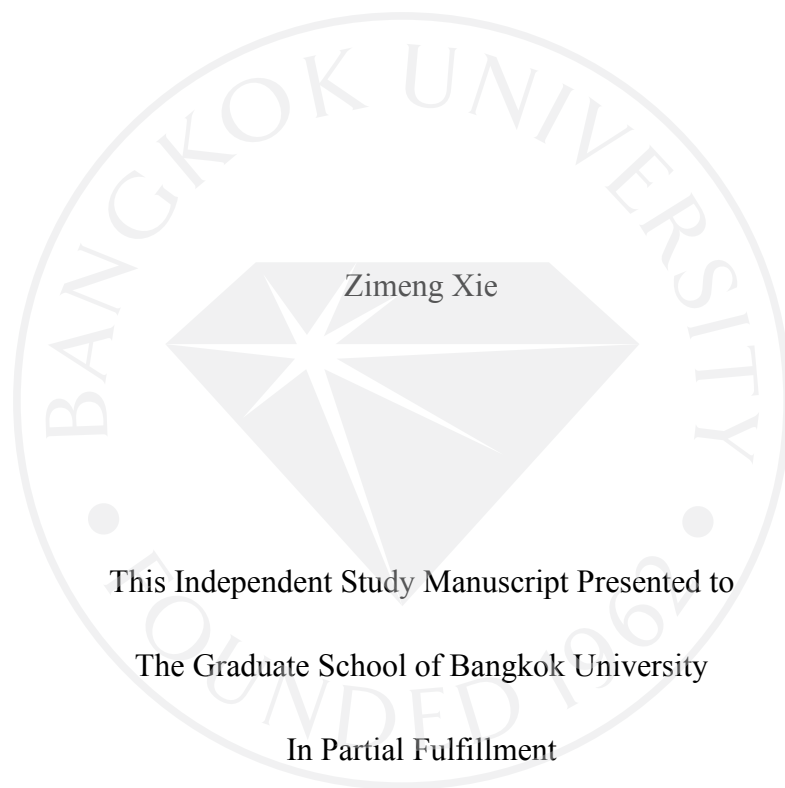


THE EFFECTS OF VIOLENT CONTENT IN SINA WEI WEIBO ON CHINESE GENERATION Y'S

PERCEPTION



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PERCEPTION



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Zimeng, Xie

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“The Effects of Violent Content in Sina Weibo on Chinese Generation Y’s Perception.”

Advisor: Assoc. Prof. Boonlert Supadhiloke, Ph.D.

ABSTRACT

This study aims to examine and identify factors and variables that have influence toward Chinese Generation Y’s perception of the mean world and concern about the violent crime. This research try to use cultivation theory by George Gerbner to analysis the quantity of time of using Sina Weibo can have impact on Generation Y’s cognition. The tool of this research is data collection which distributes questionnaire online. There are 201 respondents participate in this survey, ages on Generation Y lived in China with three kinds of education background and live in urban place or suburban place. This research use quantitative research and the results was shown in T-test statistics which including independent sample t-test and paired sample t-test.

The findings suggests that the number of hours young audiences spend on using Sina Weibo a day does not influence their perception in terms of mean world and concern about violent crime but Heavy viewers are more likely to perceive the world as a meaner place than light viewers and Heavy viewers are more likely to be concerned of violent crime than light viewers.

Keywords: Sina Weibo, Cultivation theory, Effect.

This Independent Study has been approved by
the Graduate School
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Title: THE EFFECTS OF VIOLENT CONTENT IN SINA WEI WEIBO ON CHINSES
GENERATION Y'S PERCEPTION

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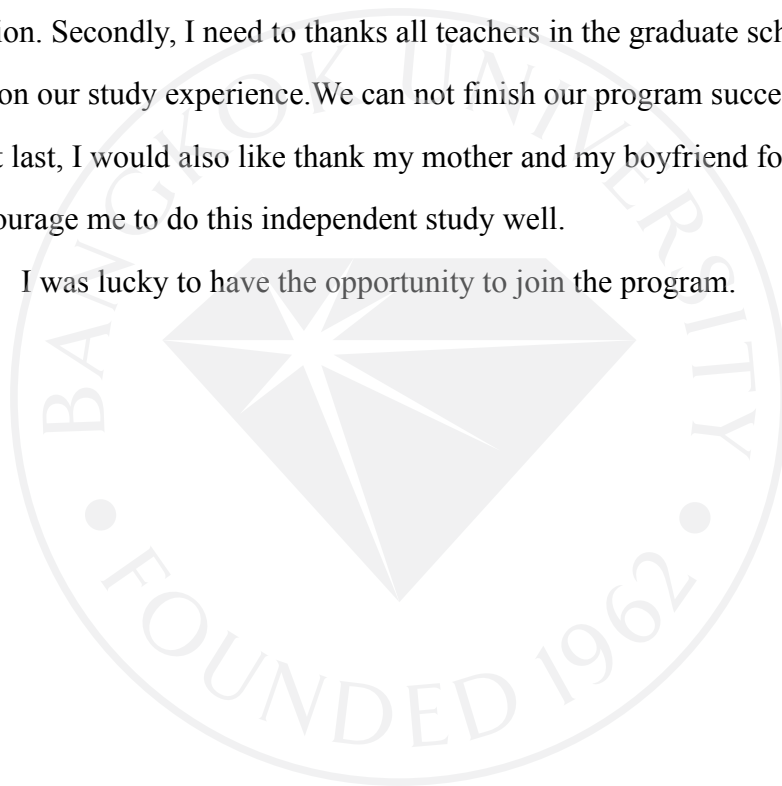


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CHAPTER 1

INTRODUCTION

1.1 Rationale and problem statement

China Internet Network Information Center (CNNIC) released "the thirty-sixth China Internet development statistics report" shows that as of June 2015, China's micro-blog user scale has reached 204 million. According to the second quarter of 2018, the number of active users increased to 431 million in June 2018. Meanwhile, the number of micro-blog active users increased to 190 million.(The Second Economic Report, 2018.) It can be said that in the information age, Sina Weibo has become a way of life in a considerable degree. As for the real condition of China, Sina Weibo provides different kinds of medias and important channels for the socialization of the individual, to meet the needs of different age, different culture and different occupation groups. From the point of view of national governance, Sina Weibo provides space for public to participate in political expression and public affairs management. It also as the main representative of the mass media dissemination of information which includes the endless violence stimulates individual desire of attacking on modern people.

However, the shortcomings has hidden under this veil and highlighted in the form of Sina Weibo violence. In the period of social transformation, people's insecurity is serious. People often tend to vent their emotions and release pressure by using self-media

Nowadays, with the changing of our society, most of younger uses internet to access information more than TV. Since September 2017, Sina weibo 's monthly active users were 376 million increased 27% compared with the same period in 2016 which mobile terminals accounted for 92%, and daily active users reached 165 million that a growth of 25% over the same period last year. By the end of the year 2016, the youth group was the main group of Sina weibo users. The proportion of

young people under the age of 30 as the main users of micro-blog reached more than 80%, and the proportion of 18-30 year old users was close to 70%. Female Sina weibo users at the age of 11-21 are relatively active and male Sina weibo users at the age of 21-33 are more active.(Sina Weibo Data Center, 2018.) Most users of Sina Weibo are normal citizens, so that the social problems, political issues, environmental and other people's livelihood topics are indispensable. Also, group discussion is also very common. It is in such an environment of convergence that social problems will resonate more easily. Besides, the quality of users is not good enough which makes it more easier to cause violence.

The openness, interaction and anonymity of Sina Weibo easily make some irresponsible words and deeds of disseminators evolve into violence, which not only pollutes the network environment, but also causes invisible harm to the audience. If the phenomenon of "desensitization" of violence information is shaped, that is to say, the sensitivity of violence information is reduced, only higher-level violence content is accepted. Further more, there is also "sensitization" phenomenon, that is, the negative information caused by the excessive experience of the parties increases the sense of social insecurity and anxiety, and produces pessimism to the real society. Not only will violent pictures and videos make audiences uncomfortable, but also the abuse in Sina Weibo will become the moral kidnapping which will damage the reputation and privacy of some audiences.(Yang, Li, &Zhang, 2017)

Adolescence is a special period of individual physical and mental development, in this period, on the one hand, because of the external world is full of curiosity, and younger eager to acquire new knowledge, understand the new information, which will make them become the largest audience and the most enthusiastic readers, listeners and viewers of many mass media. There is no doubt that the information transmitted by the media has a great influence on them, and becomes an invisible force to guide their thoughts and actions. However, on the other hand, because of their life experience is too shallow, thinking concept is vague, and lack of self-control, thus

they are vulnerable to be influenced by violence information and negative information from media. Thus using violence can become an important way to solve practical problems then finally younger falls into the quagmire of crimes. Most of the contemporary college students from junior high school and senior high school stage, especially junior high school started to contact the violence information, there is no doubt that they were at a crucial stage of growth, both in moral and social adaptation or in personal identity. However, at this stage, everyone grew up in different environment and different speed, different education, so the impact of violence can be quite different. According to this phenomenon, it would be interesting to see how the cultivation theory can be applied across Chinese cultures especially can Chinese younger be effected by the violent contents in the Sina Weibo.

In the media age, technology, information and knowledge are unprecedentedly integrated. Television, internet, mobile phones, etc. are affecting the lifestyle, thinking and moral values of contemporary college students at an unprecedented speed, intensity, breadth and depth. In particular, the violent images in online games, movies, and television have become the only violent acts in the legal society that can be "legitimately" expressed and viewed in a "ritualized" manner. At present, the mass media, which is mainly represented by the Internet, endlessly disseminates various kinds of violent information to the modern people to stimulate individual desires of attacking someone else mentally or physically. Violent content and violent image culture frequently appear in the mass media in the name of "violent aesthetics". Audiovisual products and other kind of media make this kind of information spread in a variety of ways.

As early as the 1960s, Gerbner and his colleagues defined violence as a "substantial force of force for the purpose of injury or killing" when systematically studying television violence (Gerbner, 1972). Since then, Gerbner has also tried to study the impact of film and television on the audience (especially teenagers). In the course of this research, Gerberner proposed the "cultivation theory. The core content

is: TV image violence can be cultivated and constructed for a long time.

At present, articles and reports writing about the harmful effects of violent information on all aspects of society, those effects are emerging one after another. Especially after the emergence of new media, violent content has penetrated into many fields of the news and information industry, and there is a trend of further deterioration. George Gerbner leads a group spent nearly 4 decades to exam the portrayal of violence on television. They developed a “cultivation theory” to predicts the relationship between times people spend in watching TV a day and their perception about overestimate the occurrence of real-life violence so that they think of that the world as a “mean and scary” place.

Cultivation theory assumes that the more violent TV people watch, the more likely they thinks of this world as a mean place, everything and everywhere around them is danger and scary. It is called the mean world index(Gerbner,Gross,Morgan and Signorielli,1980), which includes three statements:

1. Most people are just looking for themselves.
2. You can't be too careful in dealing with people.
3. Most people would take advantage of you if they got the chance.

However,this is the story they made for themselves by using the information they saw on the TV. It is one-sided but effect people deeply.

In view of this, the main purpose of this study is to understand: Whether the violent information in the media era can have effect on Generation Y's perception. This research attempts to use cultivation theory to explain the violent problem on Sine weibo in China has impact on Chinese younger's perception. In younger's world, the internet just like the TV which they can get huge amount of information as soon as possible. In China, Sina weibo has become the mainstream media which for younger getting information and do online socialization. Sine weibo has begun to influence audience perceptions of social reality in two way like TV(Gerbner,1998): (1) Mainstreamin; (2) Resonance.

1.2 Scope of study

This independent study focus on using cultivation theory to explain the violent problem on Sina weibo in China has impact on Chinese Generation Y's perception. In the information age of today, people will receive a lot of information from newspapers, radio, television, network and other media consciously or unconsciously every day. Especially Sina weibo as a mainstream media which popular among younger, those information have a subtle impact on people learning social norms, mastering survival skills. So violent information in mass media also inevitably involved in the process of socialization of young people and have an adverse impact on this process. The false values of media violence have led to the serious deviation of the value orientation of some young people from the right direction. Because of that, it is important to analyze how Sina weibo can influence Chinese younger.

New technologies have changed the content ,the form and the receiving mode of communication, and also challenged the traditional model of cultivation, and have put forward the multidimensional perception models, which turn into an integrated social theory from a media effect theory. With the popularization and development of network technology, new media forms such as digital newspaper, digital broadcasting, digital interactive television, digital movies, mobile TV, network TV, touch media, micro-blog and micro-messaging have gradually emerged and achieved certain development. These new media forms combine the two-way communication which including traditional media and new media. Compared with the linear communication era represented by TV media in the past, the communication under the new media environment breaks the time-limited transmission characteristics of the linear communication mode, and forms the communication characteristics of "interaction rather than single line, cross rather than straight, dynamic rather than steady". (Zhen, 2007) The current media is permeating our culture in a subtle way. Even if the media does not have a direct impact on people's attitudes, they still influence people in an

indirect way, such as “venting violent emotions” and “evoking” Excitement, etc., people usually choose the video media for the purpose of "entertainment", "image violence" under the banner of "aesthetics" is more popular, because in the view of Gerbner, entertainment content is most likely to play the "cultivation" effect on people. Specifically, the cultivation theory of mass media era represented by TV media has increased some new characteristics in the new media environment. (Zhen, 2007) Therefore, this research has great meaning in such kind of study that whether the cultivation theory can adapt to the new media era well or not.

1.3 Significance

The study of the effect of violent contents in Sina Weibo on Chinese Generation Y's perception shows how Generation Y influenced by the violent contents from the most popular social media in Sina weibo and to examine the cultivation theory in new media era to see if the more exposure to violent the more conception of see the world as a mean one or not. We use the cultivation theory to explain the violent situations in China. Public always ignore the violent in Sina weibo. They choose a kind of disregard attitude which makes media violence more prevalent in society and creates failures in law enforcement to deal with it. Especially for young people, although our laws on juvenile issues all prohibit teenagers from contacting with violence culture, there are basically no operational restrictive provisions in reality, which is still at a laissez faire state. Public silence has led to the rise of the legal system for the tolerance of media violence, and the consent of the law has greatly increased the impact of media violence on the tendency of the audience acting to be violence.

Many debates on the impact of the media have focused on the possible increase in social violence in the 20th century when violent media were introduced into society. Academic arguments that directly link media violence exposure to the increase in social violence began in the 1972 era of the US surgeon-in-chief's report on television violence, and became particularly prevalent in the 1980s. (Ferguson, 2014) Even

though there are plenty of research try to explain those links between violence and media effect and although much of the research on media violence concerns itself with relatively minor acts of aggression or competitiveness that arguably are not of societal concern, examining such associations can help document whether media violence rates are predictive of or associated with fluctuations in societal violence rates.(Ferguson,2014)

Violence against women and children was not recognized as a health problem until recently, starting in the 1990s. The World Health Organization (2006) assesses that violence against children may be an important contributor to adult disease and death.

The media should portray violence against Generation Y as a public health problem, and its risk factors, consequences and potential solutions are basically social problems.

As one of the most popular social networking platforms in China today, the prototype of Sina Weibo is Twitter in the United States. Chinese Sina Weibo Users has announced it had 340 million monthly active users as of the end of March and In first-quarter financial statement released on Tuesday, Weibo said that the number of its monthly active users has increased by 2.7 million to 340 million.(chinaplus.cri.cn, 2017) College students are one of the main users of Sina Weibo, and their usage frequency and duration are higher than those of other groups.

In recent years, with the rapid development of information technology, cyber violence happens frequently all over the world, and micro-blog has become a serious disaster area where cyber violence occurs frequently.

So it is significant to realize that the harm of Sina weibo's violent news to younger and know about the cultivation effect violent on situation of Chinese media.

1.4 Research Questions

There are four research questions which bases on the cultivation theory and the conceptual framework.From the conceptual framework,there are two dependent

variables, the first one is viewers' perception in terms of Mean World Syndrome; the second one is viewers' concern of violent crime. The independent variable is Quantity of exposure to violent content in Sina Weibo.

RQ1: Does the number of hours young audiences spend on using Sina Weibo a day influence their perception in terms of Mean World Syndrome?

RQ2: Does the number of hours young audiences spend on using Sina Weibo a day influence their concern of violent crime?

RQ3: Are heavy viewers more likely to perceive the world as a meaner place than light viewers?

RQ4: Are heavy viewers more likely to be concerned of violent crime than light viewers?

1.5 Research Hypotheses

HP1: The number of hours young audiences spend on using Sina Weibo a day influences their perception in terms of Mean World Syndrome.

HP2: The number of hours young audiences spend on using Sina Weibo a day influences their concern of violent crime.

HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

HP4: Heavy viewers are more likely to be concerned of violent crime than light viewers.

1.6 Definition of terms

1. Generation Y: Generation Y refers to a specific generation born from the early 1980s to the mid-1990s. They grew up alongside mediatization and globalization. They are described as ambitious and determined, they appreciate a proper work-life balance. Generation Y expresses a great need for individualism and flexibility, not only in their private lives, but also in their working environments. (Generation Y and the

World of Work in the Future.)

2. Heavy Sina Weibo viewer: Chinese Generation Y who uses Sina Weibo more than 8 hours one day.

3. Light Sina Weibo viewer: Chinese Generation Y who uses Sina Weibo less than 8 hours one day.

4. Reality: According to Webster, the “reality” is a non means a real event or entity and something exists necessarily. In this paper, “reality” means the reality you see and feel around you not the one you got from the television or some other media way.

5. Sina Weibo reality: It means you spend more than 8 hours on using Sina weibo and get information including violent contents about the world from it then you will perceive this world as a mean and scary world like the violent contents in Sina Weibo. The reality is given by the social media-Sina weibo, rather than the true world around you.

6. Violence content: According to Webster, “violent” is an adjective means some extremely forceful capable of causing damage or showing and including violence. In this paper, “violent content” means contents including news, videos, clips and so on in the Sina weibo which contain violence like sexual, fighting, commit suicide, murdering, crime, terrorist and so on.

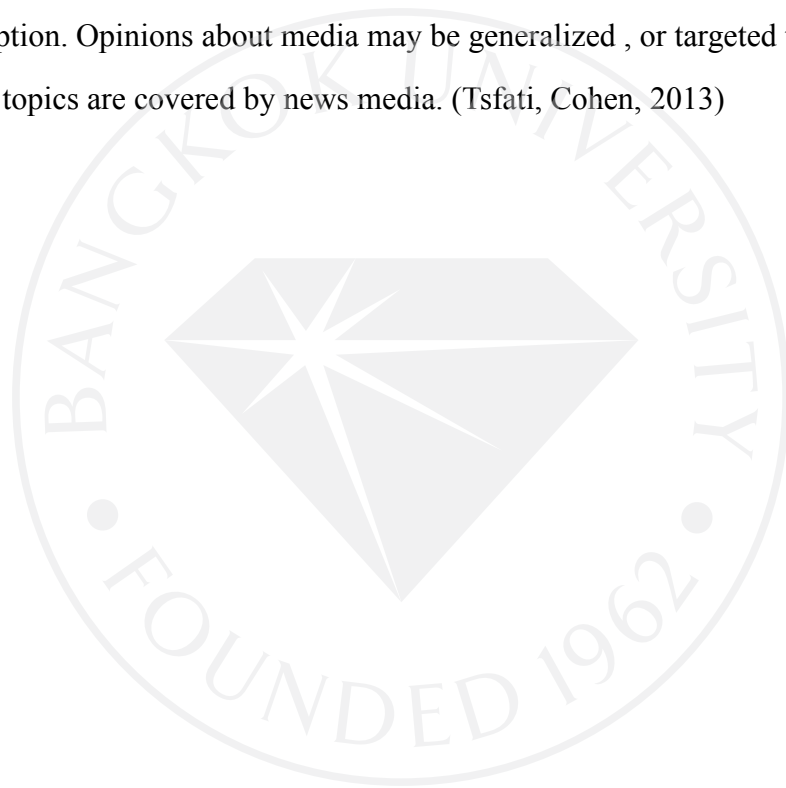
7. Mean world syndrome: It is offered by George Gerbner and his college means viewers who watch lots of TV would overestimate this world as a mean and scary place. These pessimistic television viewers suffered from a mean world syndrome.

8. Concern about violent crime: This perception comes from the Perception of the Probability of being Involved in Violent Crime which was developed from the National Index by Ramkahaeng University.

9. Effect: Media effects is a word about how media can influence audiences. But the degree of that influence, as well as who is most-impacted, when, how and why, have been the subjects of great debate among communication scholars for nearly a

century. Media effects refers to the many ways individuals and society may be influenced by both news and entertainment mass media, including film, television, radio, newspapers, books, magazines, websites, video games, and music.

10. Perception: It connects with how the contents from media can shape audiences' way of thinking about the world. People are exposed to information about the world by the news media. While this information shapes one's opinions about the world, attitudes toward the media themselves are also developed in the course of news consumption. Opinions about media may be generalized, or targeted to the way specific topics are covered by news media. (Tsfati, Cohen, 2013)



CHAPTER 2

Literature Review

2.1 Related Literature and Previous Studies

Despite many doubts and criticisms, the theory of acculturation has become one of the most important theories in the study of effect with controversy. Researchers who analysis in the theory of acculturation have broadened their horizons and themes in recent years. They are no longer confined to the analysis of TV violence acculturation. They have gradually expanded to include gender roles, age, political orientation, environmental awareness, science, health, religion, ethnic minorities and occupation. The above research has been carried out in Argentina, Australia, Brazil, Canada, China, the United States, Hungary, Israel, the Netherlands, Russia, South Korea and other countries and regions. Gerbner's cultivation analysis does not focus on specific types of programs or case studies, but on television as a information system with the feature of narrative emphasizing the overall transmission effect of television, ignoring the type, channel or program style. Cultivation theory is concerned with the long-term effect of media symbol environment on real cognition.

The main points of the cultivation theory are as follows: firstly, the concept of social reality of TV viewers is closer to the symbolic reality expressed by TV than to the objective reality; secondly, the number of people who watch TV tend to recognize the world in the way of how TV shows them more than those who watch less TV. In fact, it explains the consequences of living with television: television fosters a common reality among a diverse public audiences. In other words, the audience is passive under the theory of early cultivation , and this kind of passivity promotes the broadcast time arrangements their shows according to the commercial needs.

Cultivation theory is under the control of political and economic groups and indirectly becomes a tool of monopoly culture, the theory holds that watching TV has the long-term effect of gradually influencing audiences, and they pay more attention

to the influence of watching TV on audiences' attitudes.(Bai, Xiao, 2018) The point is that cultivation is not conceived as a unidirectional but rather than more like a gravitational process.(Gernber,1998) The main points include that the audiences who watch TV regularly are more susceptible to the influence of media news, more likely to believe that the news in TV is true and effective, People are exposed to more violence, so they will be affected by "mean world syndrome" and think that the world is much worse and more dangerous than itself. Acculturation theory holds that watching TV in the long run may form a model of violence in the real world.

A study was conducted by Reizer and hestroni (2014) examined the impact of media consumption measured by assessing the time dedicated to TV viewing in general, watching specific genres, using Internet, and reading newspaper. They investigated 188 college students in love relationships to predict the quality of their relationship. Interviewees assessed their commitment, satisfaction and tendencies in the conflict. The results show that the commitment of the total television consumption forecast to the relationship is low. Lovers who pay attention to television which is focused mainly on romantic relationships, will get lower satisfaction with their love relationship and more opportunities to participate in conflict. In contrast, other media consumption and control factors outside television did not show any relationship quality indicators.

In view of the issue of "the undue behavior of younger and cultivation ", scholars Anderson, Gentile and Katherine have considered the relationship between "dangerous video games of racing cars and juvenile dangerous behavior"(Anderson, Gentile, & Katherine, 2007). The author adopts the longitudinal fixed sample survey method, and considers deeply from two levels of attitude and behavior, and concludes that playing video games in adolescence will increase the possibility of risky behavior in later life stages. Scholar Dmitry Williams observes participants in a monthly cycle to consider the effect of online games can have influence on the cultivation of thinking of the real world is full of danger.(Williams, 2003) As for the traditional

topic of "teenagers' smoking problem", the scholar Nan Xiaoli considered the effect of the first level of cultivation, and confirmed the important viewpoint of "mainstream" effect in cultivation theory once again.

In the field of health awareness and communication, Kenneth Goldstein and other four scholars combined content analysis and questionnaire survey. On the basis of improving the measurement method, they compared local TV reports and newspaper reports, and concluded that local TV news reports had the effect of "cultivation", which resulted in causing audiences having the point of view that "fatalistic prevention and cure cancer". (Gotlieb, Scholl, Ridowt, Goldstein, 2015) Scholar Brian Quick considered the effect of "doctor's impression and doctor-patient relationship cognition" after the audience watched the second and third seasons of the American medical drama "Grey Interns". (Brian, 2009)

On the issue of children's cognition, the scholar Riedel Carey considered the relationship between the viewing TV level of childhood and social beliefs in adulthood, and then emphasized the innovation in methodology field, that is, to measure "long-term memory" by using the methodological framework of "intuitive processing model". (Liu, 2013)

On women-related issues, scholars consider the cultivation effect of TV shows on audience's "body image satisfaction". Similarly, scholars Robin Nabi consider whether watching cosmetic TV programs will increase women's dissatisfaction with their own image. At the same time, the author uses three research models of theoretical integration to call for the research of theoretical integration model. (Nabi, 2008) Matthew Eastin and other scholars studied the relationship between TV viewing and the acceptance of the culture of violence against women from the perspectives of feminism and ecology. By using the method of content analysis and network survey, the scholars compared the first lesbian drama series "The L World" in Germany with the classic American drama "Sex and the City". They concluded that the reception of the lesbian drama series would affect the audience's perception of lesbian groups at

the second level. Some scholars have questioned whether the perfect model body sides presented by TV media will have the cultivation effect on young women's attitudes towards their own bodies. (Kahlor, Eastin. 2011)

Environmental issues have also attracted the attention of scholars in the field of cultural theory. Scholars have considered the influence of the variable of "diversified television exposure" on the cultural effect of "environmental crisis and concern brought about by television reporting". Scholar Jennifer Ellen Good considers the process of individual experience (cognitive processing, inculcation, mainstreaming) of environmentalists in watching TV. (Good, 2009)

Scholars Hammond Chelsea, Faller Kirsty and Gelert Gerard try to measure the multiple variables and their relationships that affect the second level of cultivation by combining TV viewing with the problem of cultivation effect of violent crime. (Liu, 2013)

In China, there is a misunderstanding of the essence of the theory in the application of the theory of cultivation, which is directly applied to the case analysis of specific TV programs. For example, the application of the theory of cultivation to the analysis of a TV play shows, an usual art form popular with the public, not only satisfies people's entertainment life, but also serves as a propaganda of the government. It also makes an analysis of contemporary college students' exposure to "News Broadcasting" program, and relevant research directly applies Bernard's TV cultivation Theory to newspapers and magazines and other paper media. (Chen, 2010) however, a few researchers in China have reconsidered the cultivation theory. Xu Xiang believes that the important problem of the theory of cultivation is not that it is incorrect, rather than is it starts from the effect of integration but stops halfway at the non-integrity; that it starts from the deep passive audience but compromises with the initiative of the surface layer. (Xu, 2010) The validation of the theory of cultivation in China and whether the new media will change the model of cultivation or not which have also attracted the attention of domestic researchers. Wang Xiaohua

takes the issue of social security in Shenzhen as an example to explore the effect of mass communication, interpersonal communication and direct experience on setting and acculturation of public agenda. He finds that in the aspect of cultivation effect, it needs to be activated under the personal experience or interpersonal communication and other means of information dissemination.(Wang, 2016) Shi Changshun believes that the new media has broken the time limit of television, the interaction and participation of new media have changed the unidirectionality and integrity of the traditional TV influence, and the intervention of various social factors has changed the linear positive correlation of the traditional acculturation model. Therefore, it is necessary to establish a new linear model of different traditional acculturation models. Pattern- multiple cognitive cultivation mode. (Shi, Zhou. 2008)

Foreign researchers have not abandoned the verification, revision and promotion of the acculturation theory in recent years. A survey of 207 adults was conducted to explore whether the exposure of young adults to TV violence programs affects their perception of social reality in adulthood by asking the interviewees to recall the TV violence programs they came into contact with in their childhood. The study found that exposure to TV violence programs at childhood has no correlation or little influence on the formation of social reality views when people at adulthood. (Riddle, Karyn. 2009) One of the most important indicators for measuring TV exposure in cultivation research is the length of time spent watching TV, but ignoring the influence of program type variables, which is also one of the reasons why the theory has been criticized. Later researchers validated the different cultivation effects of specific groups according to specific program types, then research shows us there is a clear cultivation effect of different programs to different audiences. (Jonathan, Gabriel. 2000) In addition, by controlling demographic characteristics and media using variables, it is found that exposure to local TV news for a long time is related to perceptions of various real-world issues. The cultivation effect which from viewing diversity of TV programs is greater than the cultivation effect of the number of TV

programs and individual differences, but these studies are not sufficient to explain the causal relationship between variables. (Dahlstrom, Scheufele. 2010) The process explanation of the effect of cultivation theory can no longer be confined to the control of some intermediary variables, it turn to the study of the cognitive process in the sense of cultivation. Some researchers draw on the body narrative theory in literature to provide a new way to understand the mechanism of acculturation: the psychological model method. This model includes situational model, event index model and cultural model, which can expand our understanding of cultural effect. Its psychological model perspective can provide a psychological explanation for cultural theory and explore the relationship between media and culture. (Ewoldsen, Davies& Ewoldsen. 2004)

2.2 Related theory

The theory of cultivation studies the influence of virtual space on people's cognition. It holds that people are one-dimensional people, Mass media constructs a well-ordered but dangerous social environment in which ordinary people can only be the audience of media and the object of public opinion detection.(Lai, 2015) However, the emergence of microblogs, blogs, podcasts and other self-Media makes it possible for people to express themselves adequately. People become the supplier of TV content because they can commenting, choosing and making TV content by themselves . This subversive change makes TV dominant do not exist in the acculturation theory. The collapse of the theoretical foundation has broken the monopoly of TV dialogues. However, whether it is traditional media or new media, we have been immersed in the symbolic environment constructed by various media, only these symbolic environments have changed their influence on us from one-way to two-way; the theory of acculturation still exists in the current environment of new communication technology, only to a certain extent. Varying degrees of variation. From the perspective of new media, a group of popular science workers or

professional scientific workers should grasp the right of discourse expression under the new communication environment, use micro-blog and We Chat public platform to create a professional science communication platform from the media, strengthen the benign interaction between scientists and media, and meet the growing science of the public. Communication needs.

In the 1960s, considering the seriousness of violence and crime in the United States, the United States government set up a special "Cause of Violence and Prevention Committee" to study the countermeasures to solve these problems. With the support and sponsorship of the committee, scholars represented by George Gerbner, a famous professor at the University of Pennsylvania in the United States, carried out a large-scale research project called "Cultural Indicators". The study focused on quantitative research and field investigation. Based on the relationship between violent crime in the United States at that time, a series of studies were carried out. The main points are as follows: First, the audience's understanding of the real world is closer to the symbols and viewpoints transmitted by the media, rather than the objective reality; television reflects the dominant values and cultural concepts. Secondly, the above performance and tendency are more obvious in the audience who watch TV for a long time. It can be inferred that the concept of social reality of the audience who watches TV for a long time is more able to reflect the influence of their receiving TV content than that of the audience who watches TV for a short time. According to the theory of acculturation, television is not only the source of information, but also the cultivation of people's understanding of the real world. The hypothesis of this theory mainly revolves around the following aspects: firstly, the audience's watching TV is fixed and has no selectivity; secondly, most people who spend more time watching TV spend more time watching all TV programs. Of course, some variable factors are not taken into account.

The influence of media violence on Generation Y is embodied in various stages of cultivation: (1) In the content acquisition stage. The subjective factors such as

audience's contact motivation, selective attention, watching activities, emotional state and understanding of media realism not only affect the contact with media content, but also influence the interpretation of media content. (2) In the storage stage. The audience's attention determines which content will be stored, while the audience's own habitual cognitive structure determines which content will be memorialized for a long-term; (3) In the stage of re-extraction. The audience will extract relevant information from long-term memory to analyze to get new cognitive objects (Shi, Zhou. 2008) There are dynamic and continuous interactions among the factors in the cognitive model. The media, especially the highly close-up violent scenes in TV, movies and video games, nearly perfect fighting movements and grand story plots attract the attention of Generation Y's, thus promoting their learning and imitation desire of violence. Individuals generate aggressive ideas and enter through further processing. When the relevant information or situations appear in real life, this aggressive cognition will be extracted from long-term memory. The complicated and covert psychological change of youngsters is the background of media acculturation.

Mass media include television, film, radio, video games, Internet and so on. Content analysis found that 89% of video games contained violence, and nearly half of video games contained serious violent attacks on game characters. In the mid-1980s, children's exposure to violent video games increased from four hours a week to nine hours, with girls averaging 5.5 hours a week and boys up to 13 hours a week (Gentile, D. A., Lynch, P. L., Linder, J.R., & Walsh, D.A. 2004) It can be seen that the growth of adolescents is accompanied by violence. According to the long-term effect of cultivation theory, adolescence is a period of psychology and physiology development continuously. If adolescents contact with recessive violence in the media for a long time, they will reach an agreement on their cognition and behavior on these violence and generate recognition of identity with violence. Once adolescents recognize this kind of media violence, they may have a strong sense of trust and dependence, so that they are obsessed with it. In addition, bloody scenes can

be seen everywhere in many media (especially in TV and movies). But film and television manufacturers describe this supposedly horrible and cruel bloody violence as beautiful or art scene. They also call it "the aesthetics of violence". Fear is no longer in existence. Instead, it is conquered by the "spectacular" and "beautiful" scenes.

According to the "resonance" hypothesis in the cultivation theory, adolescents should judge the approachability of cognitive objects in media experience and real life experience at first, and then recognize them according to the more easily acquired experience. When the facts and contents of information presented in the media world are in the same situation as their real life experiences, the influence of media violence on the acculturation of adolescents will become more obvious and prominent. On the contrary, when the news trusted by teenagers or the experience in social reality is inconsistent with the concept of media communication, the influence of media cultivation will be weakened to varying degrees. In addition, experience of violence and tendency of violence will also affect the effect of cultivation, which will enhance its effect. Because teenagers can not distinguish truth from falsehood, illusion from reality well, when assassination and kidnapping often occur in the media, they think that these acts will occur frequently in the real society, and then there will be deviation in social cognition, which will produce a strong sense of insecurity to the people and things around them. To fear, and then to adapt to the environment to imitate, and gradually formed the concept that violence can overcome everything, and will be implemented in their real life, interpretation with practical action. Scholars' research also confirms this result. For example, Anderson et al. research shows that long-term repeated exposure to violent video games can affect aggressive behavior through persistent aggressive cognition. The results of Xuan Xuanju's research show that long-term exposure to violent video games and aggressive behavior and aggressive expectation of adolescents. Aggressive beliefs, retaliation and impulsivity were positively correlated, and negatively correlated with empathy(Zhen, 2007). Thus

it is not difficult to understand the youth violence in China, such as two cases of violent robbery of Internet addicts in Zhengyang County, Henan Province, in May 2013: 17-year-old Xiaoxin killed his grandmother and injured his grandfather in order to steal money online, and Xu Mouwei, a junior high school student, bought guns in order to "fight" with another student group.

2.3 Hypothesis

The present study study bases on the theory of cultivation by George Gerbner due to its focus on how the frequency of people watching Sina Weibo can have effect on their minds. The development of education theory is to explain the influence of watching TV on people's ideas, attitudes and values. Its initial focus has two points: one is to analyze the relationship between murder and violence on TV screen and social crime; the other is to examine the impact of these contents on people's understanding of social reality.

According to Gerbner, television actually dominates and covers other sources of information, ideas and consciousness for a large number of viewers. The effect of all exposure to the same information is what Gerbner and others call the effect of education. An important conclusion of the study is that the violent content in TV programs greatly increases people's judgment of the dangerous degree (insecurity) of the real social environment. And George Gerbner makes those TV viewers into two groups, one is light viewer, who spend less than 4 hours on watching TV per day; the other group is heavy viewer, who spend more than 4 hours watching TV per day. He predicted that heavy viewers saw the world as more dangerous than light viewers because of the higher exposure to violent television portrayal. And the basis of cultivation theory is that heavy television viewing "cultivates" perception of reality consistent with the portrayal of the world.

There is a theory model can explain cultivation theory clearly:

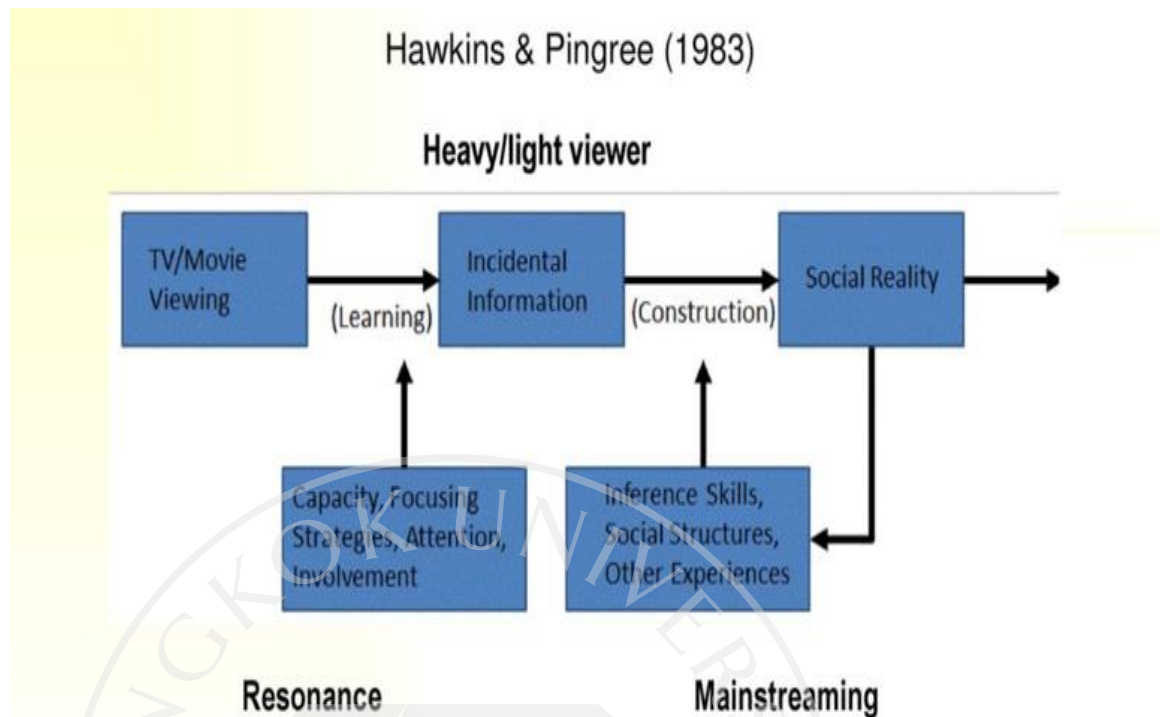


Figure 1: Cultivation theory model

This model suggests that the television is responsible for shaping, or ‘cultivating’ viewers’ conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole.

So this research is using this model to test whether it adapts to the Sina Weibo or not.

Therefore, the hypothesis of this present research is focus on the effects of television and the cultivation theory:

- HP1: The number of hours young audiences spend on using Sina Weibo a day influences their perception in terms of Mean World Syndrome.
- HP2: The number of hours young audiences spend on using Sina Weibo a day influences their concern of violent crime.
- HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

HP4: Heavy viewers are more likely to be concerned of violent crime than light viewers.

Cultivation theory still exists in the current new communication technology environment. After all, we have been immersed in the symbolic environment created by various types of media. However, due to the new characteristics of new media, the theory of TV media accretion has undergone varying degrees of variation: the boundary of TV has extended to the new media platform, devoted to research and dissemination. Some hypotheses and research methods of the integrated television media inclusion theory are no longer applicable. At the same time, the new communication technology has impacted the mainstreaming process of TV assimilation. The voice game from the new media platform and the mainstream voice in the whole information system have become increasingly blurred and constantly confronting the mainstream force of TV mainstreaming. In addition, through subjectivity criticism in the new communication environment, the audiences' cognitive mode of TV communication content has changed from passive acceptance to active acceptance of certain discourse consciousness. So that this present research aims to use this theory to explore whether the usage of Sina Weibo and the contents from the Sina Weibo can have effects on the audiences or not as the same as the applying cultivation theory into TV.

2.4 Theoretical Framework

This research do a survey base on the theory of cultivation by George Gernber. As we know, cultivation theory is focused on determining the social consequences of the messages disseminated through television and investigates the effects of conventional television programming designed to entertain audiences (especially in the case of fictional programme with a narrative structure, such as series and films) (Igartua, Barrios, Ortega. 2012). However, there still lots of critical about how this

theory can survive under the new media era. Does the theory can reflect the phenomenon about how the new media has effect on audiences? While the theory has clearly generated a large number of apparent tests of its claims, those tests have ignored institutional analysis and generate much message system analysis that moved beyond simple counts to engage the more challenging task of determining meaning(Potter,2014)

Sina Weibo is an information sharing and communication platform for the public to provide entertainment, leisure and life services. And it is an important way for netizens to get information, and also a way to express their views on various events. Sina Weibo is a powerful and open public platform with many kinds of registered users. The legal consciousness of users' and moral self-discipline level are uneven. So that there are a variety of language violence phenomena have arised, such as language using is not standardized, suspected of regional discrimination, dirty language speaking; conveying negative ideas; misinterpreting traditional culture.

Network violence has been continuously staged. A new topic will attract hundreds of millions of people's discussion, speculation, imagination, ridicule. And the target of cyber violence is not only super stars, many citizens are also implicated in it and cause physical and mental damage to audiences, and even lead to tragedy. Finally, the truth of the matter surfaced, and many netizens were shocked. Maybe they just silently deleted the false videos and inappropriate remarks that had been sent, and did so. Another thing is that between April and August 2018, two female drivers robbed, raped and even killed two female. Those drivers are all from an app called "DiDi taxi". It is an app like Uber in China. According to news reports, the girl surnamed Zhao was on Feihong South Road in Yueqing at about 1.30 p.m. and the destination was Yongjia Shangtang. The routine road conditions should reach the destination at about 2.40 p.m. In the meantime, about 2:10 in the micro-letter to friends mentioned that "the driver drives in the mountains without a car, a little scared", about 2:15 in the micro-letter to another friend mentioned "rescue, rescue",

and then lost contact (the phone is shut down). Originally, Di Di taxi is a shared service platform, its purpose is to facilitate public travel and serve the people, but now it has become a channel for criminals to commit crimes. After the incident, social media headed by Sina Weibo, China's largest information-sharing platform, began to discuss the incident. Many people said that they would no longer go to take a car from DiDi in the future, and even some netizens have discussed such issues as the deterioration of social atmosphere and the lack of rigorous legal system in China.

Especially in recent years, all kinds of pornographic and violent news spread on Sina Weibo have been banned repeatedly, which has had a great negative impact on the concept of young people.

For example, a female doctor in Deyang comes from Sichuan, clashed with a boy in a swimming pool on August 2018. Both of them called the police. Before the police came out, the boy's family posted the video clips on the internet. Many netizens reproduced the video and began to attack the female doctor and her husband. Because of stress, female doctors chose to commit suicide.

Through questionnaires and literature review, this paper makes an analysis of the effect of Sina Weibo's dissemination violence on Generation Y, explores whether Sina Weibo's dissemination violence embodies the characteristics of the cultivation theory, and tries to explore solutions on these programs .

CHAPTER 3

METHODOLOGY

3.1 Research design

The proposed research will be conducted a quantitative research approach. It was used to address a specific type of research: does all those relationships among variables exist? Does the number of viewing Sina Weibo hours is related to viewers' perception in terms of Mean World Syndorm and viewer's concern of violent crime. A questionnaire was made to assess usage of Sina Weibo, perception of the mean world , concern of violent crime and demographic profiles of Chinese Generation Y samples. The online questionnaire was delivered to the respondents for data collection because of the huge number of sample size.

3.2 Participants

A large sample across Chinese Genration Y younger will be conducted. Americans call people born between 1980 and 1995 the "Generation Y". Individuals of Generation Y differ in terms of attitudes, values and behavioral patterns from their predecessors(LIESEM, 2017) They are more ambitious and willing to express their own options about the strict hierarchy but still wish to get a proper work-life balance. Randomly selected samples from the internet and finished questionnaire seven weeks since October 12th. The suggested participants have been selected for their convenience and their participation are voluntary. 200 samples can be served at the internet with minimal money, time and effort. The sample includes 204 respondents, 94 are male, 110 are female. and required supervisors to verify answers in a proportion of interviews.

3.3 Procedure

All three variables are be conducted according to one questionnaire packet. The

data analyzed in the research were embedded within a study on cultivation theory. Selected Instructors on the internet will get this questionnaire from a web developed for administrated and it will take 10-15min to finish it. Questionnaire start with the minimal information about the present research. All appropriately fulfilled questionnaires were retrieved,prepared,organized, and compiled for analysis for data. After collecting the completed questionnaires the data will be run through SPSS for data analysis.

3.4 Research Instrument

The instrument used was a researcher-made questionnaire checklist to gather the needed data for students profile. This method includes the use of questionnaires.A questionnaire was used as the main data gathering instrument for the study.This questionnaire is divided into four main parts:the profile and the questionnaire proper. The part of profile contains demographic of respondents such as their age,gender, education background, the place where they have been live and how long they have used Sina Weibo. The questionnaire profile includes three parts: usage of Sina Weibo, perception of the mean world,concern about violent crime.

3.5 Questionnaire Structure

Researcher divide questionnaire into 4 part.

Part 1: Demographics of participants

1. Gender (Nominal Scale)
2. Time of using Sina Weibo (Nominal Scale)
3. Education background (Nominal Scale)
4. Place which participants have been living (Nominal Scale)

Part 2 Research ask question about Usage of Sina Weibo by using Closed - Ended Question to answer the questions following:

1. 0-1 hours/day

2. 2-3 hours/day
3. 4-5 hours/day
4. 6-7 hours/day
5. More than 7 hours/day

Questions of this part are :

1. I use Sina Weibo for study/work
2. I use Sina Weibo for my social life
3. I use Sina Weibo for relaxation

Part 3 Research ask question about Perception of the mean world by using Closed - Ended Question for measure interval Scale divided 5 levels to answer the questions following:

1. mean Strongly disagree
2. mean Disagree
3. mean Neither disagree nor agree
4. mean Agree
5. mean Strongly Agree

Questions of this part are :

1. Most people are just looking for themselves
2. You can't be too careful in dealing with people
3. Most people would take advantage of you if they got the chance

Part 3 Research ask question about Concern about violent crime by using Closed - Ended Question for measure interval Scale divided 5 levels to answer the questions following:

1. mean Strongly disagree
2. mean Disagree
3. mean Neither disagree nor agree
4. mean Agree
5. mean Strongly Agree

Questions of this part are :

1. Robbery is harmful to every society
2. Many people are incline to harm other person outside their families
3. Rape is a problem in out society
4. Violent crime becomes common everywhere
5. Homecide is increased in an alarming rate

3.6 Measurement

Demographic information are be assessed using several questions to ask and know about the gender,age,time of being a Sine Weibo user,education background and the place of respondents have been living.

The rest questions of the questionnaire are consist of three parts: usage of Sina Weibo;perception of mean world; concern about violent crime.

Usage of Sina Weibo: Because the present study was designed for see the link between quantity of exposure to the Sina Weibo and the effects it creates on Chinese Generation Y,so it is significant to know how long the respondents spend on using Sina Weibo per day and what they use it for, for study,work or relaxation.It is the base of this survey by using it to define the heavy viewer group and light viewer group.

Perception of the mean world: This variable comes from the cultivation theory.Contrary to the usual concerns about the effects of television violence on the stimulation of aggressive behavior, Gerbner and colleagues argued that heavy viewing cultivates exaggerated perceptions of victimization, mistrust, and danger, along with numerous inaccurate beliefs about crime and law enforcement(Gerbner & Gross, 1976) Compared to matching groups of lighter viewers, heavy viewers were found to be more likely to say that most people “cannot be trusted,” and most people are “just looking out for themselves” (Gerbner, Gross, Morgan, & Signorielli, 1980; Signorielli, 1990), a pattern that became known as the “Mean World Syndrome.”

George Gernber develop this phenomenon to describe that violent content in the

TV makes people think of this world can be even more danger than before. Gerbner observed that mass media descriptions of death are often embedded in a violent structure, conveying a high degree feeling of how danger, insecurity and distrust of this world to audiences.

Mean world syndrome hypothesis included the following:

1. Would you say that most of the time people try to be helpful, or that they are mostly looking out for themselves?

2. Do you think that most people would try to take advantage of you if they got a chance, or would they try to be fair?

3. Generally speaking, would you say that most people can be trusted or that you can not be too careful in dealing with people.

The third part of questionnaire is designed base on this hypothesis.

Concern about violent crime:

This perception comes from the Perception of the Probability of being Involved in Violent Crime which was developed from the National Index by Ramkahaeng University.

Concern about violent crime included the following:

1. Robbery is harmful to every society.
2. Many people are incline to harm outside their families.
3. Rape is problematic in society.
4. Violent crime becomes common everywhere.
5. Homicide is increased in an alarming rate.

3.7 Conceptual Framework:

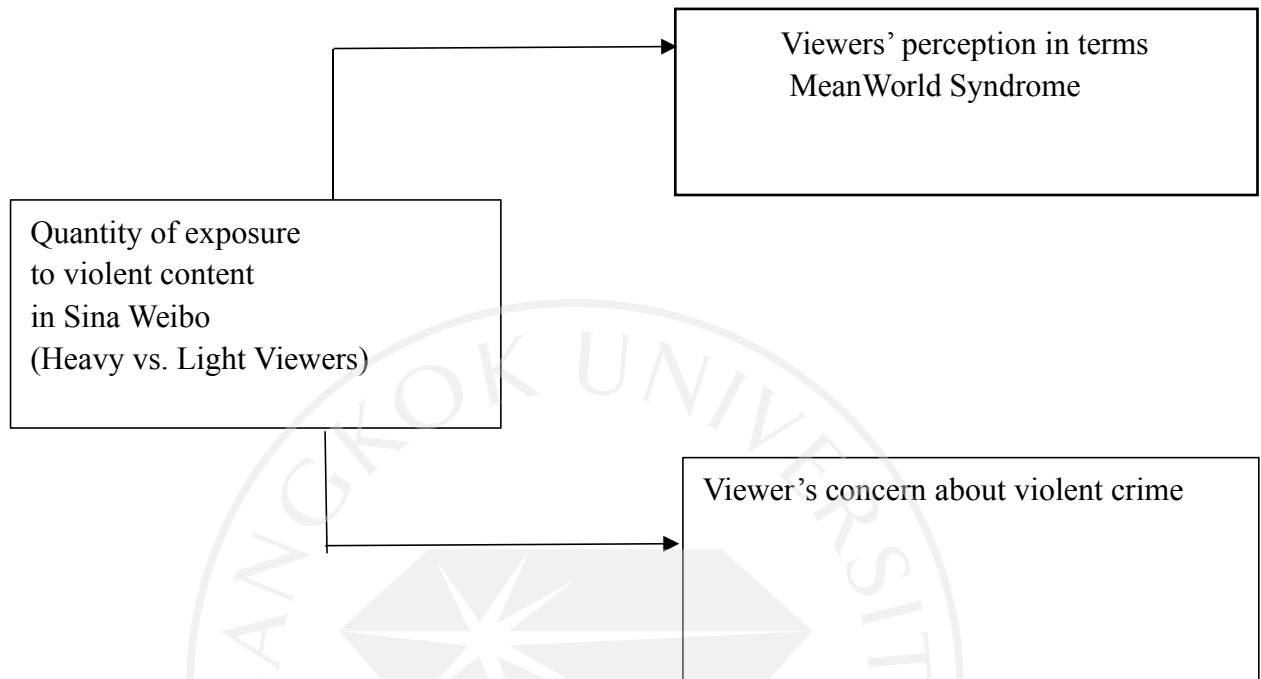


Figure 2: Framework

3.8 Research Questions and Hypotheses:

RQ1: Does the number of hours young audiences spend on using Sina Weibo a day influence their perception in terms of Mean World Syndrome?

HP1: The number of hours young audiences spend on using Sina Weibo a day influences their perception in terms of Mean World Syndrome.

RQ2: Does the number of hours young audiences spend on using Sina Weibo a day influence their concern of violent crime?

HP2: The number of hours young audiences spend on using Sina Weibo a day influences their concern of violent crime.

RQ3: Are heavy viewers more likely to perceive the world as a meaner place than light viewers?

HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

RQ4: Are heavy viewers more likely to be concerned of violent crime than light viewers?

HP4: Heavy viewers are more likely to be concerned of violent crime than light viewers.

CHAPTER 4

FINDINGS

An independent-samples t-test was run to determine if there were any connection among usage of Sina Weibo and the perception of mean world, concern about violent crime. Results are clearly stated and accurate and reflect the hypotheses of the research.

340 questionnaires were distributed in this survey and 201 of them were valid.

4.1 Analysis of demographics information of each participant's result

Table 1.1: Gender

		N	Percent	Valid Percent	Cumulative Percent
Valid	Male	79	39.3	39.3	39.3
	Female	122	60.7	60.7	100.0
	Total	201	100.0	100.0	

In the terms of gender, there are 79 males and 122 females participated in the survey.

Table 1.2: Time of using Sina Weibo

		N	Percent	Valid Percent	Cumulative Percent	
Valid	Less than 1 year	47	23.4	23.4	23.4	

(Continued)

Table 1.2 (Continued): Time of using Sina

1-3 years	57	28.4	28.4	51.7	
More than 3 years	96	47.8	47.8	99.5	
More than 4 years	1	.5	.5	100.0	
Total	201	100.0	100.0		

In terms of time of using Sina Weibo, most of participants have been using it for more than 3 years. It accounts for the highest percentage to 47.8%. The second high proportion is 28.4%, the amount of people who have been using Sina Weibo for 1-3 years accounting for 28.4%. Then following by people who have been using Sina Weibo for less than 1 year is 23.4%. The least proportion is people who have been using Sina Weibo for 4 years is 0.05%.

From this table we can see that most of the participants have been the users of Sina Weibo for quite a long time and it provides a reliable basis for this survey.

Table 1.3: Education background

	N	Percent	Valid Percent	Cumulative Percent
Valid Lower than undergraduate degree	43	21.4	21.4	21.4
Undergraduate degree	105	52.2	52.2	73.6
Higher than undergraduate degree	53	26.4	26.4	100.0
Total	201	100.0	100.0	

In terms of education background, there are 105 participants who have an undergraduate degree, it ranks first in terms of quantity. Then it is followed by the number of people who are higher than an undergraduate degree, 26.4% of participants are in it. The least proportion of degree level is lower than undergraduate.

Table 1.4: Place of participants have been living

	N	Percent	Valid Percent	Cumulative Percent
Valid Urban area	114	56.7	56.7	56.7
Suburban area	87	43.3	43.3	100.0
Total	201	100.0	100.0	

In terms of the place where participants have been living, most of participants have been living in the urban area which account for 56.7%. And the suburban area approximately 43.4 percent of it.

From the above basic information, we can see that the sample collected in this survey is representative and extensiveness. At the same time, these basic information are basically consistent with the pre-research problem, which makes the research hypothesis have a certain social basis.

4.2 Time series Analysis of Usage of Sina Weibo

Table 2.1: I use Weibo for my study/work

	N	Percent	Valid Percent	Cumulative Percent

(Continued)

Table 2.1(Continued): I use Weibo for my study/work

Valid	0-1hours/day	33	16.4	16.4	16.4
	2-3hours/day	55	27.4	27.4	43.8
	4-5hours/day	61	30.3	30.3	74.1
	6-7hours/day	41	20.4	20.4	94.5
	More than 7 hours/ day	11	5.5	5.5	100.0
	Total	201	100.0	100.0	

In terms of people use Sina Weibo for study/work, most of participants which accounts for 61% using Sina Weibo for study/work 4-5 hours per day. The next one is people spend 2-3 hours on using Sina Weibo for study/work per day. Followed by it, is the participants who using Sina Weibo 6-7 hours per day, is 20.4%. Then, the percentage of 0-1 hours is 16.4%. The least of this case is participants who using Sina Weibo for study/work more than 7 hours per day.

Table 2.2: I use Weibo for my social life

	N	Percent	Valid Percent	Cumulativ e Percent
Valid	0-1hours/day	29	14.4	14.4
	2-3hours/day	58	28.9	43.3
	4-5hours/day	34	16.9	60.2
	6-7hours/day	59	29.4	89.6
	More than 7hours/day	21	10.4	100.0
	Total	201	100.0	

In terms of people use Sina Weibo for my social life, most of participants which accounts for 59% using Sina Weibo for social life 6-7 hours per day. The next one is people spend 2-3 hours on using Sina Weibo for social life per day, is 58%. Followed by it, is the participants who using Sina Weibo 4-5 hours per day, is 16.9%. Then, the percentage of 0-1 hours is 14.4%. The least of this case is participants who using Sina Weibo for study/work more than 7 hours per day.

Table 2.3: I use Sina Weibo for my relaxation

	N	Percent	Valid Percent	Cumulative Percent
Valid 0-1hours/day	45	22.4	22.4	22.4
2-3hours/day	33	16.4	16.4	38.8
4-5hours/day	37	18.4	18.4	57.2
6-7hours/day	52	25.9	25.9	83.1
More than 7hours/day	34	16.9	16.9	100.0
Total	201	100.0	100.0	

In terms of people use Sina Weibo for my relaxation, most of participants which accounts for 52% using Sina Weibo for social life 6-7 hours per day. The next one is people spend 0-1 hours on using Sina Weibo for relaxation per day, is 22.4%. Followed by it, is the participants who using Sina Weibo 4-5 hours per day, is 18.4%. Then, the percentage of more than 7 hours is 16.9%. The least of this case is participants who using Sina Weibo for 2-3 hours per day.

4.2 Likert scale Analysis of Perception Of The Mean World

In this present survey, the data of perception of the mean world and concern about the violent crimes of participants adops by Likert scale. There are 5 ranks which includes “Strongly disagree”, “Disagree” , “Neither disagree nor agree”, “Agree” , “Strongly disagree”.

Table 3.1: Most people are just looking for themselves

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	21	10.4	10.4	10.4
Agree	55	27.4	27.4	37.8
Neither disagree nor agree	60	29.9	29.9	67.7
Disagree	54	26.9	26.9	94.5
Strongly disagree	11	5.5	5.5	100.0
Total	201	100.0	100.0	

The most preferable choice of considering most people are just looking for themselves after using Sina Weibo is “Neither disagree nor agree” with this formulation which accounts for 29.9%, followed by the participants who agree with this formulation(27.4%), and participants who disagree with this formulation(26.9%). The most least participants strongly disagree with this formulation(5.5%). While respondents who strongly agree with this formulation accounts for 10.4%.

Table 3.2: You can't be too careful in dealing with people

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	16	8.0	8.0	8.0
Agree	49	24.4	24.4	32.3
Neither disagree nor agree	61	30.3	30.3	62.7
Disagree	58	28.9	28.9	91.5
Strongly disagree	17	8.5	8.5	100.0
Total	201	100.0	100.0	

The most preferable choice of considering you can't be too careful in dealing with people after using Sina Weibo is "Neither disagree nor agree" with this formulation which accounts for 30.3%, followed by the participants who disagree with this formulation (28.9%), and participants who agree with this formulation (24.4%). The most least participants strongly agree with this formulation (8.0%). While respondents who strongly disagree with this formulation accounts for 8.5%.

Table 3.3: Most people would take advantage of you if they got the chance

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	22	10.9	10.9	10.9
Agree	49	24.4	24.4	35.3

(Continued)

Table 3.3 (Continued): Most people would take advantage of you if they got the chance

Neither disagree nor agree	47	23.4	23.4	58.7
Disagree	55	27.4	27.4	86.1
Strongly disagree	28	13.9	13.9	100.0
Total	201	100.0	100.0	

The most preferable choice of considering most people would take advantage of you if you got the chance after using Sina Weibo is “disagree” with this formulation which accounts for 27.4%, followed by the participants who agree with this formulation(24.4%), and participants who neither disagree nor agree with this formulation(23.4%).The most least participants strongly agree with this formulation(10.9%).While respondents who strongly disagree with this formulation accounts for 13.9%.

4.4 Likert Scale Analysis of concern about violent crime

Table 4.1: Robbery is harmful to every society

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	17	8.5	8.5	8.5
Agree	56	27.9	27.9	36.3
Neither disagree nor agree	58	28.9	28.9	65.2
Disagree	52	25.9	25.9	91.0
Strongly disagree	18	9.0	9.0	100.0

(Continued)

Table 4.1(Continued): Robbery is harmful to every society

Total	201	100.0	100.0	
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The most preferable choice of considering robbery is harmful to every society after using Sina Weibo is “neither disagree nor agree” with this formulation which accounts for 28.9%, followed by the participants who agree with this formulation (27.9%), and participants who disagree with this formulation(25.9%). The most least participants strongly agree with this formulation(8.5%). While respondents who strongly disagree with this formulation accounts for 9.0%.

Table 4.2: Many people are incline to harm other person outside their families

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	18	9.0	9.0	9.0
Agree	45	22.4	22.4	31.3
Neither disagree nor agree	48	23.9	23.9	55.2
Disagree	56	27.9	27.9	83.1
Strongly disagree	34	16.9	16.9	100.0
Total	201	100.0	100.0	

The most preferable choice of considering many people are incline to harm other person outside their families after using Sina Weibo is “disagree” with this formulation which accounts for 27.9%, followed by the participants who neither agree nor disagree with this formulation (23.9%), and participants who agree with this formulation(22.4%). The most least participants strongly agree with this formulation (9.0%). While respondents who strongly disagree with this formulation accounts for

16.9%.

Table 4.3: Rape is a problem in our society

	N	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	24	11.9	11.9	11.9
Agree	41	20.4	20.4	32.3
Neither disagree nor agree	63	31.3	31.3	63.7
Disagree	48	23.9	23.9	87.6
Strongly disagree	25	12.4	12.4	100.0
Total	201	100.0	100.0	

The most preferable choice of considering rape is a problem in our society after using Sina Weibo is “neither disagree nor agree” with this formulation which accounts for 31.3%, followed by the participants who disagree with this formulation(23.9%), and participants who agree with this formulation(20.4%). The most least participants strongly agree with this formulation(11.9%). While respondents who strongly disagree with this formulation accounts for 12.4%.

Table 4.4: Violent crime becomes common everywhere

	N	Percent	Valid Percent	Cumulativ e Percent
Valid Strongly agree	19	9.5	9.5	9.5
Agree	45	22.4	22.4	31.8
Neither disagree nor agree	54	26.9	26.9	58.7
Disagree	57	28.4	28.4	87.1
Strongly disagree	26	12.9	12.9	100.0
Total	201	100.0	100.0	

The most preferable choice of considering violent crime becomes common everywhere after using Sina Weibo is “disagree ” with this formulation which accounts for 28.4%, followed by the participants who neither disagree nor agree with this formulation(26.9%), and participants who agree with this formulation (22.4%). The most least participants strongly agree with this formulation(9.5%). While respondents who strongly disagree with this formulation accounts for 12.9%.

Table 4.5: Homicide is increased in an alarming rate

	N	Percent	Valid Percent	Cumulativ e Percent
Valid Strongly agree	26	12.9	12.9	12.9
Agree	45	22.4	22.4	35.3

(Continued)

Table 4.5: (Continued): Homicide is increased in an alarming

Neither disagree nor agree	36	17.9	17.9	53.2
Disagree	65	32.3	32.3	85.6
Strongly disagree	29	14.4	14.4	100.0
Total	201	100.0	100.0	

The most preferable choice of considering homicide is increased in an alarming rate after using Sina Weibo is “ disagree ” with this formulation which accounts for 32.3%, followed by the participants who agree with this formulation(22.4%), and participants who neither disagree nor agree with this formulation(17.9%). The most least participants strongly agree with this formulation(12.9%). While respondents who strongly disagree with this formulation accounts for 14.4%.

4.5 Hypothesis testing

HP1 : the number of hours young audiences spend on using Sina Weibo a day influence their perception in terms of mean world

Table: 5.1: Independent T-test Analysis on the number of hours young audiences spend on using Sina Weibo a day influence their perception in terms of mean world

Descriptive Statistic

	Usage of Sina Weibo	N	Mean	Std. Deviation	Std. Error Mean
perception of the mean world	1	5	1.67	.577	.258
	2	9	2.52	.884	.295

in this table we can see that the mean willingness score for participants in the perception of the mean world is 1.67 and 2.52. In addition, we can see from the Std.

Deviations that the variation in the data is a little wider for the heavy viewer group (SD=0.58) than the light viewer group (SD=0.88).

Independent Sample T-Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error	95% Confidence Interval of the Difference	
								Lower	Upper
perception of the mean world	.812	.385	-1.922	12	.079	-.852	.443	-1.818	.114
assumed Equal variances			-2.175	11.472	.051	-.852	.392	-1.710	.006
assumed									

HP1 posted that the number of hours young audiences spend on using Sina Weibo a day influence their perception in terms of mean world. A T-test revealed that Sina Weibo viewing were significant. ($p > .05$). Test it with Independent Sample T-test.

The sig.2-tailed is bigger than .05 (.079), the mean score of heavy viewer is 1.67, light viewer is 2.52.

Result: Hypothesis is not supported.

HP2: the number of hours young audiences spend on using Sina Weibo a day influence their concern about violent crime.

Table: 5.2 Independent T-test Analysis on the number of hours young audiences spend on using Sina Weibo a day influence their concern about violent crime

Descriptive Statistic

	Usage of Sina Weibo	N	Mean	Std. Deviation	Std. Error Mean
concern about violent crime	1	5	2.28	.415	.185
	2	9	2.31	.708	.236

in this table we can see that the mean willingness score for participants in the concern about violent crime is 2.28 and 2.31. In addition, we can see from the Std. Deviations that the variation in the data is wider for the heavy viewer group (SD=0.42) than the light viewer group (SD=0.71).

Independent Sample T-Test

	Levene's Test for Equality of Variances	t-test for Equality of Means
--	---	------------------------------

(Continued)

Table 5.2: (Continued):Independent T-test Analysis

	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
concern about violent crime	Equal variances assumed	.813	.385	-.089	12	.930	-.031	.349	-.791	.729
	Equal variances not assumed			-.104	11.874	.919	-.031	.300	-.686	.624

HP2 posted that the number of hours young audiences spend on using Sina Weibo a day influence their concern about violent crime. A T-test revealed that Sina Weibo viewing were not significant. ($p < .05$). Test it with Independent Sample T-test. The sig.2-tailed is bigger than .05 (.919), the mean score of heavy viewer is 2.28, light viewer is 2.31.

Result: Hypothesis is not supported.

HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

Table 5.3: Paired T-test on Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

Paired Sample T-Test

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 perception of the mean world of hv	.08	5	.022	.010
perception of the mean world of iv	.08	5	.024	.011

Paired Sample Correlation

	N	Correlation	Sig.
Pair 1 perception of the mean world of hv & perception of the mean world of iv	5	1.000	.000

Paired Sample T-Test

	T	Sig. (2-tailed)
Levene's Test for Equality of Variances		df

(Continued)

Table 5.3 (Continued): Paired T-test

	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 perception of the mean world of hv - perception of the mean world of iv	-.007	.002	.001	-.010	-.005	-7.628	4	.002

In this case the hypothesis is directional, the value of Sig.2-tailed ($p=0.002$) must be divided by 2 to become Sig.1-tailed ($p=0.001$).

As the value is smaller than 0.05, this hypothesis is supported.

HP4: Heavy viewers are more likely to be concerned of violent crime than light viewers.

Table 5.4: Paired T-test on Heavy viewers are more likely to be concerned of violent crime than light viewers.

Paired Sample T-Test

	Mean	N	Std. Deviation	Std. Error Mean

(Continued)

Table 5.4: (Continued): Paired Sample T-test

Pair 1	concern about violent crime of hv	.14	5	.033	.015
	concern about violent crime of iv	.15	5	.036	.016

Paired Sample Correlationd

	N	相關	Sig.
Pair 1	5	1.000	.000

Paired Sample T-Test

		Levene's Test for Equality of Variances						
		Mean	Std. Deviation	Std. Error	95% Confidence Interval of the Difference		T	Sig. (2-tailed)
					Lower	Upper		

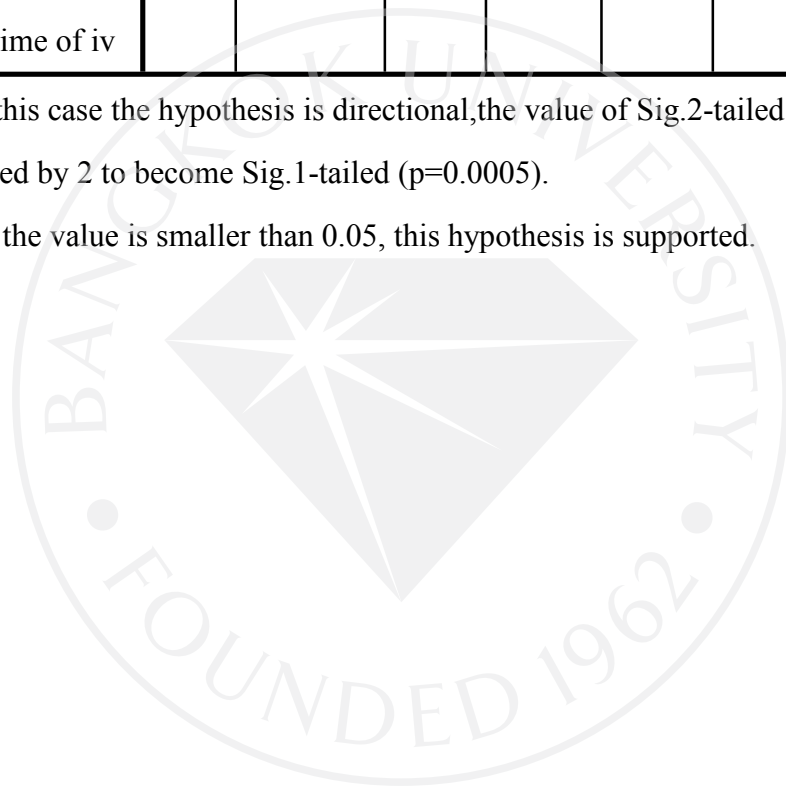
(Continued)

Table 5.4: (Continued): Paired Sample T-test

Pair concern								
1 about								
violent								
crime of hv								
- concern	-.013	.003	.001	-.017	-.009	-9.091	4	.001
about								
violent								
crime of iv								

In this case the hypothesis is directional, the value of Sig.2-tailed ($p=0.001$) must be divided by 2 to become Sig.1-tailed ($p=0.0005$).

As the value is smaller than 0.05, this hypothesis is supported.



CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Hypotheses Summary

In this research, researcher use theoretical foundation of the conceptual framework that can measurement related to study quantity of exposure to violent content in Sina Weibo has effect on viewer' s perception of the mean world and concern about the violent crime by using the cultivation theory into these following hypothesis:

HP1: The number of hours young audiences spend on using Sina

Weibo a day influences their perception in terms of Mean World Syndrome.

HP2: The number of hours young audiences spend on using Sina

Weibo a day influences their concern of violent crime.

HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers.

HP4: Heavy viewers are more likely to be concerned of violent crime than light viewers.

HP1 “The number of hours young audiences spend on using Sina Weibo a day influences their perception in terms of Mean World Syndrom” is not supported according to the result of survey.

An independent-samples t-test was conducted to compare perception of mean world in heavy viewers and light viewers. There was a significant in the score for heavy viewer ($M=1.67$, $SD=0.58$) and light viewer ($M=2.52$, $SD=0.88$) conditions; $t=-1.92$, $P=0.08$. These results suggest that the numbers of hours young audiences spend on using Sina Weibo doesn' t have influence on their perception of the mean world.

HP2 “The number of hours young audiences spend on using Sina” is not

supported according to the result of survey.

An independent-samples t-test was conducted to compare concern about violent crime in heavy viewers and light viewers. There was a significant in the score for heavy viewer ($M=2.28$, $SD=0.42$) and light viewer ($M=2.31$, $SD=0.71$) conditions; $t=-0.89$, $P=0.93$. These results suggest that the numbers of hours young audiences spend on using Sina Weibo doesn't have influence on their concern about violent crime.

HP3: Heavy viewers are more likely to perceive the world as a meaner place than light viewers is supported according to the result of survey.

As it shown in Table 5.3, a paired-samples t-test was conducted to compare perception of the mean world in heavy viewer and light viewer. There was little difference in scores for heavy viewer ($M=0.08$, $SD=0.022$) and light viewer ($M=0.08$, $SD=0.024$) conditions; $t=-7.63$, $P=0.002$. These results revealed that heavy viewers are more likely to perceive the world as a meaner place than light viewers.

HP4 "Heavy viewers are more likely to be concerned of violent crime than light viewers" is supported according to the result of survey.

As it shown in Table 5.4, a paired-samples t-test was conducted to compare concern about violent crime in heavy viewer and light viewer. There was little difference in scores for heavy viewer ($M=0.14$, $SD=0.03$) and light viewer ($M=0.14$, $SD=0.04$) conditions; $t=-9.10$, $P=0.001$. These results revealed that heavy viewers are more likely to concern about violent crime than light viewers.

5.2 Discussion

Mina, James & Nancy (2018) studies "Social media cultivating perceptions of privacy: A 5-year analysis of privacy attitudes and self-disclosure behaviors among Facebook users." The study examine whether the Facebook using have effect on users' perception of privacy and self-disclosure in both online and offline by using cultivation theory. The result showed that this research supports the correlation

between the Facebook use and users' relaxation about privacy attitudes which results in greater self-disclosure in both online and offline. Further more, this research study that risk perceptions between heavy Facebook viewers and light Facebook users and it revealed that privacy concern among heavy viewers increased steadily compared with light viewers.

Seate and Mastro(2016) studies "Media's influence on immigration attitudes: An intergroup threat theory." The study examine whether media news can indirectly influence immigration attitudes according to feelings of intergroup anxiety, especially for heavy news consumers under the cultivation theory and intergroup threat theory. The result shows that the exposure to an immigration threat in the news can impact intergroup anxiety and viewing such news more can have a greater impact on the experience of intergroup anxiety following exposure to the group-based threat. Altogether, this research indicated that television exposure have important intergroup affective consequences alongside influencing cognition.

John W, Hitoshi, Tokio, Stefan Y(2016) studies "Cultivation effects of mass and social media on perceptions and behavioural intentions in post-disaster recovery-The case of the 2011 Great East Japan Earthquake." The study examines that the relationship between the use of media and their effects on audiences' perception of the disaster and the behavior intention of post-disaster activities. The results revealed that media's cultivation effect is related with the perception of concerns and anxieties. And people's concern about crime and perception of reality, social media can be influenced and cultivated by the additional information and communication channels provided by the social media.

Malik and Shehzadi(2017) studies "Effects of TV Commercials on Social and Culture Norm: An Analysis of Viewer's perceptions." The study examined that the girls in Pakistan used to do not appear in front of her father, brother without ascarf, however, with the development of new media ,girls are not much concerned to follow these kinds of social norms and culture values. Besides that, the researchers studies

what the audiences perception about the effects of TV ads on social and culture values. The results shows that the heavy and majority TV viewers have perception that TV ads are promoting anti-Islamic culture and those TV ads have influence on audience's culture and social- values negatively.

5.3 Recommendation for the further Applications

Nowadays, the development of new media brings the changes of people getting information through a more faster way and sharing opinions without limitation. All kinds of information can be propagated quickly and widely with the application of Sina Weibo and create a negative impact on Generation Y's cognition. Base on the results of this study, several implications about concerning the effect Sina Weibo caused on Generation Y are outlined in this section:

First, we should also pay attention to the excessive online freedom caused by the Sina Weibo. In the age of new media, there is a significant trend is transfer the task of collecting and judging all kinds of information to users which requires the public must have a good awareness of media responsibility. Therefore, it needs to strengthen the cognition of network media literacy to public to avoid the emergence words and deeds bringing harm to society.

Secondly, Cultivation theory has been challenged under the new media era, it can explain the effect of new media caused partly. The propagation situation and the diversity of audiences can influence the effectiveness of cultivation theory while it still can reveal the truth that audiences are immersing into the "reality" which the media brings to us at any time (Deng, 2014). So researcher have to promote this theory to make it play a necessary role in the new media era.

At last, Sina Weibo should do their own research to examine the cultivation situation caused by itself and then make rules to regulate content from Sina Weibo and comments from users.

5.4 Recommendation for further research

The study can use to examine the perception about the mean world and concern about violent crime when audiences use Sina Weibo. It will benefit for guideline for researchers in the future to manufacturer the relationship between media and cognition.

The researcher recommendation for future research is following:

5.4.1 Add more sample type and size since Generation Y is a small part of younger. It is consider to get better examine results about how Sina Weibo can change public's cognition of life, society, culture. And the gender and education background compositon of this sample is not evenly distributed, raising and external validity issue. So the future researchers can management sample qproblem well, from younger to all stage of age to analysis the effect of Sina Weibo totally.

5.4.2 This research relied on self-administration questionnaire, the questions of survey are stationary, but nowadays Sina Weibo users can have their own ideas to choose and judge information from Sina Weibo, the statues of audiences have been improved, and it is easier to choose contents according to their own interests and personal relevancen when facing the huge amount of information(Xing, Den.2014). So it is important to expand the measurement tools to study and collect data more accurate and deeper. So the future research can combine quantitative and qualitative research together to analysis how these violent contents influence their cognition through a silence transforming way.

5.4.3 This research should combine study with the change of the model of cultivation theory. In the context of new media, audiences have multiple cognitive possibilities for the content of Sina Weibo(Shi, Zhou.2017). So the future researches should face the challenge which new media brings to Cultivation theory, and try to explore the new theoretical explanatory power of cultivation theory.

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Questionnaire

I. Demographics

Circle or provide the answer that best represents you

1. Who sent this questionnaire to you? (Please indicate Bangkok University student's name.)

.....
.....

2. What is your gender?

- 1) Male 2) Female

3. How old are you? (Please indicate the number of your age.)

----- years old

4. How long have you used Sina Weibo?

- 1) Less than 1 year 2) 1-3 years
3) More than 3 years

5. What is your education background?

- 1) Lower than undergraduate degree
2) Undergraduate degree
3) Higher than undergraduate degree

6. Which place you have been lived in?

- 1) Urban area 2) Suburban

II. Usage of Sina Weibo

Select the box that best represents your usage of Sina Weibo.

Statements	1 (0 – 1 hours / day)	2 (2 – 3 hours / day)	3 (4 – 5 hours / day)	4 (6 – 7 hours / day)	5 (More than 7 hours / day)
7. I use Sina Weibo for my study/work.					
8. I use Sina Weibo for my social life.					
9. I use Sina Weibo for my relaxation.					

III. Perception of the Mean World

Select the box that best represents your opinion on the following statements regarding your perception of the world when you use Sina Weibo.

Statements	1 Strongly disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly agree
10. Most people are just looking for themselves.					
11. You can't be too careful in dealing with people.					
12. Most people would take advantage of you if they got the chance.					

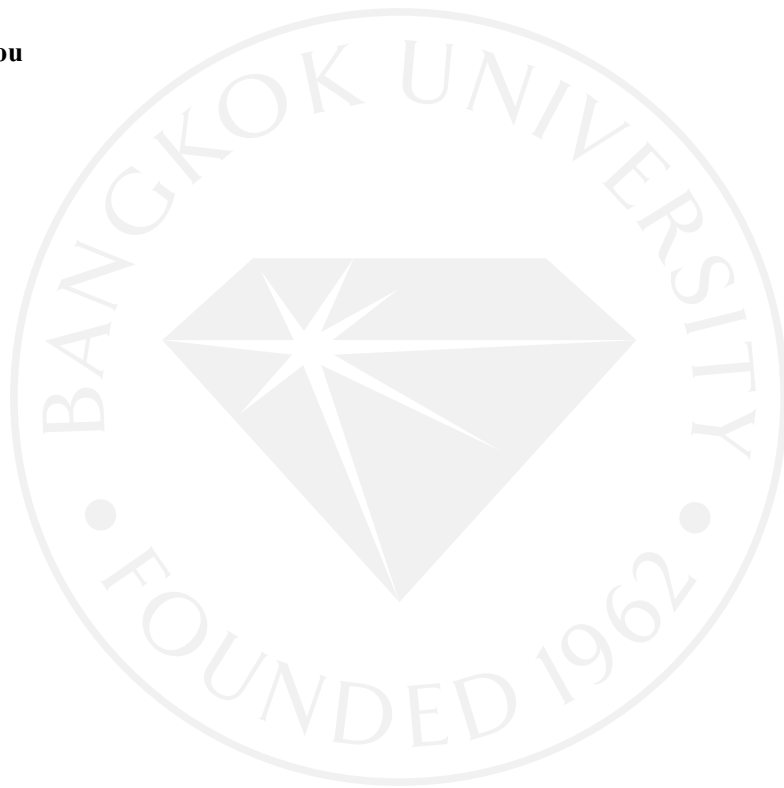
IV. Concern about Violent Crime

Select the box that best represents your opinion on the following statements regarding your concern about violent crime when you use Sina Weibo.

Statements	1 Strongly disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly agree
13. Robbery is harmful to every society.					
14. Many people are inclined to harm other persons outside their families.					
15. Rape is problematic					

in our society.					
16. Violent crime becomes common everywhere.					
17. Homicide is increased in an alarming rate.					

Thank you



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