

# Title: A content analysis of digital news coverage of the live streaming in China

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## 1 Objective

Since 2009, the live-streaming technology has been used in multimedia platforms. Especially the exclusive live-streaming medias' emergency and population also have aroused new attention in China even generated the new kind of profession-the live-streamer. After the explosive development of live-streaming industry, in Chinese media reporting of live-streaming industry has been showed up hot debated societal issues such as Chinese teenagers donate massive parents' money to streamers, streaming channels include pornographic contents, or the streamer has the deceptive image and so on. So, analyzing news portrayals is particularly necessary as this early stage of public adoption, given that news platform can have great influence on shaping the public's understanding and perceptions about live-streaming industry.

### - Research questions:

RQ1. What are the key topics of live streamer in Chinese digital news report? Have certain topics appeared more often than others in digital news report?

RQ2. Benefits and drawbacks of live streaming: What are the benefits and drawbacks of live streaming in Chinese news media? Which benefits and drawbacks have appeared more often than others in the media?

RQ3. What is the tone of live streaming news coverage like? Has the tone been largely favorable, unfavorable, or neutral/ balanced toward the live streaming (live streamers)?

RQ4. Is there any gender difference of digital media report of women and male live streamer?

## 2 Methods

In the study, digital newspaper articles will be analyzed between 2009 and 2019. By adopting both qualitative and quantitative content analyses, the research will be designed to select five digital news sites with the largest circulation figures in China (Sina, NASDAQ: NTES, Souhu, Tencent, Baidu). Additionally, the coding system in this study will choose a combination of deductive and inductive approaches (Neuendorf, 2002).

## 3 Results (Expected results)

New stories will be retrieved from China core newspapers full text database (CCND) and the Internet home page of each news channels, using the key *live streaming*. The key word searching yields a total of 2990000 articles about the live streaming.

## 4 Conclusion

Although previous researches have talked about the gender biases of live streamers and the content analysis of live streaming platform, little effort has been made to understanding *how* and *why* the media presents them in certain ways. Therefore, this research tries to explore the media's attitude to the new industry and reasons behind it.

## References

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