

Gu Ailing Eileen a Comparative Study on Media Reporting Agenda and Microblog Agenda – Take the Original Report of Xinhua News Agency and the Hot Search Terms on Weibo, for Example

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Received: February 23, 2023 Accepted: April 6, 2023 Online Published: April 10, 2023

doi:10.5539/par.v12n1p53

URL: <http://dx.doi.org/10.5539/par.v12n1p53>

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Abstract

During the 2022 Beijing Winter Olympic Games, the Olympic champion Gu Ailing Eileen became popular and gained a lot of attention in the Chinese and foreign media. With the rise of popularity and influenced by online public opinion, Gu Ailing Eileen's nationality and excellent academic performance have triggered scrambling media reports, which has become a typical case of the dilemma of public crisis communication and public discussion in China. Based on the agenda theory, the paper makes a comparative study on the relevant entries and news content based on Gu Ailing in Sina Weibo and Xinhua News Agency, and tries to explore the differences in the relationship between them from the perspective of the agenda.

Keywords: network, public opinion, Gu Ailing Eileen, reporting agenda, microblog agenda

1. Event Outline and Study Trends

As the world's most important sports events, media events and cultural feast, the Winter Olympic Games will not only represent a grand event for athletes around the world, but will also be a symbol of solidarity and friendship among people. At the Beijing Winter Olympics, Gu Ailing Eileen won a gold medal in the women's *laissez-faire* ski jump, a women's *laissez-faire* ski U field medal, and a silver medal in the women's *laissez-faire* slopestyle. Since the opening of the Beijing Winter Olympics the Gu Ailing Eileen has become the focus of public attention. We are very excited to see this talented girl showing her amazing strength on the ski resort, and everyone also envies Gu Ailing Eileen's life. Gu Ailing Eileen has not only gained a lot of attention, but also caused some controversy. For more than a year, the controversy over Gu Ailing Eileen nationality has not subsided. Many western media are envious, constantly create rumors, using the power of public opinion to attack Gu Ailing Eileen, accusing her of returning to China to compete just to gain fame and wealth, and will soon give up her Chinese nationality and embrace the arms of the United States. In addition, Gu Ailing Eileen's words and deeds are different from those Chinese people. Since she has received western education since childhood, she is more direct and never cares about external remarks. Some small actions are over-interpreted, causing misunderstanding among netizens. As Gu Ailing Eileen returned to the United States to attend Stanford University, his chronic failure to return home sparked a strong backlash. He returned to the United States after winning the Olympic title and winning an endorsement, intensifying the controversy over nationality.

As a kind of new media, micro-blog is a broadcast social media and platform that shares short and instant information through interactive content sharing, acquisition of users. Its agenda and narrative more reflect public opinion. The agenda setting model points out that mass communication cannot accurately predict their specific attitude towards a certain thing, but can effectively influence their order of things, opinions and discussions by providing information and setting corresponding topics. Media live broadcast and all-weather attention of the Olympic Games have turned the Olympic Games into a large "media ceremony", causing the public to stop and watch. In this media ceremony, various media continued to report and release the topic, which made the topic more

significant. Topics related to Gu Ailing continued to appear on the hot search list, providing an agenda for the public. To this end, the article focuses on the hot search of Xinhua News Agency, which have obviously different tendencies, and discusses the differences between the interviews with Gu Ailing during the Winter Olympics.

2. Literature Review

2.1 Theoretical Review

Bernard Cohen The description of the "agenda setting" in 1925 was profoundly influential: " Most of the time, the media may encounter difficulties in delivering messages to the public; but when it delivers the message to the reader, it achieves incredible success. This illustrates the important role of the media in agenda-setting.

In 1964, two journalists from North Carolina, Malcolm and Donald Dershow, conducted an experimental and in-depth study to explore Lippmann's views. They also conducted a survey of the performance of candidates reported in the 1966 National Convention to better understand the impact of the event. In 1958, "Media Quarterly" published an article entitled "The Agenda Selection Role of the Public Media", which later became an important contribution to his scientific research. Its main meaning is that the mass media focus on some issues while ignoring the behavior of some people may interfere with the public media, while the public usually tend to pay attention to some issues of the public media, so as to judge their own attention to such issues through the priorities set by the public media on these issues. His theory represents the birth of a whole new concept of media design – "agenda-setting theory". Agenda setting is the most important method to directly influence sociology, and most of its ideas are from political science. Lippman first put forward this idea in *Public Opinion*, which is regarded as a foundation work for the research direction of communication science.

2.2 The Relationship between the Agenda and the Framework

In the early 20th century, Lippman had begun to focus on the phenomenon of journalism agenda setting. He was a pioneer of journalism research in the United States, and his research made important contributions to the development of journalism. "The Real World and Our Imagination" is the opening chapter of his book *Public Opinion*, which takes an isolated island as an example to prove the public awareness of the outside world through fables, mainly derived from the mass media coverage.

For nearly five centuries, McCombs and Shaw have confirmed the phenomenon through the mountain Chapel Study, providing scientists with an important discovery. Based on these theories, McCombs and Shaw jointly presented the theoretical report, "The Agenda Setting Function of Mass Media", marking the beginning of the establishment of this ideological and theoretical framework.

Agenda-setting theoretical research aims to explore the negative impact of news media on becoming the focus of public perception and their functions in mass publicity. The research of architecture theory is dedicated to the establishment of research significance, focusing on the various associations affecting the process of media construction, the interaction between them. Both agenda setting and framework theory focus more on how the bill or object is described in the media rather than how much the bill or object is reported; but both focus on the method of thinking rather than the object of thinking. From the perspective of the correlation between media content and audience perception, both theories emphasize the interactive relationship between communication and audience.

2.3 Media Agenda and Public Agenda

A media agenda, also known as media planning, is a strategy used to disseminate media content. In a specific historical period, due to its importance, it has triggered many related issues and events. If you want to explore some possible influential events in time, space, ideas, their media content and the influencing factors, then, these events are, also known as a public agenda, also known as the social agenda, it means that when some social problems cause the attention of the public and social organizations, or when the people to the government department policy recommendations, these problems will be solved, to change the development trend of the whole. A major political agenda is that action must be taken to address these issues.

3. Research Design

3.1 Research Object

This article will select the 2022 Beijing Winter Olympics (February 4 to February 20).

3.2 Sample Screening

When screening the hot search samples of Xinhua News Agency, 20 related sample sizes were finally determined after removing non-representative reports such as repeated reports, non-original reports and non-Gu Ailing exclusive reports.

As for Weibo hot search samples, because the high ranking of hot search represents a higher degree of discussion among netizens and the guidance of online public opinion during the Winter Olympics, so this study only included "Gu Ailing Eileen" entries and used them as a sample, and the top 10 hot searches collected 118 related samples.

3.3 Research Methods

According to the agenda setting theory, this paper uses the content analysis method to construct a more systematic and objective framework for the content reported by the official microblog and Xinhua News Agency. From the perspectives of report number, report form and report content, the similarities and differences between the salient agenda setting and the attribute agenda setting are compared and analyzed.

In order to count the number of reports, in order to ensure the intuition of the data presentation and the accuracy of the results, the original sample was used to analyze the number and frequency changes of Gu Ailing Eileen reports made by Xinhua News Agency Weibo and the official microblog during the Beijing Winter Olympics (see Figure 1).

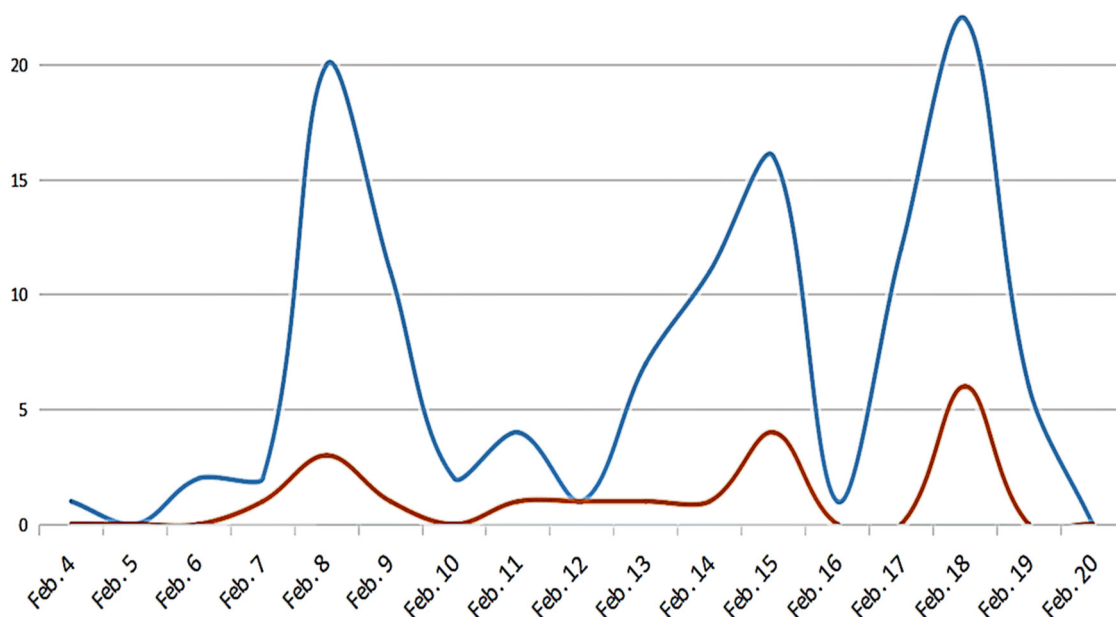


Figure 1. Folding graph of the number of reports on Xinhua's microblog and official microblog during the Beijing Winter Olympics

In order to make the subsequent comparison between the report form and the report content more intuitive and accurate, a total of 20 new samples were selected from the total sample size of the official microblog. According to the number of daily reports on the official microblog and the total sample size of the official microblog, this paper adopts the stratified sampling method to further screen the original samples to achieve the effect of reducing the random sampling error. After manually reading the microblog report of Xinhua News Agency and the official microblog report, this paper reconstructed the report content, and summarized the following tables including the agenda, framework, report form, number and proportion of reports respectively.

Table 1. Form of Xinhua News Agency's microblog coverage

Report Form	Number of reports	Proportion
Image + Text	7	35%
Text	2	10%
Video + Text	11	55%

Table 2. Form of official microblog

Report Form	Number of reports	Proportion
Image + Text	13	65%
Text	1	5%
Video + Text	6	30%

4. A Comparative Study of News with the Same Agenda between Weibo and Weibo

4.1 The Two Agenda Influence Each Other

After statistical analysis, we found that both group competitions and individual activities are included in various schedules and play a very important role in them. This suggests that there are significant differences between them. With the rise of microblog, traditional media are also constantly playing an important role, providing a strong guidance and driving force for the development of microblog. As the world's most influential official media, Xinhua News Agency has a high authority and a good reputation. Gu Ailing Eileen Although she has been in the United States for a long time, she spends a lot of her time with her grandmother, so she naturally has a high affinity for Nanjing. As the ancient capital of China with a long history, Nanjing has a profound global influence. Ailing proudly declared that she is a native of Nanjing, which is not only a love for Nanjing, but also a love for the motherland. Xinhua News Agency landed on Weibo, which can not only publish original news, but also reprint other people's information and participate in interaction through hot search keywords. The microblog platform allows users to quickly access a large amount of news and information. However, due to its high shielding ability, the quality of information has changed greatly, and the resolution ability of users is relatively weak. As the Winter Olympics approaches Xinhua, as a body with strong media influence, has become a model for the development of microblog language. After searching the original microblog news of Xinhua News Agency, the author found that it not only forwarded the hot topic of "Gu Ailing Eileen love dumpling", but also summarized the English expressions of 100 Chinese food, in order to better spread Chinese food. It can be seen that microblog also plays a reverse agenda setting significance for the traditional Chinese news media in a considerable sense. As hot topics on Weibo receive widespread attention, traditional media will also regard them as an important research topic and take it as a hot topic for research.

Table 3. Agenda and frame content of Xinhua News Agency's microblog

Agenda	Narrative Framework	Specific contents	Number of reports	Proportion
Sports Competition	Participate in the competition	Including the notification of Gu Ailing's participation in various competitions	4	65%
	Honor Hour	Including the wonderful performance of Gu Ailing in the field and the ranking she achieved	9	
Individual	Behind the gold medal	Gu Ailing shares the fun and confidence that skiing brings to her	1	20%
	Post-race routine	Gu Ailing tastes a leek box while waiting for the results of the competition	1	
	Fan Interaction	Gu Ailing thanks her fans for celebrating her victory with UAV technology	1	
	Growing Experience	Gu Ailing says he has not relaxed for a moment over the years	1	
Economy	Peripheral Development	Zhangjiakou Mountain News Center's restaurant arranged the same fired leek dumplings for Gu Ailing	1	5%
Science	Skiing Popularization	Popularize the movement and difficulty of freestyle skiing	1	5%
National Strength	Winter Olympics Venue Construction	The ski resort is built with China's original "Enoki Mushroom" dry snow technology	1	5%

Table 4. Agenda and frame content of official microblog cover

Agenda	Narrative Framework	Specific contents	Number of reports	Proportion
Sports Competition	Participate in the competition	Gu Ailing's debut, Gu Ailing's reappearance in the Halfpipe competition, Gu Ailing's second jump score	4	35%
	Honor Hour	Gu Ailing world challenge highest difficulty, Gu Ailing won the silver medal, Gu Ailing steadily advanced	3	
Individual	Living Habits	Gu Ailing sleeps ten hours a day	1	40%
	Post-match Style	Lovely expression after Gu Ailing's mistake, Gu Ailing said she ate a fried leek dumpling	2	
	Personal Charm	Gu Ailing was invited by the crowd for a photo, Gu Ailing kneeled down to comfort the silver medalist who made a mistake	2	
	Beauty Sharing	Gu Ailing's five ring manicure	1	
Economy	Family	Gu Ailing's mom says she doesn't need her daughter to go to Stanford, Gu Ailing gives her grandmother her gold medal	2	10%
	Peripheral Development	Gu Ailing's handicrafts, Gu Ailing drives the development of snack bars	2	
Entertainment	Participate in variety show	Gu Ailing had run from the second ring to the fourth ring in Beijing	1	5%
National Image	Patriotic behavior	Gu Ailing responds to American netizens' criticism, Gu Ailing dislikes American media	2	10%

4.2 The Difference between Setting of Xinhua Weibo Agenda and Weibo Hot Search

Compared with the first two, the topics are more colorful. Xinhua weibo no longer covers finance, fashion, entertainment and other topics. As a new type of media, Weibo provides users with more activity space to communicate in different fields, such as Gu Ailing Eileen, they can publish the topics they are interested in Weibo, and the public can actively participate, so as to get the fastest and most accurate feedback. When this information becomes a hot spot, it can also be reprinted and recommended by more users, so that the topic will receive more attention and play a positive role in agenda design. Therefore, in addition to the fact that new media will play a positive impact on the agenda design, the impact on consumers cannot be ignored. They will provide diversified services and enjoyment for people on more occasions.

5. Analysed from the Perspective of Transmission Characteristics

5.1 Communication Subject – Timeliness and Originality

Among TOP10 opinion leaders, the most emphasis is on timeliness and originality

The users are @ CCTV News and @ Xinhua News Agency. Immediately after Gu Ailing's victory at the Winter Olympics on February 8, the CCTV News channel and Xinhua News began to closely monitor their recent performance and published several reports. In order to ensure the progress of the project and the smooth progress of the later work, we sent professional sports and art news reporters to various places for long-term follow-up reports. Since @ CCTV News and @ People's Daily Online have the status of central mainstream journalists, they can obtain the latest interview information and quickly launch them to China.

5.2 Communication Content – Depth and Breadth

The iconic content of "Gu Ailing Eileen" is very rich, including not only the "Winter Olympics champion", "family", "women's rights", "nationality", "business value", "Sino-US relations", but also many other forms of content, so its influence in the leadership of the TOP ten opinions in China is not limited to it, but more extensive. She is an influential figure who represents Chinese competitive culture and national brand in mainstream media; and has become a popular topic among institutional journalists. As a we-media person, she dabbles in a variety of topics, including fashion endorsement, lifestyle, spiritual quality, aesthetic concept and so on.

5.3 Communication Effect – Interaction and Expression

In the TOP ten discussion, @ Frog Princess Ailing's speech received heated attention and became a hot topic in the comments section. Gu Ailing as a standard of millennials, in today's network age, "adaptation" influence has been forgotten, but with the rise of the Internet, Gu Ailing still adhere to their principles, namely, in daily life, they not only from the perspective of "look at worship", " must also be in a fair social environment, establish a true friendship. Therefore, many netizens on the major social media have expressed the topic content with "my Olympic champion good friend Ailing", giving people respect and feeling from a fair social perspective, and also making people more willing to communicate and express.

6. Conclusion

Over the past few years, the strengthening of friendly relations between China and the United States has forced China's sports community to face a new wave of patriotism, which not only affects athletes but also around the world. New sports teams often gain widespread recognition, and the Gu Ailing Eileen is no exception. From the perspective of blood relationship and Chinese culture, Gu Ailing Eileen has been deeply influenced by both Chinese and American cultures since her childhood, and this influence is deeply rooted in her heart. Her cross-cultural family background and rich personal growth experience make her "all-around idol" and "genius girl" unique in the world. In February 2022, the news of "eight-child mother" in Fengxian County, Xuzhou not only spread quickly across the country, but also became more lively atmosphere than the Winter Olympics. Although Gu Ailing Eileen is famous in the mainstream network, Fengxian News has encountered strong opposition, which not only causes great disappointment to the general public, but also is a potential threat, which may be used by some malicious forces, leading to negative social impact. The social contrast between women's situation "and" double reduction " and the question of quality education are all an important problem facing today's society. With the rising hot topics of "Gu Ailing Eileen domestic ten days class, one year in America" Gu Ailing Eileen Haidian Huangzhuang", parents put forward more doubts and dissatisfaction with the implementation plan of "double reduction". Because problems are controversial, the scope of attention is growing. Through the comprehensive communication across the network platforms, the inter-network agenda layout is formed, and the news of Gu Ailing Eileen is reported more comprehensively, which has a general impact on the extensive publicity activities. Since Gu Ailing Eileen won the first gold medal on February 8, CCTV, People's Daily Online and other mainstream media have published reports and put them on a hot topic, attracting public attention. With a growing focus on the "impeccable" work and its growing presence on social media, many new social media platforms are rapidly emerging and trying to reinterpret them. There is no doubt that sponsors and capital have had a huge impact on Gu Ailing Eileen's popularity, constantly spreading the latest news of Gu Ailing Eileen to the public through carefully designed algorithms and considering their own interests. "Front ground" shows a convincing, universal image that can be understood by the public, which is a kind of drama theory; "backstage" deeply reveals the true feelings of the human heart. "Champion" has always been out of the public, but the emergence of Gu Ailing Eileen has completely changed what people think of it. With the wonderful performance of "front desk" and "backstage", she presented a real and close to the self in daily life, which also triggered the discussion of "love to sleep" and "love" to eat dumpling", which has been occupying the forefront of the hot search list. By using soft media and Internet language, these forms of reporting are easier to attract the audience's attention and generate comments. The Olympic athletes are severely constrained by economic and political constraints in shaping their media image and speech. When individual players get good sports results in the competition, they naturally become the object of sports media competition tracking report, thus achieving high social and economic benefits and even political status. When Chinese journalists interview Gu Ailing Eileen, they often call it "to fill the gap in women's freestyle skating sports", while European and American journalists often report in a critical tone. This has to do with the nationalist mentality, as the Olympic Games are a scarce attention resource, many developed countries use it to show their athlete level and international status, thus enhancing their international appeal. As the focus of sports events, the players' outstanding performance and unique individual performance will shape their international image and become a new international business card.

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