

part of Taiwan, which was then a province of China, was ceded to Japan in the treaty of Shimonoseki. When Japan renounced the claims of this territory after World War II, it came under the U.S. trusteeship. And here's where the divergence begins: US later returned both Diaoyu Islands and Taiwan, Japan claimed that the Diaoyu Islands were returned to Japan; whereas China claimed that since Diaoyu Islands was originally part of Taiwan, and Taiwan was originally part of China, along with the liberation of Taiwan from Japan, Diaoyu was automatically returned to China (BBC, 2013, April).

None of the above information was provided by Xinhua to the public. As a result, most of the supportive comments about China's claim on Diaoyu Islands on Weibo, were lack of logical arguments.

Moreover, one the biggest reason that contributed to the recent flare-up between China and Japan- the rich deposit of oil near the area of Diaoyu Islands - wasn't mentioned by the Xinhua articles either (Koo, 2009, p. 2008).

The absence of above information can deter the formation of right perception of an issue and therefore the formation of a healthy public discussion of an issue. An example to echo the above point is how poorly Chinese people know about the Tiananmen square massacre. Due to Chinese government's block of the information, after 24 years, the new generation barely knew what really happened. And the problems reflected in the massacre- bureaucracy, the lack of freedom, the impossibility of criticizing the government- do still prevail in today's China and not being addressed effectively.

However, based on findings from how Xinhua handled the reporting of the Chinese boycott of the Japanese goods, it still can be seen that the central government may still not be aware of, or not willing to admit, the importance of transparency to the public discussion, as well as the importance of public discussion to the development of a society.

Reflections from the Chinese boycott of the Japanese goods

There were not so many surprises in Xinhua's coverage of the Chinese boycott of the Japanese goods. It tried to use the boycott to push the Japanese government and it called for cooperation between China and Japan. As the state-owned news agency, Xinhua's coverage is overall oriented by the government's diplomatic strategy.

In contrast, some of the Weibo's findings of the boycott are unexpected. Han (2011) found in her research that the discourse toward the Japanese over Diaoyu Islands dispute is more negative compared to mainstream media's coverage. There were indeed a decent amount of Weibo posts this research examined that made negative comments about the Japanese.

However, contrary to Han's research, there are also an overwhelming amount of posts made positive comments about Japan, speaking highly of some aspects where Japan has an advantage over China. Parallel with the positive comments of Japan are some of the critics about China's poisonous food, poor quality of the domestic goods and the lack of technology breakthroughs. The topic of the boycott didn't make these commentators hate Japan. Rather, it fortified their realization of the bad quality of

domestic goods along with some of the other economic problems China has today. And it seems the worst problem for the country came from itself.

Food safety appears to be one of the biggest concerns for Chinese consumers based on the Weibo posts that criticized the quality of Chinese goods. After the baby formula scandal in 2008, where tainted infant milk formula sickened 300,00 babies in China, food safety scandals continues to happen in China from time to time (Branigan, 2008, Dec). The most recent one is the selling of fake mutton made from fox, mink and rat meat in some of China's coastal cities (Kaiman, 2013, May).

Nonetheless, all these question arisen from the Weibo discussion about the boycott didn't make to the webpage of Xinhua. Considering that so many people complained about the quality of the Chinese product, it may be more important for the Chinese government to address this domestic issue than to battle with other countries.

But one thing worth noting is that the limited exposure of the problems discussed on Weibo in Xinhua's coverage, may have to do with the small size of sample of this research. This research only studied ten Xinhua articles and they were the only ten articles found on the Xinhua's English language website as the result of the keyword searching for the Chinese boycott of the Japanese goods.

Another economic reflection from the Weibo discussion is the interconnectedness of the global economy. This is well demonstrated by post 33.

If we were to completely boycott the Japanese goods, the China Central TV will have to stop operation. Why? They wouldn't have any camera to use...If we were

to boycott American goods, we might just have to quit watching movies, and throw away our computers.

Every product now has components made in multiple countries. As a Chinese old saying puts, “if one country sneezes, the whole world will catch a cold.”

Conclusion

Through the textual analysis and comparison study of 100 Weibo posts and ten Xinhua articles covering the Chinese boycott of the Japanese goods, this research came to the conclusion that the two media platforms presented distinctively different discourses over the boycott.

Compared to Xinhua coverage, Weibo developed the boycott into a long-term and multi-faceted issue. While Xinhua mainly depicted the Chinese boycott of the Japanese goods as a political leverage, Weibo discussion brought in extra information beyond the boycott and exhibited a plethora of opinions and views on the issue. The Weibo discourse of the boycott included the recall of the historical feud between China and Japan during the World War II, the questioning of the efficiency of the boycott as a resolution to the Diaoyu Islands dispute, the acknowledgment of China's disadvantages in the product quality competing with Japan as well as the assurance of the advanced societal development of Japan. All of them received little attention from the state news agency.

The attitudes toward Japan revealed from the Weibo posts also ranged from outrageous, moderate to friendly. But it seems that the attitudes toward Diaoyu Islands dispute are not as complicated as the attitudes toward Japan as a country. Despite that some of the posts are Japan-friendly, none of the Weibo posts has said things like Diaoyu Islands belong to Japan. The bottom line here is, nobody is fond enough of Japan to say China should give up its claim on Diaoyu Islands and let Japan have them.

It can be seen from this research how Weibo acted as a dynamic platform for advancing and diversifying the discussion of a topic. Nonetheless, Weibo wasn't really able to influence the mainstream coverage in the case of the boycott. The only part of the Weibo discussion that made appearance in Xinhua's coverage was in favor of the boycott. In other words, Xinhua only chose to quote the Weibo posts that served the government's interest. When it comes to the foreign affair, Xinhua still remained a gatekeeper for the government.

However, that is not to say that Weibo's influence on Chinese media environment is nothing significant. Previous researches documented many cases where Weibo propelled or diverted the coverage of mainstream media. But most of these cases were domestic social issues. When it comes to international issues, such as the one studied here, Chinese media has yet not ready to invite the public to participate the discussion. And therefore, it's still carefully filtering the information to make sure what shows up in the state-owned media does comply with the government's foreign policies.

But it's worth pointing out that, regardless of the nature of an issue, transparency is always important for a healthy discussion and more importantly, for the seek of the right solution. Thus, it is yet an ongoing project for Chinese government and its mainstream media to feel comfortable to disclose information on sensitive issues, and to manage public discussion in a more open media environment.

In addition to the study of the media, this research also provided the picture of how Chinese people really perceived the boycott. One of the biggest findings was that many Chinese people used the boycott as an outlet to vent their dissatisfaction of the

poor quality of Chinese products, saying that it's impossible to boycott the Japanese goods because there were no good domestic alternatives. Given the constant breakout of the scandals of food safety and product quality in China recently, this problem should be brought into attention to the relevant government departments.

Overall, this research tried to provide a prism through which people can get a glimpse of what Weibo is, how it is affecting the Chinese public discourse, how Chinese mainstream media is reacting to the social media change; as well as, how the boycott is interpreted by the public on Weibo and by the state-owned news agency, and what the connotations are of each kind of interpretation.

If given more time, this research can be carried further by interviewing Xinhua reporters or other media experts about the gatekeeping process when it comes to dealing with Weibo information on an issue like the Chinese boycott of the Japanese goods over the Diaoyu Islands dispute. Also, a more important question to ask is what lesson can be drawn from the differences between the mainstream media coverage and the social media discussion of an issue, to apply to the process of improving the media landscape in China.

Appendix

MA Project Proposal

Wen Yan, Spring 2013

I. Introduction

As the last assignment of my two years' graduate study in journalism at the University of Missouri, I propose a project which contains both a professional skills component and an academic analysis component to demonstrate the skills and knowledge I have learned about journalism.

For the professional skills component, I will carry out a professional work project at Bankrate.com in Washington, D.C. to help the website produce multimedia news products about business and economics topics; for the academic analysis component, I will conduct research to examine the differences in the coverage of a major topic of Chinese mainstream media and the discussion about the topic on Weibo, which is the Chinese version of Twitter. My study will focus on the top news story in China last year: the Chinese boycott of Japanese goods over the Diaoyu Islands dispute.

While my professional work aims to continually hone my skills in multimedia story-telling of business and economics news, my academic research aims to help me understand the discourse of business and economics topic in the era of the Internet and how mainstream media adjust to it. The former improves my skills in business and economics news presentation and the latter enhance my understanding in the

content of business and economics news. Together, this project will bring me closer to my career goal: To be a good multimedia business and economics news reporter.

My first exposure to business and economics journalism was my internship at Economic Information Daily at Chinese Xinhua news agency. In spite of the relative strict government censorship and Chinese media's advocating journalism approach, I was amazed at the broad range and substantial content of business and economics journalism. During my study here, I took Prof. Marty Steffens's business and economics reporting class, which established the basic skill set for me to report on business and the economy, such as how to use research tools to find data, how to read SEC filings and to derive business stories from data and documents. The class also went on a tour to New York where we visited Bloomberg, the Wall Street Journal, CNN money, etc. I was fascinated by the fast pace and energetic newsroom environment in the business and economics journalism media, which overturned what I heard before about journalism: journalism is a dying dinosaur.

When I took Pro. Randy Smith's International Media System class, I became determined to choose business and economics journalism as my future career. I realized in the class that regardless of the differences among media systems across the globe, business and economics topics always seem to be a common media agenda. Every region, every country's media is paying attention to what's happening with the world's economy, especially under the influence of 2008 financial crisis and the European debt crisis. What I learned in my first internship and these courses led me to

the decision that my final graduation project has to be about business and economics journalism.

My study here over the past two years not only helped me to find a clear goal, but also prepared me with the skills to pursue it.

Having taken economics courses and business reporting classes, I possess basic knowledge and skills to work at Bankrate.com this summer. In addition, I have worked at Missouri Business Alert as a research assistant and I learned how to cover local business news, which strengthened my business and economics reporting skills. Having taken broadcasting courses and worked at KOMU, I'm also familiar with telling a business story through multimedia platforms which is the skill Mark Hamrick, the Washington Chief of Bankrate.com, told me what the website is now looking for.

For my academic research, Prof. Daryl Moen's mass media seminar provided me with knowledge to build the theoretical framework and do the literature review for my work. Moreover, Prof. Tim Vos's qualitative methods class equipped me with research methods not only to conduct this research but also to study other communication and culture phenomenon in the future.

In conclusion, with a clear goal and the knowledge and skills I obtained from the Missouri Journalism School, I'm ready to carry out my final master's project, which will hopefully solidify what I learned and move me forward.

II. Professional Skills Component

I will carry out my professional project at Bankrate.com in Washington, D.C.. Mark Hamrick, the chief of Bankrate.com's Washington bureau and a former senior financial reporter at AP, will supervise me on-site.

I will start my professional project on May 28 and will finish my work by August 30 which allows me to meet the 420 hours requirement by working 30 hours per week from Monday through Thursday for 14 weeks. On Fridays, I will attend the seminars offered by the school's Washington program.

My main responsibilities at Bankrate.com will include writing short blogs for the website, and producing multimedia video stories. For instance, I may be sent to Capitol Hill to attend a conference, and write 200 words about the conference and post it on Bankrate.com. Or, I could be assigned to work with another reporter on a topic like crowd funding. While the reporter takes charge of the coverage, I may assist the reporter in gathering photos, b-rolls, infographics and integrate all the materials into a multimedia video story about crowd funding.

Should I do well, my work will be published on Bankrate.com. I will include the copy of the text and the links to the videos in the final project report to serve as the "physical evidence".

I will file weekly field reports about my professional and research work with my committee.

III. Academic Analysis Component

This professional analysis will attempt to answer this question: How does Chinese mainstream media coverage of an economic and business topic differ from the discussion about the same topic on Chinese social media - Weibo? To be specific, this research will try to answer the question using textual analysis by studying the case of how Chinese mainstream media and Weibo reacted to the Chinese boycott of Japanese goods over the Diaoyu Islands dispute.

Weibo, a Twitter-like social media has attracted hundreds of millions of users. Weibo is a tool for social change as it provides a more than ever dynamic platform for public discussion. Economic and business topics are widely talked about on Weibo and the content of the discussion to some extent represents the public views on the issues.

Chinese media has been long characterized as the government's throat. However, in recent years, the media appears to have opened up to the public under the pressure of the thriving Weibo forum. It's critical at this point to gauge the distance between the mainstream media coverage and public discussion on Weibo.

Last September, the eruption of the Chinese boycott of Japanese goods over the Diaoyu Islands dispute triggered a huge discussion both in the Chinese mainstream media and among the public. While the mainstream media tried to cool down the issue and call for rational thinking, the public had more radical rhetoric in their discussion on Weibo. As complicated as the issue is, it has met many different views and

opinions from the two media platforms. Therefore, it is a great example to serve the purpose of this research.

Moreover, the Chinese boycott of Japanese goods is still an ongoing issue. It has a great significance not only in the media world but also in the real world. By studying the issue, this research can also facilitate the understanding of the economic impact of the Diaoyu Islands dispute.

Theoretical Framework

The first theory that offers a backdrop for this research is agenda-setting theory. The fact that the chosen topic- the Chinese boycott of Japanese goods over Diaoyu Islands dispute- can be found both in the mainstream media and on Weibo indicates the interplay of agenda setting between the mainstream media and Weibo. In other words, this research is premised on the interplay of agenda setting between mainstream media and Weibo: only if the topic appeared in both media platforms, can this research take a further look at how perspectives from two platforms differ.

Tracing back to McCombs's (1972) study on how the media influence the public's image about political candidates by making certain issues about the candidates more salient, agenda-setting theory reveals the co-relation between the importance the public would attach to an issue and the amount of attention the media give to it (McCombs E. & Shaw L, 1972. p. 2).

Traditional media used to have monopolistic agenda setting power. This is especially true with the pre-Internet Chinese mainstream media when the government strictly controlled the domestic media environment (Zhang et al., 2012, p. 663).

However, in this Web 2.0 age, this power is transformed and challenged by the interplay between traditional media and online media (Bekkers, 2011, p. 210).

Li et al. (2012, p. 4) found that news from mainstream media can extend to the Weibo community and become popular topics, particularly news of national importance. It implies traditional media's ability to set the agenda for social media (Zhang et al., 2012, p. 664).

In addition, Zhang et.al (2012) found in a public survey research that what is most important to the country is not most important to the citizens of China. However, Zhang et al. (2012) also pointed out that because of the collectivism of Chinese society, its members actually have great interest in the dialogue about social agendas even if they may not overlap with their personal agendas. As a result, mainstream media news can constantly draw the attention of social media users.

Other research focused on the reversal process of how social media challenged the mainstream media's agenda setting capability. Meraz's (2009) detected that traditional media's agenda setting power was not anymore "universal or singular" within the "blog sphere". Traditional media heavily depend on "bureaucratic and routine" sources in order to ensure their generated news is credible. This code does not have to apply among bloggers which gives the bloggers more leeway to develop topics beyond mainstream media's agenda (Meraz, 2009, p. 20).

Not only can social media now sets its own agenda, some of the popular social media topics are also being picked up by mainstream media and therefore have

become the public agendas. Bekkers described this phenomenon as "micro-to-mass media crossover effects" (2011, p. 209).

Bekkers studied the case of a student protest against "1040-hour norm" in the Netherlands to illustrate the crossover effects. In November 2007, students in the Netherlands initiated a protest through MSN message and YouTube against the "1040-hour norm" which required students to study at least 1040 hours a year for the first two years of their secondary education. The online protest eventually caught the attention of five national newspapers and forced the House of Representatives to investigate. Using this as an example, Bekkers concluded that "the usage of 'micromedia' in terms of Web 2.0 applications and the coverage by the traditional media of the actions reveals important crossovers from micromedia to mass media." (p. 216).

Although the focus of this research is not agenda setting for either Chinese mainstream media or Weibo, it is important to have an understanding of the interplay of agenda setting between mainstream media and social media. Such cross-over effects of agenda setting between the two media platforms provides theoretical support to the phenomenon where a certain issue or topic would appear and prevail in both mainstream media and social media, just like the issue this research will examine.

A second theory this study will draw upon is gatekeeping. Gatekeeping in communication is a conceptualized process where journalism practitioners choose what goes to the public and what does not (Shoemaker, 2001, p. 2). The development

of Chinese social media provides an outlet for citizen to voice their opinions. In the meantime, it poses an unprecedented challenge to Chinese mainstream media which used to be the absolute gatekeeper of public information.

Previous studies suggested three levels of influence that social media can have on gatekeeping role of mainstream media: 1) minor, 2) moderate and 3) radical.

1). In some countries, in spite of the emergence of social media, the government holds absolute power to control the public information flow through censoring or blocking online communication, especially social media communication (Wall, 2009, p. 42). This makes it impossible for social media to challenge the gatekeeping role of state controlled mainstream media.

For instance, Ali & Fahmy found that even in the case of Iran's "Twitter Revolution", the social media hardly changed the gatekeeper status of domestic mainstream media. The study discovered that people who actually went onto the streets to protest were hardly influenced by Twitter. Rather, they were the supporters of the opponent of Iran's president . Moreover, around 8,600 Twitter users who were involved in the revolution were from outside of the country which means social media still had little influence on people at home; in other words, mainstream media succeeded in keeping the public away from the agitating information and maintained its gatekeeping function in Iran's "Twitter Revolution"(2013, p. 61).

2). In other cases, social media and online communication may be moderately changing the gatekeeping role of mainstream media. Harrison (2010) found that BBC hub only adopts user generated content (UGC) on their website in the following

circumstances: 1) if the UGC provides watchdog content; 2) if the UGC provides clues to breaking news stories; 3) if the UGC creates new angles to a story; 4) if the UGC adds more material such as pictures, videos to the story which BBC cannot obtain immediately by itself. But the BBC still constantly rejects UGC because of reasons such as the UGC may be too "down-market" (Harrison, 2010, p. 246) or "too much telling" meaning the story is too complex to tell given the present resources the newsroom has (p. 249).

Drawing from the example of how the BBC hub deals with user generated content, it can be seen that social media and online communication is slightly affecting mainstream media's gatekeeping function, but not to a significant level.

3) However, in certain cases, social media may cause a temporary collapse of the gatekeeping role of mainstream media. By studying the case of Bill Clinton's sex scandal, Williams pointed out that media's role as gatekeeper collapsed in the new media environment where the public has unlimited sources of information about political figures (Williams, 2004, p. 1208). He noticed during the coverage of the scandal, the media tried to pause to think about what the news worthiness really was. However, "reporters struggled to move the story forward, they did so in an environment where that story was being updated every 20 minutes." As a result of being pushed by social media, the mainstream media had less time to contemplate their coverage of the scandal, made mistakes and failed as a gatekeeper to some extent (p. 1225).

These three levels of social media's influences on mainstream media's gatekeeping role outlined by previous researches provide benchmarks for this research to gauge how Weibo affects Chinese mainstream media as an information gatekeeper.

Literature Review

What is Weibo?

Dubbed the Chinese version of Twitter, the Chinese microblog Weibo has functions similar to Twitter, such as "tweet", "retweet", "forward", "reply", "mention", "forward", "hashtag" and so forth (Li, et al. 2012, p.1). Nonetheless, Weibo possesses some traits that Twitter doesn't. For instance, unlike Twitter where you can only post texts, Weibo users can upload multimedia materials such as photos, videos, links to articles, etc. Weibo also added a comments thread function with which users can check all the comments about a specific post with one single click (Li, et al. 2012, p.1).

Both Weibo and Twitter only allow users to enter 140 characters for each post. Nonetheless, the languages make a difference here. In English, one alphabet letter counts as a character and English words usually consist of several letters. In contrast, the longest Chinese words (Chinese Idioms) usually consist of four characters. So, within the 140 characters limit, Chinese Weibo posts can contain much more information than those posted on Twitter (You, 2013, p. 24).

According to the data from YaleGlobal last year, Chinese Weibo now has some 350 million registered users (Magistad, 2012). That's more than a quarter of the

country's population. The two biggest Weibo providers are Sina and Tencent (Sullivan, 2012, p. 776).

Why not Twitter?

Twitter was not completely blocked in mainland China until the summer in 2009 when riots happened in Urumqi, the capital of Xinjiang which is one of the five ethnic minority autonomous provinces in China. More than 200 people were killed. Against the global backdrop of Iran's Twitter revolution at that time, the Chinese government believed Twitter also contributed to what happened in Urumqi. In spite of the international criticism, the government decided to block Twitter out of its territory (Sullivan, 2012, p. 775).

Nonetheless, the microblog market seemed too attractive to be given up for the Sina company, which was a portal news website then. Its CEO Guowei Cao, a master's graduate from the University of Oklahoma (Bloomberg, 2013 April), utilized his long time well-maintained relationship with the government, and convinced the government he could keep the content "under control" and got the permission to launch Weibo (Sullivan, 2012, p. 775).

The Chinese government also was not entirely "discouraged" to adopt the new social media backed by the "Scientific mind-set" of Chinese political elites who believe technological development is essential to industrialize and modernize the country (Lei, 2011, p. 294-295).

Who is using Weibo?

Similar with Twitter, the most popular people on Weibo are celebrities. But Sina is far more than a place for the public to follow the stars. "Academics, journalists and prominent business people" also attract a great number of fans who have interests in particular areas where their idols are experts (Sullivan, 2012, p.776).

None-celebrities who also have a big follower base due to their constant posting of "well-structured" quality information are called "top grassroots". (Huang, et al., 2013, p. 18). Weibo top grassroots can often initiate and lead a discussion on certain topics. In other words, they are the "opinion leaders" on Weibo (Kats, 1957).

On average, Weibo users appear to be mostly "male, young, well-educated and from metro area". Males are 87 percent of Weibo users; 70 percent fall into age range between 20 to 29 and more than "one third have a university degree or higher" (Sullivan, 2012, p. 777).

Lei found Weibo users to be "worth examining". "They seem to be among the very few groups who are particularly critical in their views and constantly voice them" (Lei, 2011, p. 295). In the meantime, Lei also detected that the netizens on Weibo hold beliefs in democracy and tend to take "collective actions" (p. 309) to get their voices heard.

What do people talk about on Weibo?

When it comes to the topics, the most popular ones are about entertainment, be they jokes, movies, fashion or celebrity gossip. Other popular topics are sports, cars and economics (Li et al. 2012, p.5).

As an overall trend, Hu et al. (2011) found that Weibo users pay attention to trivia in their daily life and develop them into topics. Most comments "are centered around controversial issues" and the comments could be highly "emotion-charged" (Hu et al., 2011, p.75).

Li et al. also categorized the topics according to the pattern of how the discussions around these topics change along with time. They are divided into four categories: outbreak, mutation, fluctuation, life circle (Li et al, 2012, p. 6). Breaking news events will most likely trigger outcries on Weibo which usually involve several rounds of discussion. In the past, Weibo has seen many such cases. For instance, a Wenzhou train crash killed more than 40 people and triggered an outcry on Weibo (Wines & LaFraniere,2011). Other topics such as "Gaddafi died" may draw a short hot discussion and then will quickly fade into silence - "mutation"; stock market related topics are typical "fluctuation" topics and life circle topics are what you can almost always find on Weibo, such as living tips (Li et al. 2012, p.6).

Weibo Challenges Chinese Mainstream Media

"The installation of the Internet in China has transformed China's media from a closed and centralized system to a relatively open and decentralized one." (Lei, 2011, p.291).

Weibo has diluted the news audience of Chinese mainstream media. Li, in his dissertation, conducted a research into how Weibo has become a primary news source for Chinese university students on the mainland.

Five factors led to the shift from mainstream media to Weibo as news source for Li's research participants: immediacy, richness in details, accuracy, interaction and self-recognition (Li, 2011).

Weibo challenges and changes mainstream media news reporting. The challenges are manifested mainly in two aspects: developing news by exposing hidden issues and diversifying news coverage.

Discovering news stories

Since its birth, Weibo has brought lots of issues to the public's attention that used to be forbidden to be covered by China's mainstream media, especially issues related to environment, food safety (Magistad, 2012), corruption (You, 2013) and so forth. You believed the Chinese government's long time suppression of public speech and the increasing social problems made Chinese people "extraordinarily sensitive" to public issues. Now with the means of Weibo and its functions to upload pictures and videos, many issues can no longer be hidden and are showing up in the mainstream media's headlines (Li, et al. 2012, p.1).

For instance, the case of "watch brother" illustrated the news digging capability of Weibo. Last August, a picture of a Chinese government official named Yang Dacai went viral on Weibo. In the picture, Yang was standing with a smile on his face at a scene of a traffic accident which killed 36 people. Careful Weibo users soon noticed Yang's inappropriate smile and condemned him for showing no respect to the dead. What made it worse is that six pictures of Yang wearing different luxury watches later started circulating online. The most expensive watch claimed to cost more than

\$30,000. Yang's smile was continually being criticized, moreover, Weibo users began questioning Yang's source of wealth. The issue was eventually picked up by Chinese state media, Xinhua. As a response, Yang was expelled from the Communist Party and suspended from his job (You, 2013, pgs. 29-31).

Yang's example shows how Weibo acted as a watchdog and pushed an issue into the mainstream media's agenda. Weibo has helped to build up a "bottom-up surveillance" system upon the government officials and other social issues. It was able to not only affect mainstream media's "agenda", but to also force the government to respond (You, 2013, p.5-6).

Weibo is like an "information terminal" to which individuals send clues which together form the whole picture of a problem that later will emerge on Weibo. To some extent, Weibo extended mainstream media's story collection network (p. 38).

However, unlike traditional media which routinely provide news on daily basis, news publishing on Weibo is "random" (You, 2013, p. 40).

Diversifying news coverage

Sullivan argued that the opinions expressed on Weibo are "Capricious" (2012, p. 779). Even on the same issue, Weibo users may have views very different from mainstream media. Weibo provides a platform for individuals not only to express their opinions, but also to encounter other views. As a result, the public is no longer the mere "compliant receivers" of official input (Lei, 2011, p.311). Weibo may introduce more diversity into the discussion of a news issue and lead attention to different aspects of the issue (p. 297).

For instance, in the case of the Wenzhou train crash, while state media at first unanimously attributed the crash to weather conditions, Weibo netizens questioned why the local government buried the crashed car of the train so quickly, what were they trying to hide, why the weather condition could have caused such severe damage, etc. They also cited the corruption inside of the China Railway ministry and wondered if the officials did their jobs when the accident happened. Again, the flood of comments, questions and concerns on Weibo forced the central government to conduct a deep investigation and eventually found a major flaw in the design of the information control system of the express train. The accident also led to the reassignment of three high level officials of the Railway Ministry (Wines & LaFraniere, 2011).

When state media is constrained by the government in the breadth and depth of their coverage, Weibo with millions of users expressing different views and asking series of questions, competes with the mainstream in providing the public stories more comprehensive and closer to the truth (Wines & LaFraniere, 2011).

However, unlike mainstream media, Weibo has no rules regarding sourcing (You, 2013, p. 25). Hence, it could be used to spread rumors and cause reputation damages (Cheng, 2011) . University students who use Weibo as the first news source also expressed concerns about its "low credibility" (Li, 2011, p.15).

Chinese Government Censors Weibo

China's Central Propaganda Department (CPD) makes sure domestic media are under control by holding media companies responsible for the content they publish

online(Xiao, 2011, p.50). Sina, China's biggest Weibo provider, has a censorship department that hired a thousand people to monitor what their users say on Weibo (Fu et al., 2013). Words such as "dictatorship, truth, riot police" are automatically filtered (Xiao, 2011, p. 50).

Recently, Weibo users were also required to register with "real identities". "There has been widespread concern that the true identity disclosure policy would have created a chilling effect." (Fu et al., 2013).

Nonetheless, Lei argued that the Internet has a "dispersed and unruly" nature (2011, p.299). Besides, information is always disseminated in an "explosive manner." (Xiao, 2011, p.52). Hence, it's hard to get online information circulation under control even for CPD.

It was found that 13 percent of social media content would be filtered, however, "curiously, many negative comments are allowed to stay". It may indicate that the Chinese government wants certain problems in the society to be exposed and is therefore loosening up its control of online information (Magistad, 2012).

Meanwhile, Weibo providers are deeply aware of their users' antipathy to online censorship. Most of the time, the providers comply with the state censorship laws, but try to push the government boundaries sometimes to keep their users from getting irritated (Magistad, 2012).

Drawing from the above, it is admitted censorship still prevails on Weibo. But as a user-oriented social media and crucial tool for democratization, the Chinese government does not want to completely stifle Weibo.

Weibo and Chinese Business and Economics Reporting

Before China Joined the World Trade Organization (WTO), the domestic business and economics reporting only centered on the promotion of government's relevant policies and the business news was always blended with general news. Since 2002, foreign capital and personal capital started to flood into China's economy. Foreign investors as well as Chinese individual investors began to inquire about Chinese economic policies and every other aspect of the economy. This bolstered the demand for more business and economics news (Zhang, 2002, p.18).

Chinese state media and other metro media started to separate business and economics news as an independent section from general news (Pan, 2010, p.10). However even after WTO, Chinese business and economics coverage had been mostly a "government monologue". The content was still limited to government policies or news about a very narrow range of industries such as banking, manufacturing, etc. (Deng, 2009, p. 27-28).

Two things later brought big changes to Chinese business and economics reporting. First, the 2008 global financial crisis affected many industries in China ranging from traditional manufacturing companies to advertisement companies, and even dining service industries. All of a sudden, everybody started to care about the economy. The audience's appetite for business and economic news has increased to a large degree (Pan, 2010, p.10). Since then, lots of topics that used to be not considered as business and economics news have entered the front page or homepage of the business and economics media including topics like health care, education, technology,

etc.. Second, the emergence of social media, particularly Weibo, opened up the discourse about business and economics to the public. Business and economics coverage is no longer a "government monologue", but has become a public conversation (Deng, 2009, p.28).

Li et al. found that many economists on Weibo have more than one hundred thousand followers indicating the public's passion to engage in the discussion about business and economics topics. Even TV stars have hashtags such real estate (Li et al., 2012, p.7). The government scrutinizes online economic news less tightly compared to political news (Lei, 2011, p. 297).

Drawing from the above, the globalization of the economy and new media such as Weibo are introducing substantial changes to Chinese business and economics reporting.

Diaoyu Islands Dispute

In the East China Sea, there's a group of eight tiny islands. The area of these islands in total is only 6.3 square kilometers. None of them are currently inhabited because of the lack of fresh water. They are called Diaoyu Islands in Chinese and Senkaku in Japanese (Pan, 2007, p. 71).

Neither China nor Japan paid attention to these almost barren islands until the United Nations Economics Commission suggested that a rich deposit of oil and gas was near these islands in 1968. Since then, China and Japan have had constant conflicts over the Diaoyu Islands (Koo, 2009, p. 208).

In the past, there were two major clashes between the two countries over Diaoyu. In 1978, the Japanese built a lighthouse on Diaoyu. As a response, more than one hundred fishing boats carrying the Chinese national flag entered the water area near the islands. This was considered to be the first "focal point" of the Diaoyu dispute. In spite of the clash, the two countries were seeking partnership in the "anti-hegemony" Peace and Friendship Treaty against the Soviet Union by that time. So, the first clash was soon disregarded by the leaders from both countries (p. 217-18).

However, Diaoyu dispute was intensified sharply in 1996 after the death of David Chan. Chan was a "pro-China activist from Hong Kong". He jumped into the water and drowned when Japanese patrol boats prevented him from landing on the Diaoyu Islands. It triggered protests in Hong Kong, Taiwan, Mainland China and even in the Chinese community in North America (P. 223).

Nonetheless, China and Japan tried to "de-escalate" the clash again. Both countries were not willing to take military actions given their growing economic ties. Koo described the relationship between China and Japan over the disputed islands as "cold politics and hot economics" (2009).

Since 1972, the volume of China-Japan trade has increased from \$1 billion (Koo, 2009, p. 229) to \$300 billion (Bloomberg, 2013 Jan).

Recent flare-up

The most recent flare-up happened in August, 2012 when the Japanese government decided to purchase Diaoyu Islands from the so-called private owners of the Islands, Kunioki Kurihara, for \$23 million (Bloomberg, 2013 Jan). This move

ignited the rage of the Chinese people and an unprecedented boycott of Japanese goods in China. Many Japanese-related businesses like Sushi restaurants got attacked (Bradsher et.al, 2012). "Japan's industrial output fell 1.7 percent," which is "the lowest level since the 2011 earthquake". Both Toyota and Nissan registered their biggest export declines in a decade. Japan's airline industry experienced 46,000 seats cancellations in the three months after the boycott started (Bloomberg, 2013 Jan).

The Diaoyu Islands dispute was soon converted from a political issue to an economic one. The boycott later went violent. Chinese started hurting their own people. Many who own Japanese cars got attacked (Mei, 2012). At first, the Chinese government didn't intervene in the public protests of Japan but later had to step in to ensure the safety of its citizens (Mei, 2012).

Media coverage

Han (2011) conducted framing comparison of the Diaoyu Islands dispute between Mainstream media and social media in China. She found that compared to Chinese mainstream media, the discourse on social media over the Diaoyu Islands dispute was more negative (p. 40). Discussion on social media about the issue mentioned more "wrongdoings" of Japanese. Social media also focused on the historical feud between the two countries more than the coverage in mainstream media (P. 47). Moreover, more solutions to the dispute were suggested on social media than mainstream media (p. 46).

Han's research has many similarities with the research proposed in this paper and provides good guidance. Unlike Han's research, which examined the overall coverage

of Diaoyu Island dispute, this research will focus more on the economic aspects of the issue. Regardless of the nationalism and political strategy, this research will particularly probe into how Chinese mainstream media and Weibo interpret the economic impact of Diaoyu dispute.

Methodology

This research will use textual analysis to analyze and code the opinions in the Chinese mainstream media coverage of the boycott of Japanese goods and the opinions in Weibo discussion about this issue.

Data Collection

For mainstream media coverage of the Chinese boycott of Japanese goods over the Diaoyu Islands dispute, the research will use keyword searching to collect 10 articles from each of the three major Chinese online business and economics publications: Xinhua China Business, Phoenix Finance.com and First finance.com.

For Weibo, this research will also use keyword searching to sort out Weibo posts about the issue. Given the massive quantity of the posts, it will collect the top hundred posts as raw data. One post is usually accompanied by lots of comments. In order to control the size of the sample, this research will only recruit the original posts into the sample rather than posts with their comments.

Textual Analysis

Textual analysis will be used to conceptualize the opinions. Once a concept is generated, it will be immediately taken into consideration for coding through constant comparison analysis.

Textual analysis aims to "read" the qualitative textual data. The word "read" here indicates the involvement of the researcher and the interpretive nature of textual analysis (Fursich, 2009, p.240).

By "decoding" and "encoding" (Fursich, 2009, p.238) the text and analyzing it within a given "context" (McKee, 2001, p. 145), a researcher using textual analysis tries to understand the "latent meaning" of the text (Fursich, p. 241), as well as the "narrative structure, symbolic arrangements or ideological potential" of the text content (p. 238).

There could be different kinds of textual analysis with different focuses, such as "thematic analysis, critical discourse analysis" or "rhetoric analysis" and so forth (p. 241).

However, the shortcoming or limitation of the textual analysis is that there could never be one single "accurate" presentation of the reality (McKee, 2001, p.143). When a researcher makes sense of the text, he or she may yield more than one interpretation. The "subjectivity of the researcher" leads to the "epistemological questioning" of textual analysis as a method. To increase the validity of the results of textual analysis, researchers usually combines textual analysis with other qualitative methods, such as interviews (Fursich, 2009, p. 241-242).

In this research, textual analysis will be used to read the theme, tones, language characteristics of the opinions reported in mainstream media and discussed on Weibo about Chinese boycott of Japanese goods over Diaoyu. Given the distinct nature of

two media in this research, one focus of the textual analysis is how different characteristics of the media platforms are reflected in the text.

Constant Comparison Analysis

Constant Comparison Analysis was first proposed by Barney Glaser in 1965. This method allows researchers to study quantifiable qualitative data in a way in which they can start in an initial direction without a fixed hypotheses, but later develop the theory through the "constant comparison" of the collected data (Glaser, 1965, p. 437).

Unlike content analysis, researchers do not need to stick to the "provisional testing" to find what "constitutes proof for a given proposition" (p. 437). Instead, researchers can derive theories by integrating the emerged concepts and categories during coding and then come up with theories closer to the data (p. 440).

Constant Comparison Analysis includes "data collection, coding and analyzing through memoing, theoretical sampling and sorting to writing." (Glaser, 1998, p. 12).

This method can be applied to a wide range of qualitative data including observations, interviews, texts, etc. (Glaser, 1965, p. 438).

In the process of coding, researchers first need to conceptualize the data (Corbin & Strauss, 1990, p. 425). As mentioned above, in this research, conceptualization of the data will be done by textual analysis. Concepts are the basic units for analyzing and coding in constant comparative method.

In the later phase of study, researchers may transit from "open coding" to "selective coding" when some categories become more dense than others (Corbin &

Strauss, 1990, p. 13). Researchers may focus more on the core categories until it becomes "theoretically saturated" (Glaser, 1965, p. 441).

When the researcher finishes coding, he or she can start collecting the memos and conclude the coding results by analyzing the emerged concepts or categories.

For this research, constant comparison will accompany textual analysis. The ultimate goal for this research is to compare mainstream media's business and economics coverage with Weibo discussion. So, instead of mixing the data from mainstream media and Weibo together, the opinions from two media platforms will be considered as two sets of data and coded separately.

The conclusion will be formed by comparing the similarities and the differences between concepts or categories of the data from mainstream media and Weibo. The findings will then be followed by further discussion about what the differences or similarities between the mainstream media coverage and Weibo discussion means and what caused these differences.

Although the results of this research may have limited generality and applicability since only one topic will be analyzed, given the weight and symbolic value of this topic, the research will provide an incomplete and yet representative picture of how Chinese mainstream media differ from Weibo when it comes to covering an economic and business topic.

The Translation and Coding of Weibo Posts

1.

After the rise of China: 【With America】 We are the biggest holder of American government debt. Ironically, the person who owes the debt is the grandfather, but we are the grandchildren. 【With Russia】 Under the leadership of Putin, Russia became strong again. When Russia seized two of our fishing vessels, all we did was to keep silent. 【With Japan】The government agitated the public to start the boycott of the Japanese goods, aiming to exert pressure on Japan, only to find that Chinese people were hurting each other. 【With North Korea】 North Korea is China's rebellious little bother. But China as the older brother are not filing any complaints on North Korea's wrong deeds. Instead, it continued to support it even with reluctance. 【With Philippine】 China is leaning toward to give up the islands in the South sea to reconcile the territory dispute with Philippine for the sake of mutual development.

Memo: the use of picture, national flag, symbol, patriotism, dissatisfaction about China's softness in its diplomatic approaches, the discussion of China's international relationship with multiple countries besides Japan, the knowledge of current foreign affairs, the use of metaphor.

2.

To buy our home-made products can bolster domestic businesses; the boycott of the Japanese goods can hit the economy of the Japanese bastards who have always believed in militarism. The boycott is the most effective weapon for our people to fight with the Japanese. We should all make the boycott of the Japanese goods a daily habit. My friends, please post Weibo as much as you can to call for people to boycott the Japanese goods.

Memo: The use of picture, symbol for its profile picture (note: the words in the profile sign are Japanese goods); patriotism, advocate for the boycott of the Japanese goods, the most effective weapon. the use of profanity: bastards, Japan- militarism

3.

If you want to buy a piano, it's better to choose the Japanese brand - Yamaha. Those made by the Chinese companies or companies with Chinese-foreign joint venture can't compete with Yamaha. Despite the fact that we are called for to boycott the Japanese goods, Japanese goods have the quality that others can not compete with. We have to admit that. The boycott should only be brought to the agenda when the quality of the domestic goods are substantially improved. For the consumers, if we are gonna spend the same amount of money, why shouldn't we choose to buy goods with better quality. ----- Reflection from Sis Le's blog "Coco's dream".

Memo: the resistance for the boycott of the Japanese goods, the good quality of the Japanese goods and the bad quality of the Chinese goods, comparison between China and Japan

4.

Don't forget our national shame!!! Do not buy "Japanese cars, electric appliances, clothes, foods and any Japanese related goods"; Do not go to Japanese restaurants, stores ... Start with ourselves Please share!!! Why can't we Chinese have the same kind of dignity like Korean, to unite together to boycott the Japanese goods? This is why Japan dares to be against China. I here strongly call for our compatriots to unite together to boycott the Japanese goods!!! Especially those government officials

Memo: National Shame, advocacy, learn from Korean, dignity, distrust in the government officials

5.

It's inevitable my skin will become darker given where I'm going in the next half year. I shouldn't have spent money on these skincare products (Sorry I didn't boycott the Japanese goods, these products sold in Europe are also made in Japan) P.S. Isn't there anyone who prefers dark skin color?

Note: the attached picture shows the Japanese brand cosmetics the owner of this post bought.

Memo: Guilt in one's inability to resist Japanese goods; indirectly revealed the person's preference for Japanese skincare products.

6.

【 The boycott of the Japanese goods starts to influence China 】 The extreme nationalists enjoy vandalism, to demonstrate their "loyalty" through damaging others' properties. This kind of patriotic action is cheap. These people are lack of the ability to think comprehensively, and therefore they fail to see it is their own country that is really paying the price for their irrational behavior.

Memo: Criticism for the irrational behavior for the boycott of the Japanese goods, vandalism, nationalism,

7.

Huawei cellphone owners: all the foreign products are trash, we should support our own. Huawei -- better than the top 500 companies! ZTE cellphone owners: watch out, you Huawei advocates! Sony cellphone owners: passing by. Counterfeit cell phone owners: Sony, fuck off, we boycott the Japanese goods!

Memo: the promotion of domestic products, the use of profanity

8.

This is how I think of the boycott of the Japanese goods: with good domestic alternatives, we should not buy Japanese goods in order to support home-made brands. However, under the condition that the absence of Japanese goods brings significant inconvenience or dissatisfaction to my life or others' life, we should not stick to the boycott.

Memo: the moderate attitude for the boycott of Japanese goods,

9.

Don't always talk about the boycott of the Japanese goods. Maybe it's time for the Chinese companies to re-evaluate the quality of their products! Also, for the same Chinese goods, why is it more expensive to buy in China than overseas? As to those government officials, can you be less corrupted and actually do something good for the people?

Memo: The complaint about the quality of domestic goods and the high price of domestic goods. Corruption, government officials

10.

Consumeractivism is not a brand new concept which refers to the use the collective purchase power to express political opinions, to improve the society. It has a long tradition. During America's civil war, some anti-slavery activists had organized "freedom product store" only to sell the products made by people liberated from slavery. In 1930s, the US also organized the boycott of Japanese goods to protest Japan's invasion to China.

Memo: Consumeractivism, referencing the history of the boycott of the Japanese goods in other countries.

11.

Boycott the Japanese goods// @ Ni Jianfei: this is my least favourite car, it's completely trash.

Note: the attached links to a news story of a car accident where the woman sitting in the back seat died because she didn't wear the safety belt. But the owner of the post attributed to the cause of the accident to the car which the owner believed was a Japanese car.

Memo: Use Japanese goods as the scapegoat of a tragedy

12.

It's all a bunch of hypocrites. Talking about the boycott of the Japanese goods all the time, but you are still using Japanese cell phones, computers. Just look at all the electronics you have at home, which one doesn't have a Japanese component?

Memo: the hypocrisy of the boycott and the Japanese goods, the inevitability of the use of Japanese goods by the Chinese

13.

It is everyone's responsibility to support the domestic goods. Otherwise, the boycott of the Japanese goods can only last for a while.

Memo: Advocate for the consistency in the boycott of the Japanese goods.

14.

Qingchen ham: = = For this reason.... Hard to believe! ////Li Tai93: I just want to say "it is everyone's responsibility to boycott the Japanese goods @// Zhaohan Yingzi: Did Fengping, who was singing with her heart, touch you all?

Memo: the prevalence of the idea of the boycott of the Japanese goods that people start to relate things like someone's name to the boycott.

15.

The editor of the Huanqiu Daily who offers tips to tons of idiots who boycott the Japanese goods actually drives a Japanese car.

Memo: the hypocrisy of the boycott of the Japanese goods.

16.

We really should boycott of the Japanese goods// @Yingguochepifu: @Chinatown Lolita: This is so scary// @Chinatown: What happened? // @Toyota China is not in charge of this, is it?// @Candy 9660: Is this real? ///@Auto Marketing Analysis: I can't even look at this..

Note: the above Weibo posts are comments made on the attached pictures where a car buyer got beaten by the salesmen in a Toyota store in China over a purchase dispute. It's likely the people who did this were Chinese, but this incident again triggered the emotion in the Boycott of the Japanese goods.

Memo: Japan as the scapegoat. People relate whatever they can to the boycott of the Japanese goods.

17.

Just like several decades ago when Japanese goods dominated the Chinese market because of its adoption of advanced technology, the Japanese goods are once again occupying the food market. People are boycotting the Japanese goods because they love their country. But look at the poisonous foods all over the place, why should we choose you (Chinese goods)?

Memo: the complaints about the bad quality of the Chinese goods, especially concerning food safety.

18.

Now it's really not a matter of boycotting the Japanese goods. The boycott has been used as an excuse for vandalism. // @Finishing Boat2012: Some people are hurting others in the name of the boycott of the Japanese goods. // @....// The

large-scale vandalism happened in China during the boycott of the Japanese goods testified that the Cultural Revolution never left!

Memo: Vandalism, Cultural Revolution, Irrational Patriotism

19.

The latest popular patriotic couple T-shirts: different logos: Diaoyu Island Belongs To China, GET OUT, National Flag, China Map, Defend Diaoyu, Boycott the Japanese Goods; Size: Female S, M, L; Male M, L, XL, 59.00 yuan/per shirt.

Memo: Patriotism business opportunity

20.

The government is gang, the people are idiots. Boycott the Japanese goods, is that all they can do?

Memo: Criticism of the government, the stupidity of the people, the use of profanity.

21.

I haven't had Sushi after Diaoyu Island Dispute. I'm finally willing to eat it today....lol

Memo: Sushi, Self-surveillance in the boycott of the Japanese goods, Softening in the boycott

22.

I remember an article I read where a German soldier who was sent to the Japanese troops witnessed what Japanese soldiers did in China, said to his assistant, " I thought we were brutal, but I guess I was wrong." @JUANYOYO, In addition, the boycott of the Japanese goods can not solve the problem at its root. The most important thing is for our country to be stronger.

Memo: the retrospection of the brutality of the Japanese troops during WWII. Suggesting solutions, Self improvement

23.

It's a good sign the the sales of the Japanese cars are plummeting in China. We should unite together and continue to boycott the Japanese goods. //@Auto Industry Observation: The top three auto sales: Volkswagen Lavidia, Buik Excelle, Volkswagen Sagitar

Memo: Auto sales drop, unite together

24.

We should stick to the large-scale boycott of the Japanese goods from machines, auto to daily necessities. We have to defeat Japan economically so that it has no

power to go against China. Our people are making the effort, but it's yet to be seen if the government can make the right decision.

Memo: Advocate for the boycott of the Japanese goods, Patriotism, confidence in China's economic capacity, mistrust in government's policy

25.

Calculus, Algebra, Probability, Statistics, Economics, Micro Economics, Finance, Finance Engineering.... Japanese major: those who boycott the Japanese goods, but are interested in Japanese cartoons, it's better not to apply for this major. If you don't like a country, you can't keep learning its language.

Memo: the prevalence of the boycott of Japanese goods (not just economic goods, but cultural ones).

26.

For those who were shouting the slogan of boycotting the Japanese goods on one hand, but were showing off their Japanese rice cookers that's almost 10,000 yuan on the other hand, why the hell are you doing this?

Memo: the hypocrisy of the boycott of the Japanese goods.

27.

Ahhhhh, it's not that I don't want to participate in the boycott of the Japanese goods. It's just those necessities I want to buy can be only found in Japan where people are really specific about the quality of their life.

Memo: Acknowledgment of the good quality of Japanese goods and life. Inability of boycotting the Japanese goods

28.

I'm so struggled over what to eat for lunch today? I can't eat Sushi because of the boycott of the Japanese goods, junk food is lack of nutrition, I'm not sure if chicken still has bird flu either....

Memo: Sushi, insecurity about the food safety in China.

29.

Your sister!!! Why! We can boycott the Japanese goods, so can we boycott Johnson's Baby.

Note: 1. "Your sister" in Chinese is a swear word

2. The attachment links to an article which disclosed that among Johnson's Baby's 51 recalls of its problematic products in the globe, it made exceptions for China for 48 times. In other words, there are 48 times Johnson's Baby recalled its products in countries all over the world except China.

Memo: the prevalence of the concept of boycott. the expansion of boycott as a tool to express dissatisfaction

30.

Chinese people are lack of unity. We have to unite together to boycott the Japanese goods to support our agriculture. The Japanese only sell the best products to their own people and export the inferior, China is the other way, how sad!

Note: the attachment links to the news of Japan's plan to sell its agriculture product to China through TV and online sales.

31.

Damn Skyworth, how is it ever possible for the Chinese to believe in the quality of domestic goods. It's imperative for domestic goods to improve their brand images. To do that, the most important thing is to improve the quality. Forget about the boycott of the Japanese goods. How could we possibly boycott the Japanese goods when the domestic goods are lack of core competitiveness.

Memo: Complaints of the quality of domestic goods, poor quality of domestic goods is the biggest obstacle for the boycott of the Japanese goods.

32.

The buyers of the Japanese cars should be the group of people we need to win over. As to those who sell the Japanese cars, they are pretty much identified as traitors by me. The conflict between China and Japan can escalate any time. Buying or selling the Japanese cars both bear great risks. Please think twice. //@Hongtian Jingning: Driving the Japanese cars is a kind of crime! You will be so ashamed of driving a Japanese car that you can't even keep your head up! Our deceased soldiers will make sure whoever drives a Japanese car to meet them in heaven sooner.

Memo: Criminalize the behavior of buying or selling Japanese cars. Put curses on such Japanese car owners.

33.

If we were to completely boycott the Japanese goods, the China Central TV will have to stop its operation. Why? They wouldn't have any camera to use. Maybe the boycott of Korean goods has a smaller influence. If we were to boycott American goods, we might just have to quit watching movies, and throw away all our computers. Otherwise China will have to invent its own computer operating system. In the end, it all comes down to our weak government.

Memo: bring in other countries, the impossibility of the boycott of the Japanese goods, dissatisfaction of the Chinese government, Sarcasm.

34.

The gang rape game among Japanese soldiers in World War II !!! Share if you are a Chinese, let more people see the devil Japanese. Defeat Japanese, boycott

the Japanese goods !!!! Boycott the Japanese goods !!!! Boycott the Japanese goods !!!!!

Memo: the retrospection of the Japanese wrong deeds during WWII. Advocate the boycott. Strong emotions

35.

A beautiful city was ruined by the extremely bloody festival - dog meat festival. We should boycott this festival just as how we boycott the Japanese goods.

Note: the attachment links to a post calling for the cancellation of dog meat festival in a Yulin, Guangxi, a Chinese city in the south.

Memo: the applicability of the boycott to other area. The raised awareness of using boycott as a political tool.

36.

I was really stupid that I was so adamant to boycott the Japanese, Korean and American goods. I never allow myself to buy foreign products ranging from electric appliances, digital products as well as cars. Even my watch is home made. I changed my car twice, but they are all Chinese brands. How many people in the street today are driving cars of Chinese brands? I'm in no doubt a patriot being able to do all of this. But how is the country treating me back?

Memo: being doubtful about one's patriotism. Dissatisfaction about the government

37.

Doesn't the bus fire in Xiamen warn the relevant officials? So many lives vanished in one moment leaving their families weeping. This reminds me of the day when the boycott of Japanese goods broke out in China. I witnessed so much and I saw this through. The people are always the ultimate victims. Although the two cases are similar, we can replace broken stuff with new ones, but once someone's life is gone, it's gone forever.

Note: On June 8, 2013, a bus in Xiamen, China was set on fire by a Chinese man who is believed to have committed a suicide fire attack because of his long time suffering from poverty. 47 people died from this accident.

Memo: I don't completely understand why the owner of this post related the Xiamen bus fire with the boycott of the Japanese goods. A possible reason could be in both cases, people committed arsons. In the boycott of the Japanese goods, lots of Japanese cars owned by Chinese were set on fire. In the case of Xiamen bus fire, people dies from suicide arson. I think this post owner was trying to brought attention to the violence among Chinese people and they are hurting each other.

38.

For those opponents of the boycott of the Japanese goods, here are things you should know, 1. The Japanese are afraid of the Chinese boycott of their goods. 2.

The Japanese goods should be boycotted completely !!! 3. There might be lots of Japanese spies in China, we should clear them up some time !!!

Memo: Assumption that Japanese are afraid of the Chinese boycott, in other words, confidence in the effectiveness in the boycott, advocate the boycott, reasons for the advocacy however are superficial.

39.

We should even be careful about the brand of the juice you are about to buy, do not buy Master Kong juice, as well as its instant noodles. Let's give our own brands more support, even if some of them are poisonous ... we should always bear in mind the boycott of the Japanese goods. We should focus on the bigger picture.

Note: Master Kong is a Taiwan brand known for its food products like instant noodles, juice, bottled tea and so forth. After the break-out of the boycott of the Japanese goods, Master Kong was exposed as a Japanese controlled company. Despite it was founded in Taiwan, the majority of Master Kong's stocks are owned by three Japanese board members.

Memo: scrutiny of the Japanese component in domestic goods. Watchdog, Advocate for the boycott, willingness to sacrifice personal interest for the national interest.

40.

Don't bluff about the boycott of the Japanese goods. If you are really committed to it, you should at first delete all the Sola Aoi porns in your laptop. And don't ever ask for seeds to download those.

Note: Sola Aoi is a Japanese adult video actress. One of the most well known Japanese figures in China, especially among men.

Memo: the hypocrisy of the boycott of the Japanese goods. Expansion of the boycott to other area.

41.

I found several benefits from the boycott of the Japanese goods: the Japanese cars are becoming cheaper, so are the Japanese electric appliances and electronics. On top of those, Sola Aoi became more and more Chinese style.

Note: Sola Aoi has made several appearances in China as a media personality. She had worn Chinese traditional dress Qipao during her visits to China.

Memo: In favor of the boycott of the Japanese goods. Mentioning of Sola Aoi

42.

I do like this ring, but I'm also a strong supporter for the boycott of the Japanese goods.

Note: the attached picture shows a wedding ring designed by a Japanese company Torafu Architects. The wedding ring is made of gold but is covered by

silver. As time passes by, the silver will gradually fade unveiling the gold underneath. The design aims to deliver the idea that true love can stand the test of time.

43.

Our purchase of the Japanese goods will bring wealth to Japan. And guess what they are gonna do with the gained wealth? To beat us up. We really don't need this to happen, do we? So, we have to boycott the Japanese goods.

Memo: Advocate the boycott, use certain logic to convince others

44.

Can anyone tell me in Chia where to find safe food to eat? Safe products to use? Why don't you spare some energy from boycotting the Japanese goods to improve the quality of the Chinese goods.

45.

Little sparrow from Daming Lake: you are smart, Japan is a respectable country. Only idiots want to boycott the Japanese goods

46. // @Poppy Shanjin: Maybe I'm stupid, but I do look up to Japan. Seriously, even if people say Japan used to be part of China. They copied our written language and have the same ancient building style with ours. There's nothing Japan should be proud of. Although these are true, doesn't Japan today have much more that we should learn from?

Memo: Thinks the boycott of the Japanese goods is stupid.

Admiration of the modern Japan. Admission that Japan inherited its culture from China.

47.

Perceptions can be different, opinions can be right or wrong, thoughts can be new or obsolete. There's no absolute true or false statement. However, it's important that a conclusion is reached through independent thinking. If you are simply following what other are saying, it's worthless. The blindness of the boycott of the Japanese goods is an example here.

Memo: point out the irrationality behind the boycott of the Japanese goods indicating that lots of participants did not independently think about their behavior. Instead, they are simply following what others are doing.

48.

News from Jun 8th, 1938: UK cooperation conference made the decision to accelerate the boycott of the Japanese goods. The China relief commission had sent out lots of medicine.

Memo: Referring to the boycott of the Japanese goods in other countries in the history, kind of in an effort to justify the boycott of Japanese goods in China.

49.

There are too many things to boycott, did you also post this for the boycott of the Japanese goods // @Zhao Wei: It's intolerable! Why do this! Shouldn't do this! Amen!

Note: this post is a comment made on a celebrity post to call for the boycott of the dog meat festival in Yulin, Guangxi.

Memo: the expansion of the boycott into other things, boycott has become a tool for people to express their opinions or intervene in certain public affairs. The boycott of the Japanese goods seem to have embedded the concept of boycott into people's mind. It also raised people's political awareness to get their voices heard.

50.

Motherfucker Japan! Rebuild Ryukyu Kingdom!! Those Chinese who travel to Japan, I fuck your mothers!!! Diaoyu Island belongs to China! Boycott the Japanese goods!!! If you die one day, you'll know you were shot by the bullet you bought with your own money. The Japanese won't even care to bury you.

Memo: the use of profanity, radical patriotism, outrage toward Diaoyu Island Dispute. Absolutely support the boycott of the Japanese goods. Compare the purchase of Japanese goods to suicide.

51.

It turns out that lots of Korean actually do buy Japanese goods. Contrary to the rumor that Korean are strongly resistant of buying the Japanese goods, Korea actually has a \$30 billion trade deficit with Japan.

Memo: referring to the boycott of the Japanese goods in other goods. By correcting the perception the Korean are resistant of buying the Japanese goods, this post owner revealed his or her moderate attitude in the boycott of the Japanese goods in China.

52.

Retired Japanese soldier's oral history of gang rape game <http://t.cn/zHOrgeh> . We should always remember the history to boycott the Japanese goods.

Memo: Citing the Japanese wrong deeds during WWII. Advocate the boycott of the Japanese goods. This post also reveals how some Chinese can never get over with the historical feud between the Chinese and the Japanese.

53.

All the people shouting the slogan of the boycott of the Japanese goods should really read this // @Hello Tuna: //@ Weibo Little Wikipedia : 【 What Japan teaches us as a country 】 Sweat... Nothing more to say about this. Just pay attention to the gap.

Memo: this post cited the article 【 What Japan teaches us as a country 】 , and acknowledged the distance between China and Japan.

54.

Please boycott the Japanese goods, Diaoyu Island belongs to China.

Memo: pure advocacy for the boycott. The post owner puts no doubt in the fact that Diaoyu Island belongs to China.

55.

We should not only boycott the Japanese goods, but also iPhone 5. Support our home-made brands.

Memo; the expansion the boycott. Indirectly indicated that Chinese fetish for foreign goods, especially when it comes to electric or electronic products such as iPhone.

56.

I can stop myself// @China Telecommunication: Human Beings can't stop it//@Yec: we should boycott the Japanese goods//@ Almost Baba: The earphones are also made by SONY.

Note: this post detected that the earphones used by the actresses in a Chinese movie are made by SONY.

Memo: watchdog, sensitivity to the appearance of Japanese products in public sphere.

57.

I finally finished reading *On China* by Henry Kissinger. Honestly, reading a book as such is not remotely as relaxing as reading a novel. But having read it, I started to understand the diplomatic relationship between China, America and Russia since the establishment of People's Republic of China in 1949. Just like the boycott of the Japanese goods back then, we are doing this today also to evoke the Japanese government to think further. But the action costed our Chinese a lot.

Memo: I am not sure how the owner of the post linked Henry Kissinger's *On China* to the boycott of the Japanese goods. I suspect there was a boycott mentioned in the book. Nonetheless, this post raise the question about the costs of the boycott. But it did not specify what the costs really are.

58.

Lol, come on patriot gangs! Come here to boycott the Japanese goods!!!@ Chengdu Food Ranks: Ito-Yokado will dominate the Chengdu market in the near future.

Note: this post links to the news that Ito-Yokado announced its plan to open at least 5 stores in Chengdu.

Memo: this post first of all indicates the sensitivity of the boycott of the Japanese goods in China. But it also expressed the irony in the boycott: Japanese are still expanding their business amid China's boycott

59.

I need to boycott the Japanese goods, and therefore I'm gonna make this go away as soon as possible (by smoking them all).

Memo: this post is fooling around with the idea of the boycott of the Japanese goods. It has a humor element in it, but also revealed the impossibility of eliminate the Japanese goods from the life of Chinese people.

60.

Never blame others for your own mistakes // @//@: Although I'm not sure about the factuality of what Po said, and I don't fully agree with Po's opinions. But the quality of the Japanese goods is indeed good. Recently, two professors of mine were saying not to use the Japanese goods because that way it's really hard for domestic business to compete. But as far as I'm concerned, shouldn't our home businesses look for their own problems? The boycott is so stupid.

Memo: The acknowledgment of the good quality of the Japanese goods. Thinks the boycott won't last long as long as the domestic business don't improve the quality of their goods. The stupidity of the boycott.

61.

There are people who always talk about "the boycott of the Japanese goods", but still buy them from time to time. I guess I'm one of those people.

Memo: the use of emoticon. The "crying face" emoticon followed the post indicate the self censorship among Chinese when it comes to the purchases of the Japanese goods. But this post also implies the difficulty of resisting the Japanese goods.

62.

The most effective way to raise the public awareness of the boycott of the Japanese goods is to change the name of "Play Mahjong" into "Beat the Japanese".

Note: Mahjong is one of the most popular recreational activities among the Chinese. In Chinese, the verb "play" and "beat" can sometimes be the same.

Memo: suggesting solutions to the boycott, element of humor.

63.

It's so lucky that I have been boycotting the Japanese goods. Those who are using the Japanese products, please wake up. Otherwise, it's just a matter of time that your face will rot.

Note: the attachment links to the news of the detection of poisonous chemicals in Japanese cosmetics product Shiseido.

Memo: the negative news about the Japanese products is amplified and quickly put into the context of the boycott of the Japanese goods. This post also implies people's sensitivity toward the boycott.

64.

Never give up the boycott of the Japanese goods.

Memo: the emoticon used after the post implies how determined the post owner is in the boycott of the Japanese goods.

65.

The Japanese medicine, to use, or not to use? Should we leave this choice of weather or not boycott the Japanese medicine to the patient and the patient's family?! In addition to the right to know, it also involves patriotism. I'm not sure if anyone else has thought about this issue?! China really needs to invest in the scientific research and the development of the technology. Before China excels in these aspects compared to the developed countries, our patriotism will always be accompanied with despair.

Memo: the dissatisfaction of the status quo in the development of the science research, technology in China. Disappointment about China, despair accompanied with patriotism.

66.

I've always respected the rigorous and careful work of the Japanese as well as their efforts in protecting the traditional culture.

Memo: acknowledgment of the good qualities of the Japanese

67.

Those big cities were so active in the beginning of the boycott of the Japanese goods.... what about now? I don't get it. Those who were talking about the boycott, is what you said just a fucking fart?

Memo: the use of profanity, very disappointed at the status quo of the boycott of the Japanese goods, Dissatisfaction about people's lack of persistence in the boycott.

68.

Please boycott the Japanese goods.

Note: the attachment links to an advertisement for a Toyota car.

Memo: watchdog, sensitivity to the boycott

69.

Why isn't she holding a Japanese Sony 36H, someone may say, "Because of the Chinese boycott of the Japanese goods. China is having a tense relationship with Japan. China and America however has the true love!" How would the first lady explain this?

Note: the attached picture show China's first lady taking a picture with an iPhone.

Memo: sensitivity to the boycott of the Japanese goods. Relate the fact that the first lady were using an iPhone instead a Japanese made one to the boycott of the Japanese goods, suggesting China has a better relationship with the US compared to Japan.

70.

Huawei is awesome, the phone was still alive even being soaked in water! (Huawei c8500, support domestic goods, boycott the Japanese goods)

Memo: promote the domestic goods with interesting experiment, advocate the boycott of the Japanese goods.

71.

I need a wallet, but I have to boycott the Japanese goods.

Note: the attached picture shows the new wallet designed by MCJH&TWJ which is a Japanese brand.

Memo: self censorship for the boycott of the Japanese goods. Conflict between the interest in the Japanese products and the boycott

72.

See how this Chinese cat is boycotting the Japanese products: // @ New week cat: Apparently he's more interested into the bathroom rug than the Japanese branded cat scratcher.

Memo: the prevalence and sensitivity of the idea of the boycott the Japanese goods. The post owner even relate a cat's scratching behavior to the boycott.

73.

【The conflict between China and Japan keep worsening, touching the nerves of Japanese auto makers】 According to the Sep 15th news, the conflict between china and Japan over Diaoyu Island dispute keep worsening accompanied by the intensifying boycott of the Japanese goods among the Chinese. Given the uncertainty of the future, Japanese auto makers in China start considering putting off their marketing plans; in contrast, the non-Japanese auto makers are seizing this opportunity to earn market share from their competitor.

Note: The attached pictures show a car set on fire during the boycott of the Japanese goods, and a sign in front of a Chinese gas station saying "No Service for Japanese Cars".

Memo: use of pictures, display of the facts of intensity of the boycott

74.

What's the situation here? I declare that I boycott the Japanese goods, America goods and British goods..... What the hell, is it really this easy to bully us Chinese? How could they despise Chinese products like this?

Note: The attachment links to the news that the Huawei products are forbidden for its sale in the U.S. in the name of safety threat. British government also expressed their concerns of allowing Huawei to sell its products in the UK. Huawei is a Chinese electronics manufacturer.

Memo: The expansion of the idea of boycott. The conflict with Japanese has made Chinese more sensitive to its international relationships with other countries. Used the word "bully": indicating the insecurity of the Chinese.

75.

"I bought the car before the Japanese claimed to purchase the Diaoyu Island. I'll boycott the Japanese goods from now on..."

Note: the attached picture shows a bumper sticker on a car saying in Chinese "Although my car is made in Japan, my heart is made in China".

Memo: Chinese car owners' fear of vandalism. The fact that this kind of bumper sticker can be found in the market attests to the emergence of patriotism economy.

76.

Why there are so many Japanese products in China but so few Japanese companies have set up customer service offices in China? This indicates how rigorous the Japanese companies are with their product management and how confident they are in the quality of their products. Chinese companies should really reflect on themselves. If we want to boycott the Japanese goods effectively, we have to start with improving the management of our companies.

Memo: Acknowledgment of the advantages of the Japanese companies and their products.

77.

There are sim cards from America, Australia, Europe, Singapore, Malaysia and Thailand, except those from Japan,, should we really boycott the Japanese goods?

Memo: It sounds like this post owner was looking for a Japanese made sim card and got really disappointed when he or she couldn't find it. It reflects the doubt in the boycott when someone is in the need of certain Japanese products.

78.

We discussed the gap of primary education between China and Japan over lunch. This gap already determined the gap in other aspects between the two countries including culture, intelligence level, the physical strength of the people and so on.

Japanese has a longest average life span in the world. China really needs to rethink its education.

Note: the attached pictures show some of the details of the Japanese primary education. Picture on the left shows the lunch that Japanese parents prepared for their children putting foods into all kinds of cartoon shapes. The picture on the right shows how the Japanese parents nurture the sense of independence of their kids' by letting them carry their own bags.

Memo: Acknowledgment of the advantage of the Japanese education. Dissatisfaction of our own.

79.

We should discipline ourselves when it comes to the boycott of the Japanese goods.

Notes: the attached picture shows the toilet paper of a Japanese brand.

80.

Dear friends, let's just sit at home, and boycott the Japanese goods without having to go onto the streets.

Notes: the four Chinese characters above the head of the sitting minion is "Rational Patriotism"

Memo: promote rational patriotism. Acknowledgment of the potential damage that could be done during the irrational protest of Japan.

81.

These people shouting the slogan of the boycott of the Japanese goods everyday and yet still drive Mitsubishi are pure idiots.

Memo: Watchdog - criticizing the hypocrisy of the boycott of the Japanese goods.

82.

Classify the garbage, boycott the Japanese goods.

Memo: I'm not really sure what this post means, but I suppose, in this context, the post owner compared the Japanese goods to the garbage.

83.

Boycott the Japanese goods!

Note: this post was a comment based on some else's post introducing this Japanese brand (Daikin) humidifier she or he has used recently.

Memo: this again implies the sensitivity of the boycott among the Chinese. At the exposure to the information of this product, the first reaction of the owner of this post is to boycott the Japanese goods, instead of responding the function introduced about this humidifier.

84.

Every time I watch these pictures, I become more determined in the boycott of the Japanese goods. I don't care what others say, I'm gonna stick to it.

Notes: the attached pictures have been circulated on Weibo during the Diaoyu Island dispute showing the brutality of the Japanese soldiers in China during World War II.

Memo: retrospection of the Japanese wrong doings during the wartime. Reinforcement.

85.

Ma Ying-jeou even said Japan is a friend of Taiwan's. What kind of fucking friend is it? Japan doesn't even care about Taiwan. What does Taiwan have to talk with them. If they are gonna invade (Diaoyu Island), we are gonna fight back. Who cares if you have the US on your team. We should all boycott the Japanese goods. Japanese are absolutely unwelcomed here.

Note: Ma Ying-jeou is the president of Taiwan.

Memo: Hostility toward the allies of Japan: Taiwan, the US. Confidence in the China, prone to war.

86.

In one word, you deserve to have Huawei! (Support domestic products, boycott the Japanese goods).

Memo: promote domestic goods.

87.

According to China Central TV "Topics in focus": The Japanese boycott of China is far more than what we imagine! 90% of the Japanese companies refused to attend China Import and Export Fair, more than 60% of the Japanese tourists have canceled their journeys to China! All the Japanese participants for the 80th exhibition of electronics refused to come! Among 1.3 billion Chinese, only less than one hundred thousand are really boycotting the Japanese goods. But 60% of the two hundred thousand Japanese are boycotting China.

Memo: Japanese boycott of China, rarely mentioned in other posts. Dissatisfaction toward the cowardice or softness among of the Chinese when it comes to the boycott of the Japanese goods.

88.

According to the Vietnamese media: the Chinese products in the Vietnam market have been rejected by the local consumers due to their poor quality. In contrast, the similar products from Thailand are much popular because of the better quality despite that the Thai goods are 20%~30% more expensive compared to the Chinese goods. Just like what Japanese media said before, China doesn't

have the qualification to boycott the Japanese goods, they have to exceed Japan in the quality of the goods.

Memo: dissatisfaction of the quality of the domestic goods.

89.

Don't forget our national shame, boycott the Japanese goods.

Note: this post is a comment to another post describing how Japanese soldiers used alive Chinese people as their shooting targets to enhance their shooting skills.

Memo: retrospection of the history, reinforcement of the boycott

90.

I bought this Hisense TV for less than half an year. Now its screen doesn't display image anymore. The old Sony TV I had didn't break until ten years later after I bought it. I chose a domestic brand to support the boycott of the Japanese goods. But I can't stand the poor quality of the home-made products!

Memo: Despair in the poor quality of the domestic goods as well as the boycott of the Japanese goods.

91.

#Boycott the Japanese goods# Yangleduo, is called Yiliduo in Hong Kong, ヤクルト in Japanese, Yakult in English. It is a probiotic milk-like drink invented by a professor at Kyoto University. Pay attention to this "Japanese product" hidden around us.

Memo: Watchdog, investigate in the products which are not generally known of their Japanese origins.

92.

It's probably the hardest for the electronic music producers to boycott the Japanese goods.

Note: It looks like the attached picture shows the interface of an audio editing software.

Memo: this post reveals how China is greatly influenced by Japan not only in its economy but also in pop culture.

93.

Despite that I support the boycott of the Japanese goods, and yes, Diaoyu Island belongs to China, I still respect the good manners that Japanese people have in general.

Memo: acknowledgment of the advantages of the Japanese people

94.

It's really not that necessary for the public to boycott the Japanese goods. Unless we elevate this to a trade war between the two countries, it won't have too much effect.

Memo: Doubt of the effectiveness of the boycott

95. 【 The incompetent China can't boycott the Japanese goods 】 China announced to cultivate semiconductor companies several decades ago. But up until today, China hasn't had one single company that can compete with companies like Samsung in Korea, TSMC in Taiwan or other top global semiconductor companies.

Memo: China's in-competitiveness in the global technology business

96.

I don't feel guilty at all to financially support myself being a sales representative of the Japanese goods. Some dude calls me a traitor! I have to get it clear with this kind of people! You really think the boycott of the Japanese goods equals to patriotism? What about learning a foreign language like English, is that a kind of betrayal too? This kind of idiot claiming to be a patriot should be ashamed of himself.

Memo: Using learning English as an analogy of the boycott of the Japanese goods, this post owner argues the whether or not to boycott the Japanese goods has nothing to do with patriotism.

97.

For those who are absolutely supportive for the boycott of the Japanese goods, I only have one little question. That is: do you like Japanese cartoons and animations? If not, I'm sorry you have missed something really wonderful that could possibly happen in your life. If yes, then what's point of boycott the Japanese goods, when you are spiritually related to the Japanese culture.

Memo: Again, this post reveals the fact that China is not only influenced economically by Japan, but also culturally.

98.

It's said that Japan has more than \$14 trillion debt, 2.36 times of the country's GDP. This number is even bigger compared to Greece. Japan is on the edge of an economic collapse. I decided I would continue to boycott the Japanese goods for at least a year to make the Japanese economy sink to the bottom.

Memo: This post owner kind of gloats at Japan's economic situation and use it as a motivation to continue the boycott of the Japanese goods

99.

I'll tell my offspring to continue the boycott of the Japanese goods as long as I live... until the Japanese die out! // @Purple Qi qq: Japanese are even worse than the animals. We should absolutely boycott the Japanese goods.

Note: the attached pictures are the same ones with post 84 showing the crime Japanese soldiers committed during their invasion to China.

Memo: Strong hatred toward the Japanese in retrospection of the Japanese-China war

100.

【 What Japan teaches me 】 You should share this as a Chinese citizen... We should all think about where we got the confidence to despise our neighbor? Are we gonna become stronger like this? Everyone Chinese should think about this.

Note: the attachment is linked to an article. I think it's important to also analyze this article together with the post. Here's the translation of part of the article. I skipped some narration of the author's feelings, but translated what I think would be important for the analysis of the research question

What Japan teaches me

After having finished my work in Japan and coming back to China, I traveled several times to Japan during the recent two years, sometimes to watch the cherry blossom, sometimes just to explore the vintage and coffee shops.

Every time when I was there, I would have a mixture of feelings and thoughts. Sometimes you just have to see things to believe that they are true.

Whenever I stepped on the land of Japan, the feeling of inferiority will emerge. I felt like a bad student walking into a classroom full of the top ones. I felt shocked, curious, but also jealous and desperate.

Japan is a country where people live there actually feel secure. I didn't know what a country should be really like until I came here.

The weather forecast is incredibly precise.

The public transportation is always punctual. The drivers won't start driving until every passenger is firmly seated.

You don't need to worry about being hit by a car when crossing the street and there never will be any bumper on the streets.

Everyone takes great care of their lawns. The tiles in the bathroom are so clean that it would be fine for someone to lick them.

The landlord will only hand over the property to the lessee after the house is cleaned and sanitized thoroughly.

Japanese people can always pre-record the shows they want to watch.

And it only takes one second to fill the tub with hot water by pressing a button on a remote controller.

For the Japanese, these are just basics

However, for the Chinese, these are something so luxury that rich people may have not heard of.

If Japan ever taught me anything, that would be whenever you come across a problem, go fix it. If you watch the infomercial in Japan, you'll find a plethora of products aiming to fix problems in people's daily life. For instance, air dry powder for clothes, heated toilet seat and so forth.

In short, this is a country thinking so hard every day to make their life better. But in China, despite that we have so many problems, nobody really tries to solve them.

Whenever we feel inferior comparing to our neighbor, we'll comfort ourselves with the four great inventions of ancient China, and Chinese cuisine. How can China ever get strong like this?

Ten Xinhua Articles

1. Chinese protest “purchase” of Diaoyu Islands

http://news.xinhuanet.com/english/china/2012-09/11/c_131843357.htm

2. Japanese restaurants caught in anti-Japan protests

http://news.xinhuanet.com/english/indepth/2012-09/18/c_131858336.htm

3. Good move on Diaoyu Islands

http://news.xinhuanet.com/english/indepth/2012-10/26/c_131932004.htm

4. Japanese carmakers absent from China auto show

http://news.xinhuanet.com/english/china/2012-10/26/c_131933116.htm

5. Yearender: Cooperation overriding theme in Asia-Pacific despite disputes

http://news.xinhuanet.com/english/indepth/2012-12/18/c_132048783.htm

6. Web China: Chinese Netizens riled by Japan’s “purchase” of Diaoyu Islands

http://news.xinhuanet.com/english/china/2012-09/11/c_131843313.htm

7. Unwise foreign policy turns Japan into its own enemy

http://news.xinhuanet.com/english/indepth/2013-01/11/c_132096137.htm

8. Negotiation best resolution for China-Japan islands row

http://news.xinhuanet.com/english/china/2012-10/15/c_131908019.htm

9. Japan’s “purchase” of Diaoyu islands will damage trade ties with China

http://news.xinhuanet.com/english/china/2012-09/19/c_131859986.htm

10. Irrational, violent anti-Japanese protests should be avoided”

http://news.xinhuanet.com/english/indepth/2012-08/20/c_131796946.htm

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Footnotes

¹Diaoyu Islands are named as Senkaku Islands in Japan. This research chose to use one name for the sake of the simplicity and not because the writer is taking sides in the dispute.