How Americans Think About China: Do the Media Matter?

Based on a representative online survey of 1,012 adult Americans conducted in February 2011, we will investigate whether exposure to news about China is associated with the way people think about China. Our presentation will first focus on perceptions of China as an emerging political and economic competitor of the United States, how Americans think about China and the Chinese people overall, and how much people actually know about China. We will then analyze the potential relationship between these perceptions and respondents’ exposure to various types of news. While the analysis of our data is not complete, we expect to find that respondents with more exposure to news about China have a more positive image of China and the Chinese people in general.

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