



Winter Olympic Games in South Korea: Media Coverage of NoKo and Public Opinion in the PRC and USA in 2018

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1. Background



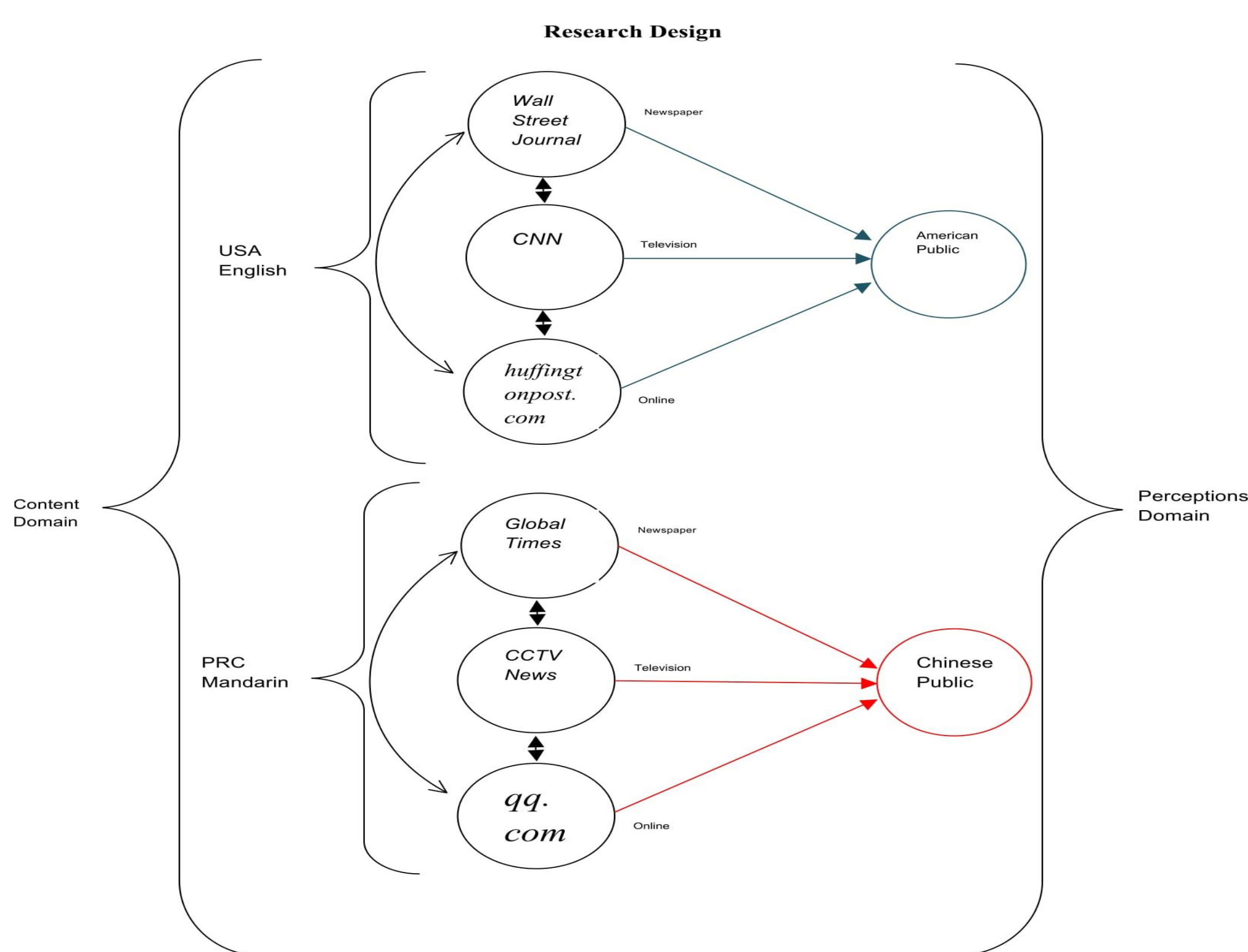
2. Theory and Objective

There are three levels of media agenda setting effects on audiences:

- First: Salience (i.e., coverage amounts and/or relative placements) of objects.
- Second: Salience of attributes, and subsequent images of objects.
- Third: Salience of objects and attributes as sets of bundles.

RQ: What are the effects of media coverage of North Korea on the public in China and the United States, during the Winter Olympic Games, South Korea, 2018?

3. Research Design



4. Methodology

- Nonexperimental research design that relies on analysis of media content and survey of public opinion as quantitative methods.
- The analyses are in both Mandarin and English.
- Sample size for surveys is 1,500 participants per country.
- Sample size for content analysis is all texts per each media outlet throughout the analysis timeframe.
- Analysis timeframe: From February 1, 2018 to March 14, 2018.
- Object:
 - North Korea
 - NoKo
 - N. Korea
 - Democratic People's Republic of Korea

5. Substantive Attributes: Involvements

- Britain
- China
- Russia
- U.S.A
- Japan
- South Korea
- European Union
- United Nations

6. Affective Attributes: Solutions

- Status quo
- Sanctions
- Regime change
- Diplomacy and negotiations
- Sports and cultural exchange
- Conventional war
- Unconventional war