

Research Summary

As one result of this project, Network-diffusion of US/Japan/South Korea cultural products by Internet in China was published by Communication University of China Press in Dec.2009.

This project used questionnaire survey, interview and thick description methods to research. First step was to use the sampling method and then carry out a questionnaire survey to participants at various links in the chain of Internet diffusion of US/Japan/South Korea cultural products, which helped to understand basic information about these participants and their attitudes towards cultural products, including their age structure, gender composition, distribution of city dwelling as well as their cultural identity with three countries' cultural products, recognition of cultural differences and national identity.

Based on previous research results, this book studied the following issues in depth: what are the results of the spread process of the culture products from the Japan, US and South Korea from internet this new route in China? What changes have they brought to the international view, national view, self-identity and consuming behaviors of foreign receivers? How these three cultures, during the process of internet diffusion, influence Chinese people's cognition, attitude and consuming behaviors of culture products to domestic and foreign cultures? And how are these influences remodeling the penetration situation of these three countries' Soft Power in China?

Meanwhile, given the results of the above studies, in order to further develop the "Soft Power" theory, these books provided more embedded discussion focusing on the internet penetration manner, efficiency and develop direction of the "Soft Power".

Nowadays, globalization has become an inevitable trend, in which internet is playing a vital role. After the competition of the strengths of military affairs and economy among nations, the influence of civilization and culture products to people's ideas has formed a new strength competition circus.

This book tried to study that because the effects of culture to people's ideas and activities are potential and osmotic; hence the new changes on the communication contains, speed and scale of the cultural products would inevitably induce the competition among different countries' "Soft Power" which is represented by the power of culture, and lead to subtle alterations in the penetration capacity, penetration boundary and the degree of influence. At the same time of impacting the internet receivers' degree of recognition to foreign concept of value, world view and political, economical behaviors, the penetration of foreign cultures would certainly express the understandings via this country's receivers' consumption and public opinion to the worldwide cultural products. Eventually, this would profoundly impact all countries' strength in politics, economy and culture.

As one of a few articles which are in the perspective of network society and new media, the book conducted an in-depth study of people who organize and promoting the diffusion of US/Japan/South Korea cultural products in China by virtue of Internet as well as audiences who receive these products from Internet.

Publication of the Results of Research Project:

Verbal Presentation	(Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)
Internet sub group study on United States, Japan culture diffusion study in China Network, Portugal	LeiWeizhen
Thesis	(Name of Journal and its Date, Title and Author of Thesis, etc.)
Study on the Network Diffusion of the Cultural Products from Japan, US and South Korea in China, Beijing, China,	LeiWeizhen
Book	(Publisher and Date of the Book, Title and Author of the Book, etc.)
Cultural products on the United States, Japan Diffusion Study in China Network, Beijing, China, Communication University of China Press, March.2011,	LeiWeizhen