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新闻大学

[本期要目]

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JOURNALISM RESEARCH

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1   The Generative Model of the Influence of Microblog Opinion Leaders

· *JING Ming, ZHU Yan-dan, FENG Xin-yao*

[Abstract] The internet celebrity on microblog is the core force that influences the development of microblog. Microblog opinion leaders are important communication nodes of Internet information. A study on the communication model of opinion leaders by means of combination of communication mode and theoretical interpretation shows that the generation of the influence of opinion leaders mainly depends on their social attributes, actions, and users' reactions, thus forming a generating model of the opinion leader's influence.The acquisition and maintenance of the influence of the internet celebrity on microblog needs to generate collective emotions under the premise of common concern. At the same time, compliance behavior of the internet celebrity on microblog should be rationally used to integrate resources, and good interactive skills should be used to supplement the narrative. After the birth of other social media such as wechat, microblog opinion leaders also construct multi platform and cross context integration influence in platform interaction.

[Keywords] the internet celebrity on microblog; influence; model; public events

14   From 'Opinion Leader' to 'Opinion Model': Opinion Model Users on Sina Weibo

· *XU Xiang, LIU Jia-qi, JIN Jing*

[Abstract] This research put forward the concept of "model of opinion" in Sina Weibo, and conducted an empirical analysis of its phenomenon and path. Taking Sina Weibo users (N=7825) as a sample, we examined the role, path and consequences of typical model users using text mining and statistical analysis. First, the "opinion model users" in the Weibo society didn't emphasize the influential power of "opinion leaders" to let other users receive, recognize and diffuse certain opinions and information. Instead, it focused on the

overall characteristics of user generated content. Second, Weibo users show the "gravity" of content towards the top "opinion model user", and the degree of it is proportional to the "energy" it attracted users. Third, the influence of a user is proportional to the degree of similarity between the user and all other users. Fourth, individuals reduce richness and differences in the process of content convergence when they tend to "models", which will bring about the consequences of information "cocoon" that individuals tend to repeat and narrow themselves. Opinion model and its function did not tend to describe a certain transformation from a user to another, but an objective evolution mechanism of convergence with different levels of users. It did not describe a static division of network social levels. More importantly, the research made efforts to describe a dynamic and deterministic social content homogenization in Weibo.

33   Reflective Affect: The Emotional Practice of Digital News Users in China

· TIAN Hao

[Abstract] Emotion is an important concept for news studies in the digital age. Conducting a semi-structured interview, this article examines the role of emotion in the acceptance of digital news, and theorizes the emotional practice of digital news users. This article finds that the emotional practice of digital news users includes three core parts: emotional arousal, emotional expression and emotional management. The concept of "reflective affect", which referring a lasting and prudent effect of emotion, is a key mechanism to connect the above parts and integrate them into the acceptance of digital news. The article further proposes that the emotional practice of digital news users has the potential for constructing online identities and promoting social actions.

46   A Study of Embodied Visual Construction of Mobile Phone Screen

· SU Zhuang

[Abstract] With increasing intelligence of network, big data and visual technology, the

screen has changed from multi-screen to cross-screen and then to fusion-screen, constantly breaking the traditional barriers and integrating different media functions into the smart phone screen. Mobile phone screen has really become our "compound eye". Since the 1980s, visual communication has become an important branch of communication study by absorbing the multidisciplinary theory and methods, which has the particularity of visual sense and visual symbol and pays special attention to body and image. Due to the individual differences and daily life of mobile phone use, which might sort to phenomenological embodied theory and auto-ethnography reflexive method to observe the embodied visual characteristics and analyze the embodied visual construction of mobile phone screen from three levels of visual perception, visual schema and visual identity, so as to reveal the world "covered" by transparent screen and provides new insights for communication.

[Keywords] mobile phone; screen; embodiment; visual construction; visual communication

60　The Effect of Exposure to the Creating Characters Advertising

· *LIN Sheng-dong, SI Ke, ZHAO Guang-ping*

[Abstract] Chinese character is a source of creativity. The creating characters advertising is a kind of advertising in which advertising staff creates new characters by mixing the old ones or their parts together. It is a creative strategy using the construction of Chinese characters. Previous literature studied the creativity of characters mostly from the perspective of designing. However, this paper tries to use the creating characters advertising as stimulus to study the effect of exposure. Firstly, we summarized the construction methods based on the structural analysis of Chinese characters, and provided hypotheses for further empirical studies; then, we used eyeball tracking technique to study AD attention; finally, we used a specific case to study the AD interest, evaluation and memory with intra-subject experimental design. We found that the creating characters advertising were mostly in an idiographic manner. As an integration of pronunciation, figure and meaning, those new characters perceived aesthetically by eyes, heart and mind, had the best results. The pattern with both character feature and graph feature was better than that with mere character feature.

[Keywords] newly invented characters; character; figure

76   The Dilemma of "Walled Garden": The Duality Paradigmatic Transformation of Platform Media

· *CAI Run-fang*

[Abstract] The digital platform is a kind of "multilateral market", also a kind of "transformational intermediary". The platformization of Internet has intensified the problem of "walled garden" such as platform monopoly, and the "network society" depicted by Manuel Castells has upgraded to the "platform society" described by Van Dick. Based on the concept of technological paradigm, this article aims to analyze platform paradigm from the perspective of media studies. The platform media is not only the digital infrastructure in the network era, but also the technological paradigm featuring both controlling and openness, which promotes the platform transformation in the technological, economic, social and cultural fields of the network society. Platform mediator has "duality". When the platform paradigm becomes the dominant logic and general principle of the network society, to break the "walled garden" built by the platform requires the new technology paradigm again.

[Keywords] platform paradigm; technical paradigm; platformization; monopoly platform

90   Being Non-digital in a Digital Age: The Perceived Value Dynamics on the Resurrection of Traditional Media

· *LIU Qiang, LI Ben-qian*

[Abstract] The research aims to unveil the internal value mechanism of traditional media' resurrection. Four distinct, value dimensions of paper books emerged that were termed esthetic, social, functional and experiential value which are based on the perceived value theory, using the depth interview and focus group interview to carry out qualitative research and using the grounded theory to explore the structure of perceived values. The perceived value scale of print books is also developed. We carry out a survey of a large simple and finally we collect a total of 416 valid samples. By using the data analysis method of structural equation, findings show that flow experiential value has a most significant influence on preferences for traditional media, which reflects that the "toy" effect of print books is increasing, and that esthetic value (habit) has no remarkable effects on preferences

for traditional media, which indicates that it is hard to stop the demise of traditional media by relying solely on consumers' habit of traditional media. And that the degree of use plays a moderating role in the formation of the value of traditional media.

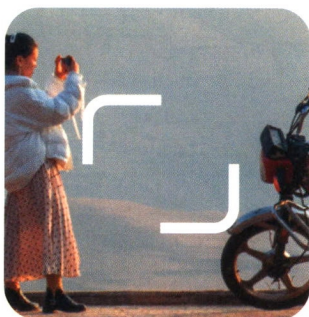## 107 The "Ethical Turn" in Documentary Research

· *NIE Xin-ru*

[Abstract] The "ethical turn" in documentary research is a documentary theory emerged in the West at the turn of the century. Erenow, there had already been some controversy concerning the "objectivity" of documentary-in-itself in the West. Some believe there is no "objectivity" in documentaries, while the "ethical turn" believes that how to treat an individual is the key issue of documentaries, and criticizes traditional documentaries, attempts to re-define and re-plan documentary. Arisen from post-modernist ideologies, such a documentary theory ignores the publicity of documentary, vigorously advocates individualism, corresponds to post-modernist's "endism", includes feature film, animation, experimental film and video and TV entertainment program into the range of documentary research, tries to deconstruct and reconstruct "documentary". To understand the "ethical turn" in documentary research on the essential level, is the unavoidable responsibility of today's Chinese documentary researchers.

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