

# 全球青少年 媒介消费比较研究

Comparative Studies on Media Consumption and Youth

郭可 陈沛芹 主编



北京师范大学出版集团  
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## **Global Academic Tour: Comparative Studies on Media Consumption and Youth**

The idea for this book project dates to 2005 when I compiled a report on World Images in Chinese Media. The report analyzed world news coverage of six Chinese media organizations in Beijing, Shanghai and Guangzhou. I wanted to compare the world images in Chinese media with those among Chinese youth and explore how media consumption affects their global visions.

This idea reinforced when the Center for Global Public Opinion of China was established at Shanghai International Studies University in early 2008 and my colleagues and I decided to establish an academic platform to further discuss this topic with other scholars and interested journalists from across China and the world, aiming to publish the discussions as a book.

A seminar was held in Shanghai on October 27-28, 2008, to address issues related to media consumption and youth. The two-day seminar attracted 20 participants, mostly scholars and working journalists from China, the United States, Germany, the Philippines, South Africa, Australia and Hong Kong. Nine



of the participants agreed to contribute their papers to this book project, which I envisaged here as a global academic tour highlighting the Comparative Studies on Media Consumption and Youth. However, the book is not meant to make real comparisons on particular issues, a difficult and culturally problematic task. Rather, this text is a collection of papers, studies and research projects that aim to continue the conversation at the seminar on this broad but important topic of media consumption and youth from a global perspective. The book invites readers to make their own comparisons with the findings presented here.

Our global academic tour starts from Shanghai, China, where we held our seminar.

Dr. GUO Ke, Professor of the College of Journalism and Communication and Director of the Center for Global Public Opinions of China, Shanghai International Studies University, explores, with co-author WU Ying, media consumption patterns among Chinese youth and discusses how media consumption in a relatively closed media environment like China has shaped young people's global outlook. The authors find that urban Chinese youth prefer the Internet, i. e. new media, to traditional media (TV and newspapers), but their choice of media depends on the contents they want. Fun-seeking is the prime motivation for media consumption although traditional news is still popular. In addition, although the media environment in China is still relatively restricted, urban Chinese youth do not demonstrate a strong desire to access foreign-language media. The research finds that media consumption among urban Chinese youth does not help shape their global outlook. However, a negative



correlation exists between what Chinese media portray in their global coverage and what countries young people prefer. The authors also find that personal needs and social environment are two key factors determining media consumption among urban Chinese youth.

Mr. WANG Keqin, Chief Correspondent of the Beijing-based China Economy Press, discusses the violation problems of the basic rights and privacy of juveniles in the interviews of working journalists. WANG Keqin lists three aspects of ethical norms that could be used to better protect juvenile interviewees. Firstly, the privacy of juvenile interviewees should be protected in line with basic norms in news ethics and reporting. Secondly, reporters should take great care in their work to protect the mental well-being of juvenile interviewees. Thirdly, reporters should take into account the possible effects that their interviews could have on the future lives of juvenile interviewees as well as factors such as the environment where their interviewees live, their mental state and any possible changes they might face after interviews.

Dr. LI Shuanglong, Director of the Communication Department, Journalism College of Fudan University, discusses media use and consumption among university students in the new tech environment. His paper examines the changing norms in media use and their effect on university students in a period of great social transformation. Dr. LI also discusses a range of factors impacting on the way youth consume media. He argues that China should establish a systematic national survey of the media habits of university students in order to keep abreast of their media use habits and lifestyles. Finally, Dr. LI calls for





greater cooperation among colleges and comparative international research into youth media use to determine differences and similarities in different countries and regions.

The global tour goes on to the Philippines after departure from China. Dr. Violet B. Valdez, Associate Professor and Chair, Department of Communication, and Executive Director of the Konrad Adenauer Center for Journalism at the Ateneo de Manila University, discusses issues related to intellectual property rights through a case study of music and video piracy among Filipino youth. After discussing whether copying constitutes ‘sharing’ or ‘stealing’, she uses Social Cognitive Theory to analyze why Filipino youth pirate music and videos. She finds that in many cases young people are motivated by concerns other than money. Typical motivators include social needs, and cultural or leisure needs. The author also seeks to explain to what extent self-control and self-regulation contribute to youth behavior. Her findings are in line with the expectations of Social Cognitive Theory, namely that behavior in part is determined by expected outcomes or expectations. These expectations are learned through the consequences of the behavior on others or on oneself.

The global academic tour then navigates to the United States. Scholars from four institutions have joined us on the continent. Dr. Bruce Garrison, Professor of the School of Communication at the University of Miami, Marcus Messner, Assistant Professor of School of Mass Communications at Virginia Commonwealth University and Ph. D. candidate Yu Liu, analyze Internet consumption among adults and youth in the U. S. A. They review the literature of the past decade to compile



an expansive record of the subjects, theoretical approaches, and methodologies of research into Internet consumption in the United States. They found a highly diverse and broad range of research approaches. Theories and methodologies were primarily those found in other mass communication and journalism research, such as agenda setting and uses and gratifications work. Methods used were most commonly surveys, content analysis, experiments, qualitative and critical essays. The authors propose that new research should focus on the development of new theories and that existing theoretical approaches must be further tested and modified. Areas of likely scholarly interest should include collaborative information, the changing nature of gatekeepers and news decision-making, hyperlinking and agenda setting, intermedia sourcing, and emerging Internet content formats such as blogs.

Dr. Dane S. Claussen, Professor & Director of Graduate Programs and Faculty Development, School of Communication, Point Park University, and also Editor of the *Journalism & Mass Communication Educator*, discusses the growing skepticism and controversies about media violence & youth research in the United States. His paper critically engages with the work of Steven Kirsch and Grimes et al. For the most part, he rejects Kirsch's work on the relationship between youth and media violence in terms of theoretical conceptualization, methods and conclusions. He endorses many of the findings of Grimes et al. and uses their arguments to explore a broad question: how could so many people have been so wrong for so long about such an important subject? In his conclusion, the paper provides five answers to this question: (1) many U. S. researchers in mass



communication are simply not good social scientists, but can still get their papers published in scholarly journals; (2) much U. S. mass communication research is not as good as it could be because of other limitations such as lack of funding or time; (3) science and social science are cumulative, and once a research stream is started, it has its own momentum and accepted standards. They become difficult to criticize and question, even if it is not flawless; (4) sociological, psychological, political, and/or economic forces perpetuate and encourage media violence and youth research and can, to some degree, dictate how the research is conducted and even conclusions; (5) finally, the third-person effect also exists among the researchers on youth and media violence, who tend to regard youth as more vulnerable to media violence and think that youth are more violent, but not themselves.

Dr. John Jirik, Assistant Professor of Journalism & Communication, Lehigh University, examines the impact of the Internet on the election of Barack Obama as U. S. president in 2008. He briefly outlines the development of the Internet, then examines the strategies deployed by the Republican and Democratic camps during the presidential campaign to determine where the election was decided. He analyzes the impact of the Internet on the election and argues that although youth and the Internet played an important role in Obama's victory, their role was not decisive. He seeks an alternative explanation in the political and cultural economy of the U. S. media and rejects an overstated argument about the allegedly decisive impact of the Internet on the election. He concludes with an assessment of the possibility of Obama continuing to effectively use the Internet as



part of his strategy of governance.

The final stop of the global academic tour is South Africa. Dr. Larry Strelitz, Professor of Rhodes University, South Africa, discusses Biography, Media Consumption, and Identity Formation through an analysis of a 1999 interview with Luthatando, a student at Rhodes University. His paper focuses primarily on the school experiences of his subject (Luthatando) both during and after the collapse of the apartheid regime in South Africa. Clearly the schooling system was (and continues to be) a crucial site for the production and reproduction of class and 'racial' inequalities in South Africa. This narrative interview allows one to track some of the significant moments in Luthatando's biography and to show the relationship between these moments, structured by his changing socio-political contexts and his media consumption patterns. The paper argues that the narrative interview is an appropriate method to capture what Tomlinson (1991) refers to as the 'interplay of mediations' between lived and mass mediated culture. Such an approach provides a corrective to those theories which over-emphasize the role of media consumption in identity formation and helps to move beyond the debate within audience studies between those approaches stressing the determining power of the media, and those that highlight the interpretive freedom of audiences. A close reading of media preferences at different moments in the life of an individual allows us to appreciate that both our media consumption decisions and the meanings taken from texts, are influenced by the contextual setting of consumption and other sources of cultural experience.

Before we end the global academic tour, I think it necessary



Dr. CHEN also helped proof read all the translated versions in Chinese or English, an extremely challenging and time and energy consuming task which I have greatly underestimated. The task of translation slowed down delivery of the manuscript to the Anhui University Publishing House. So I am indebted to Ms. TAN Jing and ZHAO Guangying for their patience and commitment to editing and publishing the book.

Translation is an art of regret. Despite our best efforts, I acknowledge that an expert will find inconsistencies and mistakes in the translation of the book. Cultural and linguistic differences as well as our desire to deliver the manuscripts in a timely fashion all took their toll on our efforts to provide the best translation possible. Where discrepancies exist between the original and translation, readers are advised to resort to the original, clearly marked with the names of authors. All translations include the names of the translators as well. But as with any book, the final responsibility for any mistakes is mine.

Guo Ke

Center for Global Public Opinion of China

October 2009, Shanghai



## 全球学术之旅： 青少年媒介消费比较研究

编写这本书的想法始于 2005 年。当时，我刚完成一个关于中国媒体中世界图像的报告。报告分析了北京、上海和广州三地的六家中国媒体的国际新闻报道。我想对中国媒体中的世界图像和消费这些媒体内容的中国青少年脑海中的世界图像进行比较，探讨媒介消费如何影响他们的全球观。

这一想法在 2008 年初中国国际舆情研究中心在上海外国语大学成立时得到进一步强化，于是我的同事们和我决定开辟一个学术平台，邀请来自中国和世界其他国家的对此话题感兴趣的学者和记者来一起进行探讨，并把讨论内容汇集成书的形式出版。

于是，2008 年 10 月 27 日至 28 日在上海召开了一个小型学术研讨会，旨在探讨与青少年媒介消费相关的话题。两天的研讨会吸引了 20 位来自中国、美国、德国、菲律宾、南非、澳大利亚和香港的学者和记者。其中九位与会者欣然答应把他们的论文收入这本在我看来是全球学术之旅的书——一本彰显媒介消费和青少年的比较研究的书。但是，这本书并不意味着要在具体话题上开展真正的比较研究，因为这是一项困难的任务，会带来文化问题。通过收集与这些话题相关的论文、研究和研究报告，本书更愿做的是继续研讨会上的交流，从全球视角来探讨“青少年媒介消费”这个庞大但又重要的话题。本书邀请读者用这些研究成果做出自己的比较。



我们的全球学术之旅从举办本次研讨会的中国上海开始。

上海外国语大学新闻传播学院教授、中国国际舆情研究中心主任郭可博士和合作者吴瑛一起探究了中国青少年的媒介消费模式以及在中国这样相对封闭的传媒环境中,这种媒介消费模式如何影响他们的全球观。作者发现对于媒介消费,与传统媒体(报纸和电视)相比,中国城市青少年更偏好网络等新媒体,但对于媒体的选择取决于他们想要的内容。寻求娱乐已成为他们媒介消费的主要动因,尽管传统新闻仍受欢迎。此外,尽管中国的媒介环境仍相对封闭,但城市青少年并没有表现出强烈渴望去接触外语媒介。研究发现中国城市青少年媒介消费并没有影响到他们全球观的形成,但中国媒体国际新闻报道中塑造的世界图像与中国青少年对外国的喜好之间存在着逆向关联。最后,作者还发现个人需求和社会环境是影响中国城市青少年媒介消费最重要的两大要素。

北京的《中国经济时报社》首席记者王克勤先生讨论了中国新闻从业人员在采访过程中侵犯未成年人的基本权利和隐私的问题。王克勤详述了道德规范的三个方面以及如何更好地保护未成年采访对象。首先,从新闻的道德规范基本要求上讲,要保护好未成年人的隐私;其次,记者采访过程中要讲究技巧和策略,保护好未成年人的心理健康;第三,记者应充分考虑其采访活动对未成年人的将来生活可能会造成的影响,综合考虑未成年新闻对象所处的环境、心理状态以及他们采访后可能承受的压力等因素。

复旦大学新闻学院传播系主任李双龙博士探讨了新技术环境下的媒介使用与当代大学生的消费意识。他的论文考察了当下社会大转型时期大学生媒介使用规范的变化对他们的影响。李博士讨论了影响青年人媒介使用的一系列因素。他认为有必要建立一个系统的全国大学生媒介使用习惯的调查机制,以了解他们媒介使用情况及生活方式。他最后呼吁加强跨校合作、开展国际年轻人媒介使用的比较研究,以辨析不同国家和地区间的异同。

我们的全球之旅离开中国后来到了菲律宾。马尼拉雅典耀大



学传播系副教授、康拉德·阿登纳新闻研究中心执行主任瓦奥莱特·瓦尔德斯博士通过对菲律宾年轻人使用未经授权和盗版的音乐和录像情况的案例分析讨论了与知识产权相关的问题。在讨论复制是否构成“共享”或“盗版”之后，她借助社会认知理论，分析了菲律宾青少年为什么使用盗版音像制品。她发现在很多案例中，使用未授权媒体产品的年轻人可能是由非金钱方面的原因所驱动的。社会需求、文化以及休闲的需求都是典型的原因。作者还试图解释这些行为在何种程度上受到了自我效能和自我管理因素的驱使。她的研究结论与社会认知理论的期望值是一致的，即行为部分是由期望的结果或期望值所决定的。这些期望值是通过对其他人或是自己的行为后果来获知的。

我们的全球之旅继续航行来到了美国。来自四个大学的学者加入了我们的旅途。美国迈阿密大学传播学院的布鲁斯·加里森教授、弗吉尼亚联邦大学的马库斯·梅斯纳以及博士生刘宇分析了美国成年人与青年的网络消费现状。他们回顾了过去 10 年的文献，详细记录了美国学界有关成年人和青年人网络消费的研究主题、理论视角与研究方法。他们发现这些研究视角相当多样化和宽泛。理论和方法论基本与其他大众传播和新闻研究一样，如议程设置和使用与满足理论。采用的研究方法一般包括问卷调查、内容分析、实验、质化研究和批评性文章等。作者建议将来研究应注重提出新的理论，现有的理论视角须得到进一步的检验和修订。学术研究的领域应该包括信息共享、把关人和新闻生产决策的变化本质、超链接和议程设置、跨媒体信息源以及像博客这样的新兴互联网内容形式。

美国博恩特帕克大学传播学院研究生部主任及教授、《新闻与大众传播教育者》编辑丹·S·克劳森博士讨论了关于美国年轻人与大众传媒暴力研究中不断呈现的诸多疑惑和争论。他的论文批判性地分析了史蒂文·基尔希和格雷姆斯的著作。总的来说，从理论化概念化、方法和结论方面，他不同意基尔希关于年轻人与大





众传媒暴力关系的论述。他更同意格雷姆斯等人在书中的观点,并且把他们的观点融合在一起探讨一个更广泛的问题:在这个如此重要的话题上,为什么会有这么多人在如此长的时间内犯如此大的谬误?他的论文列举了对该问题的五个答案,作为论文的结论:(1)美国很多从事大众传播研究人员并不是很好的社会科学家,但他们仍可以在学术期刊上发表他们的论文;(2)由于受到类似时间和资金的限制,美国多数大众传播研究没有达到应有的水平;(3)科学和社会科学具有积累性,研究一旦启动,它就有了自己的惯性和接受的标准。尽管这些研究并非完美无缺,但要批评和质疑他们变得越来越困难;(4)社会学、心理学、政治和/或经济力量推动并鼓励着媒体暴力和年轻人的研究,并在一定程度上左右着这些研究如何开展,甚至最后的结论;(5)最后,“第三人效果”在年轻人媒介暴力研究者依然存在,他们总是认为年轻人更易受到媒介的侵害,会更具暴力倾向,而不是他们自己。

美国里海大学新闻传播学院助理教授吉锐博士讨论了互联网对奥巴马 2008 年总统选举的影响。他简要概括了互联网发展过程,随后考察了 2008 年总统选举中两大阵营为争夺选票所采取的战略和决定选举结果的因素。他分析了互联网对本次选举结果的影响,认为虽然年轻人和互联网对奥巴马的胜利有作用,但是不是决定性的。他从美国媒体的政治、文化、经济层面来寻找不同的答案,并反驳了那种过分夸大互联网对竞选作用的论调。最后,他评估了奥巴马在未来执政策略中继续将互联网作为其组成部分的可能性。

我们全球学术之旅的最后一站是南非。罗德斯大学教授拉里·斯特赖茨博士通过分析他在 1999 年与一位罗德斯大学的学生卢桑多的一次访谈,探讨了其成长经历、媒介消费与身份建构。这篇论文主要讨论了他的研究对象(卢桑多)在南非种族隔离期间和之后的学校经历。很明显,学校体制曾经是(而且将来也是)南非阶级和“种族”不平等的产生和再生的关键场所。这种研究视角修