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# Fashion magazines in the lives of Shanghai's female college students: Psychological and sociological motives for uses and gratifications

Zhengjia Liu  
Iowa State University

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**Fashion magazines in the lives of Shanghai's female college students:  
Psychological and sociological motives for uses and gratifications**

by

**Zhengjia Liu**

A thesis submitted to the graduate faculty  
in partial fulfillment of the requirements for the degree of  
**MASTER OF SCIENCE**

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Program of Study Committee:  
Lulu Rodriguez, Major Professor  
Marcia Prior-Miller  
Mary Lynn Damhorst

Iowa State University

Ames, Iowa

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## ABSTRACT

International fashion magazines are now all over mainland China and enjoy high readership especially among female college students. This study investigates the impact of psychological and sociological motives on the use of fashion magazines among female college students in Shanghai. It examines whether those who belong to specific SES groups differ in terms of seven motivations for reading fashion magazines, and whether each of these seven motives are significant predictors of fashion magazine use.

An online survey was conducted to gather data. The results showed that students from three socioeconomic classes did not significantly differ from each other in terms of any of the seven psychological and sociological motives tested. Three psychological motives—enhancing current body image, enhancing future body image, and displaying high socioeconomic status—were found to be significant predictors of fashion magazine use. The sociological motives—consumerism, feminism, experiencing an affluent lifestyle, and escaping political propaganda—did not significantly influence fashion magazine use.

The findings suggest that the student-respondents held rational attitudes about fashion magazines and what they contain. They did not regard fashion magazines as a major source of information to assist them in the process of socialization. The results also suggest that sociological motives may not directly affect media use, but they are nonetheless related to psychological motivations that predict media consumption.



## Chapter 1

### INTRODUCTION AND STATEMENT OF THE PROBLEM

In 1988, *Elle*, the French fashion publication, became the first international magazine to receive official license to publish its Chinese version in Mainland China. Five years later, one of its chief competitors, *Cosmopolitan*, entered the market. *Cosmo* was followed by *Harper's Bazaar*, which began publishing its Chinese edition in 1998. *Marie Claire* went into circulation in 2002, and *Vogue* opened with a circulation of 300,000 in 2005. Before *Vogue's* arrival, international fashion magazine groups already occupied 85% of the market share of advertising revenues (Gorman, 2004). Outside of publications originating from western countries, Japanese fashion magazines are also widely circulated in the mainland (Craig, 2000; JETRO, 2006; Feng & Frith, 2008). Today, the five biggest international fashion magazines fiercely compete for Chinese audiences. In 2009, the top seven magazines in China in terms of advertising revenues were all fashion magazines (Meihua.com, 2009).

The popularity of fashion magazines is just one of the consequences of the government's "reform and open policy," which has also led to tremendous changes in social values and popular culture. "Since 1979, China has been engaged in a reform program to re-orient its economy toward establishing a consumer market. Shortly after the Tiananmen crackdown and with tacit official encouragement, public energy has been channeled into an unprecedented wave of entrepreneurial and consumption activities"

(Wei & Pan, 1999, p. 77).

Rabid consumerism, especially of products from the West, now characterizes a country that is already acknowledged as an economic powerhouse, but is fast showing huge poverty gaps. In 2005, the United Nations Development Program reported that the Gini coefficient (a measure of inequality in income or wealth distribution, in which zero expresses complete equality and one means complete inequality) for China stood at 0.45. About 20% of the country's population is below the poverty threshold and accounts for only 4.7% of the total income or consumption; 20% in the affluent segment accounts for half of the national income (*People's Daily*, 2005). More than the widening income gaps, the phenomenon reflects the fact that Chinese society is now enmeshed in widespread consumerism (Xu, 2007).

The success of international fashion magazines mirrors the new-found affluence of highly educated career women. Most of those who read these magazines are women between the ages of 20 to 35 who are highly educated, financially better off, and are concerned with fashion (Wu, 2006). But these magazines also target young women, especially female college students, who pay close attention to fashion trends even though they still do not have substantial buying power. These young women represent the next generation of consumers of luxury goods and items featured in these magazines.

It is common knowledge that the media play a major role in promoting consumption (Ferry, 2003). Glitzy and glossy fashion magazines are important advertising channels for the promotion of luxury goods and services. The magazines themselves are expensive—about 20 RMB (roughly \$3 US)—while other magazines are sold for only about 4-5 RMB (about 70 US cents). Young women prefer to read hard

copies, especially in public.

Across the board, the content of these fashion magazines is the same—the usual array of advertisements of Western luxury goods, stories about celebrities, clothing and make-up tips, and lifestyle recommendations. Despite this, some students have been known to buy four or five different magazines each month. There is no doubt that to many, these magazines have become symbols of status and economic power.

Fashion magazines could be regarded as a richly meaningful “sign” (Barthes, 1964). After all, according to Eicher et al. (1974), there is a significant relationship between girls’ social popularity and their knowledge about “how to dress” (Michealman, Eicher, & Michealman, 1991). Fashion magazines tell college women “how to dress” in preparation for future careers. Moreover, girls see in these publications what is expected of them as future career women. What they learn from fashion magazines, therefore, is important in their socialization process (Kaiser, 1990). The reason why international fashion magazines enjoy high readership even though they are about four or five times as expensive as their local counterparts.

It comes as no surprise, therefore, that these magazines have come to connote social power and status. Those who can afford such expensive reading materials surely have the capability of organizing personal relationships and social networks that lead to economic success. In other words, this phenomenon reflects McLuhan’s (1964) famous aphorism that “the medium is the message” (p. 7).

This study aims to determine why female college students in Shanghai, China’s commercial hub, read fashion magazines. What are the uses of and the gratifications they

derive from these publications? The focus is on female students in a highly urban setting, Shanghai's colleges and universities, because:

1. Shanghai is "China's New York City." Because of its colonial history and because it has been the target of Chinese reform policies, Shanghai is the most internationalized and commercialized city in the country. Consumerist values are an important part of the city's culture (Yang, 1994; Wei & Pan, 1999).

2. Being a huge metropolis, Shanghai is a melting pot of people from all walks of life. Rich and poor pour into this city in search of fortune. According to the city government (2006), 60 local universities and colleges attract approximately 500,000 students from all over the country each year.

3. Shanghai, the business center of China, offers young women opportunities for "white collar" jobs. Fashion magazines may help guide young women preparing for careers that traditionally had been reserved for the members of the upper class.

The goals of this study are to find out the factors that contribute to the popularity of fashion magazines among young female audiences and to explore the relationship between social background and individual media use.

This study, guided by the tenets of uses and gratification and social differentiation theory, asks: What motivates young women to avidly subscribe to these expensive fashion magazines? Do individual needs and social backgrounds inspire such motives? What uses do they have for these publications? Do readers from different socioeconomic backgrounds read fashion magazines for the same purposes? How do fashion magazines help them build an understanding of how to prepare properly for their future careers?

To answers these questions, an online survey of female college students in Shanghai was conducted. The findings of this study are expected to shed more light on the factors that contribute to the popularity of fashion magazines among young female audiences.

Commercial media organizations have profit and non-profit goals. The findings of this study may assist international fashion magazine publishers in learning more about the Chinese market and the nature of its readers. How can they better cater to various segments of female audiences? The findings are expected to help publishers produce better popular cultural content for young college females who are these publications' avid readers.

The study also attempts to make a theoretical contribution in that it intends to explore the relationship between social background and individual media use. The findings along this regard will be useful to understand contemporary Chinese popular, consumer and feminine culture, which may help predict future trends.

In addition, it is well known that China is now a huge market for luxury items. The study may also provide insights as to the buying motivations of the next generation of Chinese consumers with discretionary income—female college students.

## Chapter 2

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The Chinese versions of international fashion magazines are sleek and loaded with information about upper class and Western lifestyles. Their editors claim that their goal is to establish an environment “of high fashion and refined taste” for their target readers who are “financially well off and decidedly white collar” (Wu, 2006, p. 1). Why do college girls who cannot afford to follow exorbitant fashion trends regularly purchase these publications?

This study aims to explore the psychological and social origins of the motives that lead college women to buy fashion magazines, and examine the theoretical linkages between audiences’ media use and their socioeconomic background. The research questions and the mode of analysis applied in this study were guided by the tenets of the uses and gratifications and social differentiation theories.

#### The Uses and Gratifications Theory

According to Katz, Blumler and Gurevitch (1974), the uses and gratifications approach focuses on:

(1) the social and psychological origins of (2) needs, which generate (3) expectations of (4) the mass media or other sources, which lead to (5) differential patterns of media exposure resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintended ones (p. 20).

In this model, the audience is considered as actively seeking media content, and

theories about the straight-line, unilinear effects of media content on attitudes and behavior are suspended. Scholars who study this theory “ask not what media do to people, but ask what people do with media” (Palmgreen, Wenner, & Rosengren, 1985, p. 11). Uses and gratifications, therefore, answers the need for more audience-centered theoretical frameworks by scholars who aim to understand what motivates the behavior of specific audience groups, including women (Hermes, 1995). Campo and Mastin (2007), for example, found that few studies examine what women do with the information fashion magazines contain.

McLeod and Becker (1981) explain that audiences’ motives or gratifications sought for media uses are shaped by their basic needs, social situation and background. The theory is concerned with individuals’ motives that, when realized, lead audiences to refer more often to the mass media; these needs are seen as having socio-structural as well as psychological origins (Livingstone, 1997).

The uses and gratifications approach has been criticized as failing to provide much successful prediction or causal explanation of media choice and use (McQuail, 2005; Livingstone, 1997). Previous studies that have used this framework have mainly focused on the individual’s unique motives, such as McGuire’s (1974) 16-cell matrix of human needs, widely contrasting in their assumption of what instigates human action and what terminates it. The matrix accounts for a broad range of human needs and considers how media use may be gratifying each need. From each of the 16 cells, some implications can be drawn regarding what attracts people to specific mass communication media.

According to the typology of media-person interactions (McQuail et al., 1972),

there are four functions that are most satisfied by exposure to the mass media: diversion, personal relationships, personal identity, and surveillance (McQuail, 2005). Many have used these function categories to analyze audiences' psychological motives for media use. For instance, when Towers (1986) discussed the uses and gratifications readers derive from magazines, interactions, diversion, and surveillance were used as the indices of motives.

The thorniest method-related problems in the uses and gratifications research tradition lie in the area of operationalization (MeLeod & Becker, 1981; McQuail, 2005). Measures of audiences' motives are crucial, yet few successful instructions are available to deal with subtle audience motives (MeLeod & Becker, 1981). To overcome this, researchers commonly measure audiences' motives using separate but related variables (Becker, 1979; Kline, Miller & Morrison, 1974). Although the uses and gratification models include both psychological and sociological motives, even fewer studies provide measurements of the latter motives. The current study tests newly developed indices as well as measures or scales of sociological and psychological motivations adapted from available literature in the social sciences. Its major theoretical objective, however, is to explore the robustness of the claims for sociological motives and their influence on individual media use.

Researchers also have been bedeviled by the difficulty of determining the correlation between gratifications sought (GS) and gratifications obtained (GO) (Palmgreen et al., 1985) from a particular medium. For example, many studies have used the same gratification items repeatedly in one questionnaire regardless of medium, a



technique that often leads to invalid responses (McLeod & Becker, 1981). The current study does not intend to provide evidence of such correlations; rather, it focuses only on the gratifications sought (GS) component of the theoretical framework.

To systematically investigate uses and gratifications, some scholars have divided audiences into groups, and then predicted each group's motives and gratifications. Such was the case when Payne et al. (1988) categorized readers of different genres of magazines into groups using a discriminate analysis of group motives. Studies like these, however, still bank on individual reasons for uses and gratifications. Very few scholars have explored motives for media use based on social origin and social uses. For example, Block (1970) discussed education, gender and racial differences in media uses. Stronman and Becker (1978) discovered racial and socioeconomic differences in media gratifications. However, as Palmgreen et al. (1985) concluded, although there is empirical evidence to support the contention that many uses of the mass media are rooted in social structures and processes, mass communication scholars have only begun to understand such theoretical linkages. Previous uses and gratifications studies in the US and Europe (i.e., Becker & Fruit, 1982; Davis & Woodall, 1982; Greenberg, 1974; Hur & Robinson, 1981; Kippax & Murray, 1980; Lometti et al., 1977; Lull, 1980; McQuail, 1979; Peled & Katz, 1974; Rubin, 1981) did not explicate the social origins of gratifications. The current study aims to fill this gap in the uses and gratifications research agenda by examining the socioeconomic origins of motives for fashion magazine use. To explain the socioeconomic motivations that may impinge on media use, the axioms of social differentiation theory may be useful.

## **Social Differentiation Theory**

Based on Comte's (2007) concept of the collective organism, Spencer's (1969) organic analogy, Tonnies' (1957) theory of social bonds, and Durkheim's (1947) analysis of the division of labor, DeFleur and Ball-Rokeach (1989) concluded that "the assumptions made by sociologists of the last century—that people in modern societies were undifferentiated, anonymous, and lacking social ties—had to be replaced" (p. 181). Urbanization, modernization, migration, expansion of the division of labor, increased stratification, and upward mobility are significant forms of social change people have witnessed in relatively recent times. In the new stratification systems, such characteristics as income, educational attainment and occupational prestige have replaced social class as the main criterion for social differentiation.

In China, developments in society have produced an astonishing economic gap among groups of people. In 2005, Sisci (2005) reported that "66% of all total bank deposits belong to 10% of the population, with 20% of the population holding 80% of total deposits. Peasants, the majority of China's population, make under US \$300 a year, while people in Shanghai, the richest city, earn over \$4,000 a year" (p. 1). Therefore, accelerated capitalist developments can be assumed to have deepened the social stratification of Chinese audiences.

More recently, Wei (2006) examined the relationship between the use of communication technology and differences in socioeconomic characteristics in China. His survey results show that respondents identified as "yuppies" tended to integrate pagers and mobile phones more easily into their conspicuous, westernized, and socially active

lifestyle. Adopting a pager and mobile phone was found to be a means to achieve social differentiation and identity among the members of this segment. The current study expects that Wei's (2006) finding also applies to college students' use of fashion magazines.

But how should audiences be classified? The Chinese situation is complex because the elite and the masses are separated not just by income but also by urban-rural and east-west divisions. Therefore, income is no longer a valid and strong stratification factor. For instance, government officers may not have high incomes, but they possess other social resources and capital.

To assist in any stratification task, Li (2005) employed three unique aspects of Chinese society: (1) the results of the national university entrance examination, (2) the work unit, and (3) the household registration system. Based on a national survey, Li (2007) used consumption habits as a criterion, and divided city residents into five categories: upper (3.6%), upper-middle (18.1%), middle (29.6%), lower middle (29.3%) and lower (19.4%). Li's bases for categorization suggest that to determine the socioeconomic status of female college students, it is necessary to consider their parents' income, occupation, education and household registration. Household registration system records (Hukou or “户口” in Chinese) officially identify a person as a resident of an area, and includes identifying information such name, date of birth, parents, and spouse (if married). The Chinese government uses this system to manage and control the movement of people between urban and rural areas. Thus, individuals are broadly categorized as “rural” or “urban” residents. It is not easy for people to change their place of registration

(Macleod & Macleod, 2001). Therefore, the current study uses the household registration system to determine whether a student was originally from an urban or a rural area.

Motives that originate from the desire to satisfy psychological needs and motives that originate from the desire to satisfy social needs may have a profound influence on the nature and intensity of media use (Carey & Kreiling, 1974).

There are three perspectives that can explain the psychological origins of motives. They are the (1) symbolic interaction and role perspectives, (2) self-schema and self-discrepancy, and the (3) dramaturgical perspective. On the other hand, three perspectives can be employed to explain the social origins of motives. These are the (1) consumerist and feminist perspectives, (2) semiotics and social capital, and (3) the postmodernism perspective. These two broad origins of motives (psychological and social) are discussed in turn.

### **The Psychological Origins of Motives**

Motives with primarily psychological origins may drive college students to buy and consume fashion magazines. Three perspectives help explain why.

#### **Symbolic interaction and role perspectives**

According to Mead (1934), the “self” includes two entities: the “I” and the “me” (also cited in Kaiser, 1990; Morris, 1977; Charon, 1985). According to symbolic interaction theory, the self is a psychological construct involving systematic mental perceptions that are integrated into some kind of order. During the process of self construction, the socially shaped component, “me,” provides a social conscience that incorporates the concept of the “other,” such as social norms, community attitudes, and

group values that guide the active, creative, impulsive, and spontaneous component—"I." By recognizing others' social function in a group, and by trying to think as others think, a person could predict others' assessment and evaluation of himself/herself. In symbolic interaction theory, the self is seen as a composite of past experiences and observations of others' experiences.

Mead (1934) proposes that the individual's definition of the self as a role player in a specific relationship is termed a "me" (Solomon, 1983). Because one person has various roles in his/her social situations (i.e., a female college student is also a daughter, a girlfriend, an intern, or an employee at the same time), everyone has a separate "me" for each of these roles. According to Solomon (1983), lacking "internal cues" or actual experience of role behaviors, one relies on situational or external cues to determine appropriate role behaviors. "The role player who depends on external cues will undergo reflexive evaluation; his/her self-image will be determined largely by a projection of how others see him/her" (Solomon, 1983, p. 325).

But how does one get these "external cues"? How could one undergo reflexive evaluation, especially when he/she has no personal experiences of the role? Previous studies provide empirical evidence of the mass media's effects on the process of symbolic interaction. When Peterson and Peters (1983) studied how adolescents construct social reality, they found that the peer group is conceptualized as a "proving ground" for role behaviors adolescents have observed on television. An important aspect of this conceptualization is that social roles are components of television content and peer realities that adolescents interpret and use to structure their own self-identities. Trevino,

Lengel and Datt's (1987) findings indicate that symbolic interaction is an appropriate theoretical approach with which to understand media choice processes in managerial communication.

The current study expects that students from different socioeconomic circles will report different perceptions of body images and social roles. For example, those who come from lower socioeconomic circles may not have enough knowledge about the role of what is traditional known as "career women." Thus, female college readers may see information in fashion magazines, mainly made up of fashion "tips" and comments on dress patterns, as important resources with which to observe others' roles and imagine others' expectations of themselves. These perceived expectations of body images could help shape their current roles as college students and their future roles as career women. Fashion magazines may provide rich information to meet identified role demands. The self-schema and self- discrepancy perspectives also point to this possibility.

### **Self-schema and self- discrepancy perspectives**

A schema is defined as a cognitive structure consisting of organized knowledge items about situations and individuals abstracted from prior experiences (Graber, 1984). It is used for processing new information and retrieving stored information. Self-schema theory, dealing with cognitive generalizations about the self, posits that when people develop schemas about, for example, their physical appearance, they are likely to selectively attend to appearance information about themselves and others (Markus, 1977; Jung, Lennon & Rudd, 2001).

According to self-discrepancy theory, "disparities may exist between attributes

possessed by the actual self and the attributes the individual would like to possess. These disparities may lead to an unpleasant internal psychological state, which motivates the reduction of perceived self-discrepancies (Jung, Lennon & Rudd, 2001, p. 173). According to previous studies, self-schema theory is more appropriate than self-discrepancy theory to explain body image, because self-discrepancy is not related to mode and investments on appearance.

In the case of the current study, if self-schema theory works, those who are more sensitive to or are more involved with body images will tend to use fashion magazines more because the content of fashion magazines may fit their self-schemas. If self-discrepancy theory works, then readers are more likely to report that they read fashion magazines to reduce the discrepant perception between their imagined “current self” and the roles they see themselves as performing in their future careers.

### **Dramaturgical perspective**

According to Goffman (1959) everyone plays “drama” in daily life. The practice “is a recognition of the fact that everyone is always and everywhere, more or less consciously, playing a role” (p. 19). Individuals “perform” according to what he/she perceives audiences or others want to believe:

When an individual plays a part, he implicitly requests his observers to take seriously the impression that is fostered before them. They are asked to believe that the character they see actually possesses the attributes he appears to possess, that the task he performs will have the consequences that are implicitly claimed for it, and that, in general, matters are what they appear to be (p. 17).

In this “drama,” one reflects his/her roles by following a “script” in which the person tries his/her best to meet social demands. “The performer can rely upon his audience to accept minor cues as a sign of something important about his performance” (Goffman, 1959, p. 51). Eide (2007) found the dramaturgical power of journalism among social actors. In this sense, Eide posits that the mass media could serve as “props” for “performers.” In the case of the current study, those who can afford expensive fashion magazines on a regular basis may use them as a status symbol. It can be argued, therefore, that college students purchase fashion magazines and read them in public to display their desired identities. Therefore, for female college readers from all walks of life, fashion magazines can serve as useful “props” for everyday “performances.” For example, those from affluent families can use them to parade their “high class” tastes. The desire to display high SES, therefore, becomes an important determinant of the use of fashion magazines.

### **The Social Origins of Motives**

Researchers who have examined cross-cultural audiences’ uses of and the gratifications they derive from popular soap operas provide evidence of the effect of social and cultural background on audiences’ media preferences (Liebes & Katz, 1990). This study continues such an exploration by examining the influence of the social and cultural environment of Shanghai on readers’ use of fashion magazines. Although psychological and social needs are discussed separately in the current study, it should be pointed out that psychological and sociological origins are not mutually exclusive alternatives. The factors that affect individual motives for media use on a social level may



also lead to the psychological origins of media use.

### **Consumerist and feminist perspectives**

Twenty years ago, a study by Tse, Belk and Zhou (1989) showed that advertisements in the mainland Chinese market emphasized utilitarian appeals, promised a better life, and focused on desired “states of being” as a consumption theme. Are the same appeals present today?

Xu (2007) assumes that consumer values have now become the core of contemporary Chinese people’s spiritual conviction—consumption is intended to fulfill one’s desires, support economic development, establish a lifestyle, and symbolize “success.” According to Wei and Pan (1999), “since 1979, China has been engaged in a reform program to re-orient its economy toward establishing a consumer market” (p. 77). He adds that in contemporary China, three stable consumerist value orientations are reflected in mass media content: (1) conspicuous consumption, (2) aspiration for self-actualization, and (3) the worship of western lifestyles. Conspicuous consumption refers to the tendency to view consumer products as social symbols. Aspiration for self-actualization is the need to fulfill one’s inner desires. The worship of western lifestyles refers to people’s preference for western brands, products, and spokespersons, among others.

These trends are more obvious in Shanghai than in any other part of China. According to Hewitt (2007), “to arrive in Shanghai in the early 21st century is to be plunged, with jaw-dropping intensity, into a vision of China’s modernization” (p. 32). On the one hand, Shanghai, rich in colonial history, is the center of the nation’s first faltering

interactions with the western world since the middle of the 19th century. On the other hand, beginning in early 1992, Shanghai enjoyed preferential treatment from the main government as an offshoot of the country's economic reform policy. Money from around the world poured into the city (Yang, 1994).

Do female college students consume fashion magazines avidly because they want to be actively engaged in a highly consumerist society? Are those who are not original Shanghai residents or are not from other metropolitan areas more eager to be exposed to the content of fashion magazines so as not to be isolated from a fast-paced society?

Feminism generally criticizes the Cartesian binaries that emphasize gender differences and bind women in patriarchy. Feminists demand equal power for women and men in society. Some scholars (e.g., Friedan, 1965; Nava, 1992) highlight the significance of consumerism in promoting women's self-realization and creativity, which are related to the process of attaining gender parity. For example, women shop not just as a leisure activity; some say they get a sense of independence from the activity (Friedan, 1965; Nava, 1992). In an analysis of Dutch fashion magazines at the turn of the 19th century, Delhaye (2006) investigated how the arena of fashion, as a symbol of consumption culture, was an important locus of female individualization. In a study of a women's magazine in the United Kingdom, Stevens et al. (2003) found that the values of consumer culture and the legitimization of self-indulgence are intertwined.

However, feminism as a concept is far more complicated in China. As the country moves toward relative political openness and economic modernization, the old stereotypes of women as homemakers and caregivers increasingly re-emerges in the

media (Glasser, 1997). Such representations of women have to be interpreted contextually. For instance, the image of the public-minded model worker in the Communist ideology repressed personal aspirations in the name of the collective. The image of the family-oriented homemaker, mother, or nurturer from the late 1970s onward is a dialectic response to the re-emphasis on women's personal desires (Glasser, 1997). In Shanghai, feminism is part of the city's culture. Shanghai's women are "resolute, decisive...fighting for their goals, and they are the masters of themselves" (Wang, 2008, p.1).

The current study expects that female college readers will associate consumerism with the idea of female financial independence or the ability to fulfill women's own consumption demands. This notion drives them to fashion magazines where they find information that validates their desire to harness financial independence as women.

### **Semiotics and social capital perspectives**

McLuhan (1964) emphasized that the medium that carries the message may be more important than media content itself. While technological determinism focuses on how communication channels shape society, this study is concerned more with the semiotic meanings female college students hold about fashion magazines, especially at the connotation level.

Connotation deals with what signs—whether words or images—make a person think or feel, or the associations a word or an image has for someone (Barnard, 2005).

The idea that a medium connotes meaning is not new. For example, Lerner (1958) linked the possession of a radio with the realization of modernity and progress.

According to Barthes (1964), the “common domain of the signifier’s level of connotation is ideology” (also cited in Barnard, 2005, p. 95). Shoemaker and Reese (1996) define ideology as a symbolic mechanism that serves as a cohesive and interacting force in society. According to them, a mass medium’s ability to define a situation gives it its ideological power. As Barnard (2005) points out:

Connotations result from one’s class, sex, age, nationality and so on, and consequently change from person to person as class, age, and so on, change. It is on the level of connotation, then, that ideology is to be found. The feelings, associations, and impressions are the result of a person’s class, sex, age and so on. They are the source, in a sense, of ideology (p. 95).

For female college students, high-price fashion magazines are indicators of high-class fashion and lifestyle. Subscribing to such magazines, therefore, may be regarded as a sign of wealth, social capital, and taste.

Bourdieu (1984) offers the term “habitus,” which refers to the acquired and enduring patterns of taste, movement, and bodily practice produced through socialization processes, which in turn, reproduce social structures. Xu (2007) observes that in Shanghai, white-collar workers frequent high-class cafés in the central part of the city as a matter of lifestyle. An online readership survey of the Chinese versions of international fashion magazines also shows that 57% of the respondents (n=485) equated fashion magazines with a modern lifestyle (163.com, 2008).

Kim (2007) found that the interplay of social capital and media use is affected by civic life in South Korea. Use of the Internet for entertainment had positive relationships

with both interpersonal trust and informal socializing, indicating that the Internet might enhance the production of social capital. Interviewing TV audiences in China, Zhou and Belk (2004) found that Chinese consumers desire global goods because international images represent the symbolic meanings of cosmopolitanism and high status. Thus, the current study also expects that female college students equate reading fashion magazines to the process of becoming individuals with discerning taste and belonging to the affluent class.

### **Postmodernism perspective**

The term “postmodernism” has several central assumptions. Post-modernists submit that

Histories are infinite; the relative significance accorded historical events is a matter of ideological expediency. Written history is selective and interpretive; it is equivalent to fiction. Progress is a myth; it involves the celebration of the new, rather than change for the better. Rational thinking, science and technology are often used destructively; they cannot be assumed to lead to humanitarian ends (Morgado, 1996, p. 44).

In western societies, postmodernism has become a code word for a tremendous sense of change and upheaval in the cultural, political or economic milieus (Wilson, 1992). Postmodernism as a concept was introduced in Chinese intellectual circles in the mid-1980s (Dirlik & Zhang, 1997). If it can be discerned in the country, then China’s postmodernism must be unique. The core of the historical experience of Chinese post modernity is post-socialism, which is expressed in terms of decentralization, transnational

mobility, economic and cultural diversity, consumerism, and some emerging or renewed sense of locality and individuality. All these characteristics are in contrast with the Communist political ideology.

Much more clearly than in societies where post modernity and modernity are both encompassed within the history of capitalism, Chinese postmodernism may reveal the antirevolutionary thrust of postmodernism as well as its contradictions. For while China disengages from its revolutionary past, as a post-revolutionary and post-socialist society, it still bears strong traces of that past, which serve as reminders of an earlier challenge to the capitalist world system. The contradictions are most evident in the anomalous situation of a state still claiming socialism to legitimize itself, but must nevertheless demonstrate that legitimacy by being more successful at capitalism than capitalist societies (Dirlik & Zhang, 1997, p. 8).

Despite the growing commercialism in China, political ideology still has its influence, and the Communist Party still controls the information system that disseminates political propaganda. In China's colleges and universities, undergraduate and graduate students are required to take three to six courses for "political education," such as Marxist political economics, the philosophical theory of Marxism, Mao Zedong thought, and Deng Xiaoping theory. Politics is a required subject in graduate school entrance examinations. Although China has experienced economic reforms, the media still serve an ideological function.

However, Western fashion magazines are international in scope and their content is far removed from politics. Thus, these publications experience the least control from

the government. *Elle* is the first international magazine to receive official license to publish its Chinese version on the mainland. Before *Vogue* came out with its first Chinese edition in 2005, international fashion magazine groups had already occupied 85% of the national market share, a phenomenon that has never happened before in the Chinese media market. In one sense, therefore, one can see fashion magazines as providing their readers with opportunities to escape political propaganda. Therefore, this study expects that female college students use fashion magazines to escape or evade the usual political discourse and other communist propaganda.

### **Research Questions**

Figure 1 shows a general schematic of the origins of needs that served as the bases for the current study's research questions.

Considering the symbolic interaction and role perspectives, and self-schema and self- discrepancy perspectives, this study asks:

**RQ1: To what extent do students use fashion magazines as resources to form their current body images? Do students from different socioeconomic status differ in this regard?**

**RQ2: To what extent do students use fashion magazines as resources to create body images for future careers? Do students from different socioeconomic status differ in this aspect?**

Considering the dramaturgical perspective, this study asks:

**RQ3: To what extent do students purchase fashion magazines to display high socioeconomic status? Do students from different socioeconomic status differ in this**

**regard?**

Considering the consumerist and feminist perspectives, this study asks:

**RQ4: To what extent do students use fashion magazines to satisfy consumerist needs? Do those from different socioeconomic status differ in this aspect?**

**RQ5: To what extent do students use fashion magazines to enhance their sense of feminism? Do students from different socioeconomic status differ in this regard?**

Considering the semiotics and social capital perspectives, this study asks:

**RQ6: To what extent do students read fashion magazines as a way to experience an affluent lifestyle? Do students from different socioeconomic status differ in this aspect?**

Considering the postmodernism perspective, this study asks:

**RQ7: To what extent do students read fashion magazines to escape political propaganda? Do students from different socioeconomic status differ in this regard?**



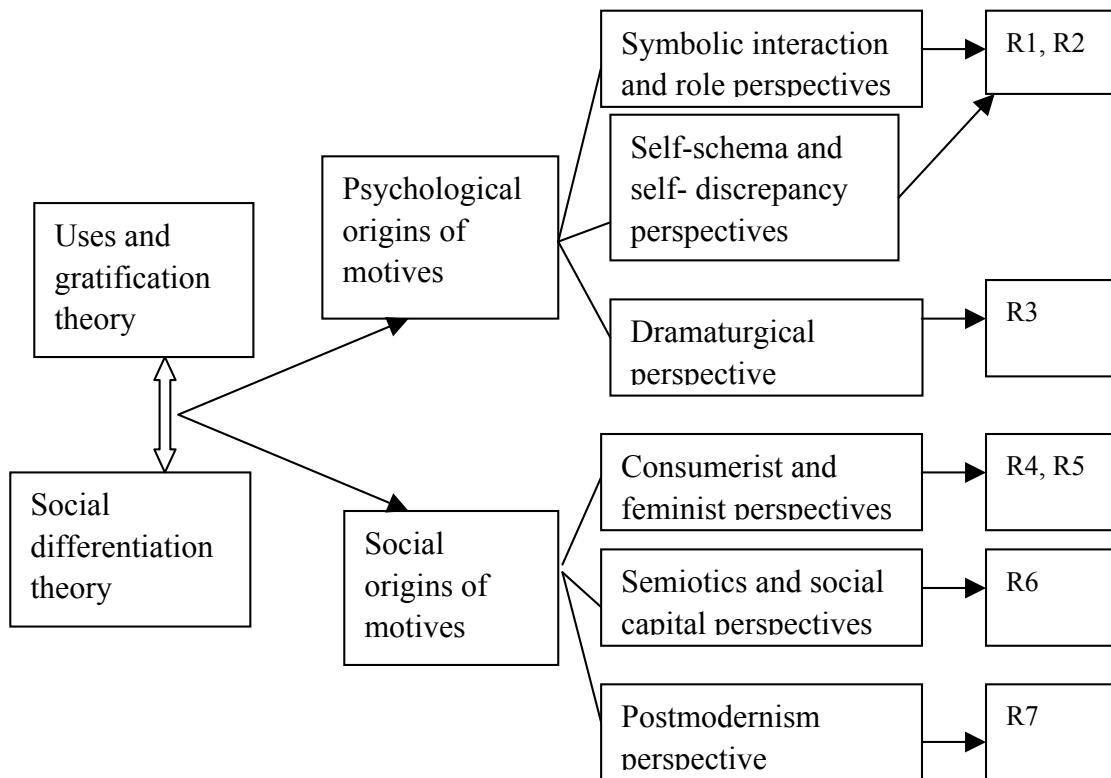


Figure 1. A general schematic of the proposed origins of needs

## Chapter 3

### METHOD

To gather data for this study, an online survey was conducted of female college students in Shanghai. This was deemed the most appropriate and flexible way by which respondents could provide individual answers to a self-administered questionnaire without compromising their anonymity. Considering the sensitive nature of some of the questionnaire items, an online survey freed respondents from social conventions that might otherwise hamper their willingness to provide information in a face-to-face situation or a telephone interview. The survey questionnaire was in Chinese.

#### The Sample

The universe of this study was composed of all female college students in Shanghai. Because of the lack of available sampling frames, the respondents for this study were selected using convenience sampling. To recruit respondents, permission to post a link to the survey on the Bulletin Board Systems (BBS) of colleges and universities was solicited from 22 educational institutions. BBSs are electronic message centers that serve specific interest groups. They allow users to connect with one another using a terminal program. Once logged in, users can upload and download software and data, read news, and exchange messages with other users via either electronic mail or public message boards. Students generally use their colleges' or universities' BBS to exchange information.

According to the Shanghai Municipal Education Commission, there are 61

colleges and universities in the city. Among these, 22 have online BBS for students' use.<sup>1</sup> Small private colleges and vocational schools do not have BBS service. The study recruited 264 student-respondents. Thirty other Chinese students were used as the pretest sample to (1) determine the reliability of the indices developed, (2) solicit suggestions for questionnaire organization and wording, (3) determine whether respondents understood what are being asked, and (4) ascertain how long it took to complete the questionnaire.

The actual survey was conducted over a three-month period, from November 28, 2009 to February 28, 2010. The participants were told that the study aims to assess their uses of and the gratifications they derive from reading fashion magazines. To encourage participation, the names of those who returned their questionnaire were included in a drawing for 50 RMB. Twenty-five respondents were randomly selected to receive this incentive.

### **Variables and Their Measure**

**Socioeconomic status.** This term refers to the combined economic and sociological measure of a person's work experience and of an individual's or her family's economic and social position relative to others based on income, education and occupation. To measure socioeconomic status, students were asked about their monthly

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<sup>1</sup>The 22 universities with a BBS system for students' use are: Fudan University, Shanghai Jiaotong University, Tongji University, Eastern China Normal University, East China University of Science and Technology, Shanghai International Studies University, Donghua University, Shanghai University of Finance and Economics, University of Shanghai for Science and Technology, Shanghai Maritime University, Shanghai Conservatory of Music, Shanghai University of Sports, East China University of Political Science and Law, Shanghai Ocean University, Shanghai University of Electric Power, Shanghai University, Shanghai Normal University, Shanghai Institute of Foreign Trade, Shanghai Lixin Accounting Institute, Shanghai University of Politics and Law, Shanghai Sandau College, and Shanghai Gench College.

living expenses, household registration places before they took the university entrance examination, and their parents' occupation. Based on their answers, the students were placed into three categories. Thus, a student may come from a (1) high, (2) middle, or (3) low socioeconomic status family. These three categories were operationally defined in Table 1.

Table 1. Operational definition of socioeconomic status categories

<b>Variables</b>	<b>Operational definition</b>
High socioeconomic status family	A respondent is said to belong to this status when: <ol style="list-style-type: none"> <li>1. her monthly living expenses are among the highest 20% of all respondents' expenses;</li> <li>2. one or both parents are civil servants or occupy top managerial positions in their work units, or own their own business; and</li> <li>3. the respondent's household before taking the university entrance examination was registered in an urban area.</li> </ol>
Low socioeconomic status family	A respondent is said to belong to this status when: <ol style="list-style-type: none"> <li>1. her monthly living expenses are among the lowest 20% of all respondents' expenses;</li> <li>2. both parents are peasant workers, laborers, or are unemployed; and</li> <li>3. the respondent's household before taking the university entrance examination was registered in a rural area.</li> </ol>
Middle socioeconomic status family	A respondent is said to belong to this status when: <ol style="list-style-type: none"> <li>1. her monthly living expenses are between the highest 20% and the lowest 20% of all respondents' expenses;</li> <li>2. Neither of the parents are civil servants or occupy top managerial positions in their work units, or own their business. However, these parents are not peasant workers, laborers, or are unemployed; and</li> <li>3. the respondent's household before taking the university entrance examination has been registered in an urban area; or</li> <li>4. when she does not meet the criteria for either high or low socioeconomic status respondents.</li> </ol>

**Use of fashion magazines.** The dependent variable in this study, this refers to the extent to which a respondent buys and reads fashion magazines. It includes (a) the frequency with which a respondent buys fashion magazines, (b) the number of fashion magazines she buys, (c) the extent to which the respondent reads through an issue of fashion magazines and (d) the frequency with which she reads fashion magazines in public situations (i.e., in classrooms, in cafes, dinning halls, and other public places on campus or elsewhere).

To determine the frequency with which respondents buy fashion magazines, they were asked to choose whether they (1) never buy fashion magazines, (2) buy fashion magazines rarely, (3) buy fashion magazines occasionally, (4) generally buy one or more fashion magazines monthly.

The number of fashion magazines they read was ascertained by asking them to choose whether (1) they never read fashion magazines at all, (2) they read one fashion magazine for several months; (3) they read at least one fashion magazine a month, (4) they read more than one fashion magazine a month.

To determine the extent to which they read fashion magazines, they were asked to choose whether, in general, they read (1) about a quarter of the magazine's content, (2) about half of the magazine's content, (3) about a three-quarters of the magazine's content, or (4) almost all of the magazine's content.

The frequency with which students read fashion magazines in public situations were ascertained by asking students to choose from the following response items: (1) not at all, (2) rarely, (3) occasionally, or (4) almost always.

The answers to these four items were added and averaged to arrive at a measure of fashion magazine use. Higher scores indicate more frequent use. The reliability and internal consistency of this and the other succeeding indices developed in this study were determined by computing for Cronbach's alpha. In general, an index that produces a Cronbach's alpha of 0.80 is acceptable; 0.60 is the minimum (Kim, 2007; Wimmer & Dominick, 2006). The reliability of this magazine use index was .582 (Cronbach's alpha), slightly lower than the prescribed .60 level for acceptable reliability in the social sciences.

**RQ1 asks: To what extent do students use fashion magazines as resources to form their current body images? Do students from different socioeconomic status differ in this regard?**

**Body image.** This term refers to a person's perception of his/her own physical appearance or how the body looks. Available literature (e.g., Brown, Cash & Mikulka, 1990; Cash & Szymanski, 1995; Jung, Lennon & Rudd, 2001) suggests that this variable has three dimensions: (1) appraisals of one's own choices for grooming and other means by which physical appearance can be improved; (2) appraisals of others' evaluations of one's physical appearance; and (3) the extent of investments to improve physical appearance.

Based on previous indices (Brown, Cash & Mikulka, 1990; Cash & Szymanski, 1995; Jung, Lennon & Rudd, 2001), in this study, **current body image** refers to the respondent's perception of her own physical appearance as a college student. Appraisals of one's own choices of ways by which physical appearance can be improved were

measured by asking respondents the extent to which they agree with the following statements: As a college student, (1) I am good at coordinating my garments and the cosmetics I use; (2) I exercise regularly to keep my body in shape; (3) It is important that I always look good; and (4) I always know how to look appropriately for different situations and occasions. The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.”

Perceived body image appraisals by others were measured by asking the extent to which respondents agree with the following statements: As a college student, (1) my peers often evaluate my appearance positively; (2) I feel good when my peers give me positive evaluations of my appearance; (3) I feel good when my peers follow the choices I make regarding how to improve physical appearance; (4) I care very much about how my peers evaluate my appearance.

Emphasis on investments in appearance were measured by asking the extent to which the respondents agree with the following statements: As a college student, (1) I intentionally seek information on how to dress appropriately in daily life; (2) Fashion magazines provide me with lots of useful information regarding how to dress appropriately; (3) Money spent on garments and cosmetics constitute a big chunk of my monthly living expenses, and (4) I consider garments and cosmetics necessary and worthy expenditures.

The responses to these items range from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” The answers were summed and averaged to serve as the measure for current body image. Higher scores are interpreted as indicating greater

concern regarding body image. In this case, Cronbach's alpha was .791, indicating that the items comprising the index were internally consistent.

A simple regression test and an analysis of variance test (ANOVA) were conducted to answer this research question. In this case, **current body image** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to shape current body image across socioeconomic status were tested using ANOVA.

**RQ2 asks: To what extent do students use fashion magazines as resources to create body images for future careers? Do students from different socioeconomic status differ in this aspect?**

In this study, **future body image** refers how the respondent perceives her physical appearance as a career woman in future. Based on previous indices (Brown, Cash & Mikulka, 1990; Cash & Szymanski, 1995; Jung, Lennon & Rudd, 2001), self-appraisals of one's choices for grooming and other ways of improving physical appearance were measured by asking the extent to which they agree with the following statements: As a future career woman, I already have adequate knowledge of how to (1) choose clothing that is appropriate to my expected role, (2) use cosmetics appropriate to my role, (3) keep my body in good shape as befits my role, (4) make myself always look good in whatever role I will play in the future.

The perceived appraisals of others regarding a person's future body image were measured by asking the extent to which respondents agree with the following statements: As a future career woman, (1) I am confident that my future peers will often evaluate my



appearance positively; (2) I am sure positive evaluations and praises of my physical appearance will provide me with greater confidence; (3) it will matter much to me when my future peers follow the choices I make regarding how to improve physical appearance; (4) I care a lot about how my future peers evaluate my appearance.

Emphasis on investment in appearance was measured by asking the extent to which the respondents agree with the following statements: As a career woman, (1) I will intentionally seek information on how to dress appropriately in daily life; (2) fashion magazines will provide me with lots of useful information regarding how to dress properly in fitting with my future career; and (3) I consider money spent on garments and cosmetics an important part of my monthly living expenses in future; and (4) I consider money spent on garments and cosmetics as necessary and worthy expenditures in future.

The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” These responses were summed and averaged to serve as the measure of future body image. Higher scores indicated greater levels of concern regarding their future body image. The Cronbach’s alpha for the index current body image was .814.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **future body image** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to shape future body image across socioeconomic status were tested using ANOVA.

**RQ3 asks: To what extent do students purchase fashion magazines to display**

**higher socioeconomic status? Do students from different socioeconomic status differ in this regard?**

**Display of higher socioeconomic status** refers to the actions a person takes to showcase real or imagined high socioeconomic status to peers. It was measured by asking the extent to which respondents agree with the following statements; (1) Students from high socioeconomic status families get more attention from others; (2) I feel good when people think I come from a high socioeconomic status family; (3) Those who regularly purchase fashion magazines usually come from high socioeconomic status families; (4) I read fashion magazines in public places to let people know that I come from a high socioeconomic status family; and (5) I read fashion magazines in public places to let people know that I have a high class fashion taste.

The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” The answers to these items were added and averaged to serve as the measure of the concern students have to display higher socioeconomic status. Higher scores on this index means more willingness to display socioeconomic status. The Cronbach’s alpha for this index was .732.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **display of socioeconomic status** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to publicly communicate high status across socioeconomic classes were tested using ANOVA.

**RQ4 asks: To what extent do students use fashion magazines to satisfy**

**consumerist needs? Do those from different socioeconomic status differ in this aspect?**

**Consumerism** refers to people's tendencies to equate personal happiness with consumption and the purchase and ownership of material possessions. According to Wei & Pan (1999), there are three dimensions of consumerism: (1) conspicuous consumption, which refers to the tendency to view consumer products as social symbols; (2) aspirations for self-actualization, which equates to the need to fulfill one's inner desires; and (3) the worship of western lifestyles, which refers to people's preference for western brands, products, and spokespersons.

Using Wei and Pan's (1999) proposed indices, conspicuous consumption was measured by asking the extent to which the respondents agree that: (1) The possession of more luxury goods indicates success in life; (2) Material things, such as houses, cars and fine clothing give a sense of self-fulfillment; (3) A fashionable and chic appearance is emphasized more than practicality; (4) People derive great pleasure in trying out new and fashionable products.

Aspiration for self-actualization was measured by asking the extent to which the respondents agree with the following statements: (1) It is worthwhile to spend money on something attractive even if it is very expensive; (2) People are willing to do what it takes to fulfill their desires for material possessions regardless of how much they cost; (3) Pleasure comes from what people enjoy doing; (4) People have great expectations of what they can accomplish.

The worship of western lifestyles was measured by asking the extent to which the

respondents agree with the following statements: (1) Where I live, Western art and culture are emphasized more rather than local culture and art; (2) Although expensive, western brand fashion products (i.e., garments, accessories, cosmetics) are preferred; (3) People are more willing to work in foreign-owned enterprises than in domestically-owned ones; (4) Western products give people a lot more pleasure compared to products that are domestically produced.

The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” The answers to these items were summed to serve as the measure of consumerism. Higher scores indicated a higher preference for consumerist values. The Cronbach’s alpha for the consumerism index was .706.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **consumerism** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to satisfy consumerist motives and values by socioeconomic status were tested using ANOVA.

**RQ5 asks: To what extent do students use fashion magazines to enhance their sense of feminism? Do students from different socioeconomic statuses differ in this regard?**

**Feminism** is a political discourse aimed at equal rights and legal protection for women. It involves various movements, theories, and philosophies, all concerned with issues of gender difference. This discourse advocates for equality for women and campaigns for women's rights and interests (Cornell, 1998; Humm, 1992). In this study,

feminism refers to women's financial independence and their ability to fulfill their own consumption demands independently as free members of a society.

This concept was measured by asking the extent to which the respondents agree with the following statements: (1) Financial independence is the most important result of being a successful career woman; (2) A successful career woman must have the ability to fulfill her own consumption demands; (3) A financially independent woman is highly respected by others; (4) Women tremendously enjoy shopping for luxury products.

The responses to these items ranged from 1 to 5 where 1 means "strongly disagree" and 5 means "strongly agree." The answers to the above items were summed and averaged to serve as the measure of the extent to which college students subscribe to feminist values. The Cronbach's alpha for the feminism index was .754.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **feminist values** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to satisfy feminist values and motives by socioeconomic status were tested using ANOVA.

**RQ6 asks: To what extent do students read fashion magazines as a way to experience an affluent lifestyle? Do students from different socioeconomic status differ in this aspect?**

Lifestyle generally refers to the manner in which people conduct their lives. Specifically, the term "**experiencing the affluent lifestyle**" is used in this study to refer to college students imagining how people of high socioeconomic status conduct their

lives, with emphasis on luxury consumption activities, having management-level jobs, traveling and having experience overseas as business people, entrepreneurs or as tourists. Because most college students can only experience these vicariously, this study examines the extent to they engage in fantasy in the sense that they see themselves as assuming the lifestyle of rich people. Therefore, this variable indirectly measures how they use fashion magazines for social recognition.

This variable was measured by asking the extent to which college students agree with the following statements: When reading fashion magazines, they can imagine the pleasurable feeling of (1) being able to buy luxury products; (2) traveling abroad for pleasure; (3) enjoying delicious food in upper-class restaurants; and (4) enjoying the privileges of having a management-level job.

The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” Answers to these items were added and averaged to serve as the measure of how college students value an affluent lifestyle. The Cronbach’s alpha of the affluent lifestyle index was .805.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **experiencing the affluent lifestyle** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines as a way to experience an affluent lifestyle by socioeconomic status were tested using ANOVA.

**RQ7 asks: To what extent do students read fashion magazines to escape political propaganda? Do students from different socioeconomic status differ in this**

**regard?**

In this study, **escaping political propaganda** refers to the measures taken by college students to avoid exposure to political education content in college courses and curricula. Based on “political avoidance measures” (Rubin, Palmgreen, & Sypher, 1994, p. 300), this variable was measured by asking students the extent to which they agree that: (1) Not many people pay attention to the content of political education courses; (2) Political education hardly teaches students anything; (3) Most students do all sorts of activities to kill time during political education classes; (4) Most students do not always trust what political education courses tell them; (5) Many students read fashion magazines during political educational classes. The responses to these items ranged from 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.” The answers were summed and averaged to measure the extent to which students try to escape political propaganda. The Cronbach’s alpha for the escaping political propaganda index was .781.

A simple regression test and an ANOVA were conducted to answer this research question. In this case, **escaping political propaganda** served as the independent variable that predicts the dependent variable, **use of fashion magazines**. Differences in the use of fashion magazines to escape political propaganda by socioeconomic status were tested using ANOVA.

## Chapter 4

### RESULTS AND DISCUSSION

This study aims to determine the impact of psychological and sociological motives that lead to the use of international fashion magazines among female college students in Shanghai. An online survey was conducted to gather data. To recruit respondents, a link to the survey was posted on the Bulletin Board Systems (BBS) of 22 universities within the city. Data were gathered from November 28, 2009 to February 28, 2010. A total of 264 questionnaires were returned. Of these, 190 (71.9%) were fully completed.

#### The sample

**Educational characteristics.** Of those who returned the questionnaire (n=264), 32.1% were graduate students, 18.1% were undergraduate seniors, 7.5% were juniors, 6.0% were sophomores, and 3.4% were freshmen (Table 2). Most of the respondents (18.9%) reportedly major in literature. The rest major in law (10.2%), journalism (9.8%), engineering (9.4%), science (6.0%), medicine (4.5%), and art (2.6%) (Table 2).

**Socioeconomic status.** To measure socioeconomic status, students were asked about their monthly living expenses, household registration places before they took the university entrance examination, and their parents' occupation. Based on their answers, the students were placed into three categories.

The respondents reported average monthly living expenses at 1,086.21 RMB (sd= 571), about US\$160. In China, all students are required to live in university residence



Table 2. Respondents' classification in college and major area of study

	Frequency	Percent
<b>Classification</b>		
Freshmen	6	2.3
Sophomore	16	6.0
Junior	20	7.5
Senior	48	18.1
Graduate	85	32.1
Total	175	66.0
Not reported	89	34.0
Total	264	100.0
<b>Major area of study</b>		
Literature	50	18.9
Science	16	6.0
Engineering	25	9.4
Business	27	10.2
Law	27	10.2
Medicine	12	4.5
Journalism	26	9.8
Art	7	2.6
Total	190	71.7
Not reported	74	28.3
Total	264	100.0

facilities, and housing expenses are part of the assessed tuition fees. The living expenses also do not include expenditures for vehicles or their maintenance, items that are normally beyond the reach of typical college students. 20 % of the student-respondents reported living expenses equal or lower than 700 RMB, and those were categorized as low SES; 22.5% had living expenses equal or higher than 1,300 RMB and were coded as high SES; 59.5% whose living expenses were higher than 700 RMB and lower than 1,300 RMB were coded as middle SES. The average annual living expense was 1,086.21 RMB (sd= 571); the mode stood at 1,000 RMB.

A total of 176 reported their fathers' occupations. Of these, 19.6% were

categorized as high SES occupations, 27.9% were middle, and 18.9% were low SES occupations (Table 5). Another 173 students reported their mothers' occupations. Of these, 13.2% were classified as high SES occupations, 29.1% were middle, and 23% were low (Table 3).

One hundred and ninety-one students reported their household registration places. Those who claimed their households were registered in a rural area constituted 6.8% of the sample; 65.3% had households registered in an urban area (Table 4).

Based on the above indicators, respondents were divided into three groups: 45 (17%) were placed in the high SES condition, 105 (39.8%) were categorized at middle SES, and 40 (15.2%) were placed in the low SES status. Seventy-three (28%) did not report any SES information (Table 4).

Table 3. Parents' occupations

Occupation	Father		Mother	
	Frequency	Percent	Frequency	Percent
Civil servant or occupying top managerial position in work units; business owner	52	19.9	35	13.2
Teacher, doctor, lawyer and other traditional white-collar occupations	74	27.9	77	29.1
Peasant worker, laborer, or unemployed	50	18.9	61	23.0
Not reported	88	33	91	34.7
Total	264	100	264	100.0

Table 4. Location of household registration

	Frequency	Percent
Rural	18	6.8
Urban	173	65.3
Not reported	73	27.9
Total	264	100.0

### Magazine Use

To measure use of fashion magazines, the students were asked to indicate (a) the frequency with which they buy fashion magazines, (b) the number of fashion magazines they buy, (c) the extent to which they read through an issue of fashion magazines, and (d) the frequency with which they read fashion magazines in public situations (i.e., in classrooms, in cafes, dining halls, and other public places on campus or elsewhere). The reliability of this magazine use index was .582 (Cronbach's alpha), slightly lower than the prescribed .60 level for acceptable reliability in the social sciences.

As shown in Table 5, the majority or 40% of the respondents said they rarely buy fashion magazines, 36.2% buy fashion magazines occasionally, and 11.3% said they buy one or more magazines per month.

Table 5 also shows that 89% read fashion magazines. Of the total number of respondents, 64.9% read these fashion publications every two or three months; 16.2% peruse at least one magazine a month; and 7.9% read more than one magazine a month. Of those who read fashion magazines, 37.4% read the entire issue. A little more than half (51.7%) read a half to about three-quarters of an issue, and another 8.3% read about a quarter of the publications they buy. A little more than half of the sample (53%) read two

to three of these publications regularly, Close to 22% read four to seven, indicating high interest in this type of publication.

To what extent do they read these magazines in public? The majority (51.7%) say they occasionally do so; 16.2% say they read in public almost always. A sizeable number (23.8%) say they rarely read in public.

The respondents were asked to list a maximum of seven magazines they read regularly. Almost half (47%) read more than two magazines regularly. As Figure 2 shows, *Ruili* (133), *Mina* (115,) and *Vivi* (106), all Japanese publications, were the top three choices. This finding agrees with other researchers' observations (i.e., Craig, 2000; JETRO, 2006; Feng & Firth, 2008) that Japanese fashion magazines are more popular in the country than western-based ones perhaps because Chinese readers prefer Asian fashion styles.

Twenty-four respondents (9.1%) who never read fashion magazines and four respondents (1.9%) who did not reported their reading frequency were excluded from further statistical analyses, moving the final sample size to 236.

Table 5. Respondents' fashion magazine reading habits

	n	%
<b>Frequency of buying</b>		
Never	31	11.7
Rarely	106	40.0
Occasionally	96	36.2
Buy one or more magazines per month	30	11.3
Not reported	1	0.8
Total	264	100.0
<b>Frequency of reading</b>		
Never	24	9.1
Every two or three months	172	64.9
At least one magazine a month	43	16.2
Read one or more magazines per month	21	7.9
Not reported	4	1.9
Total	264	100.0
<b>Amount read</b>		
About a quarter	22	8.3
Half	59	22.3
Three-quarters	78	29.4
All	99	37.4
Not reported	6	2.6
Total	264	100.0
<b>Number read regularly</b>		
0	17	6.4
1	49	18.6
2	74	28.0
3	66	25.0
4	33	12.5
5	17	6.4
6	4	1.5
7	4	1.5
Total	264	100.0
<b>Frequency of reading in public situations</b>		
Never	18	6.8
Rarely	63	23.8
Occasionally	137	51.7
Almost always	43	16.2
Not reported	3	1.5
Total	264	100.0

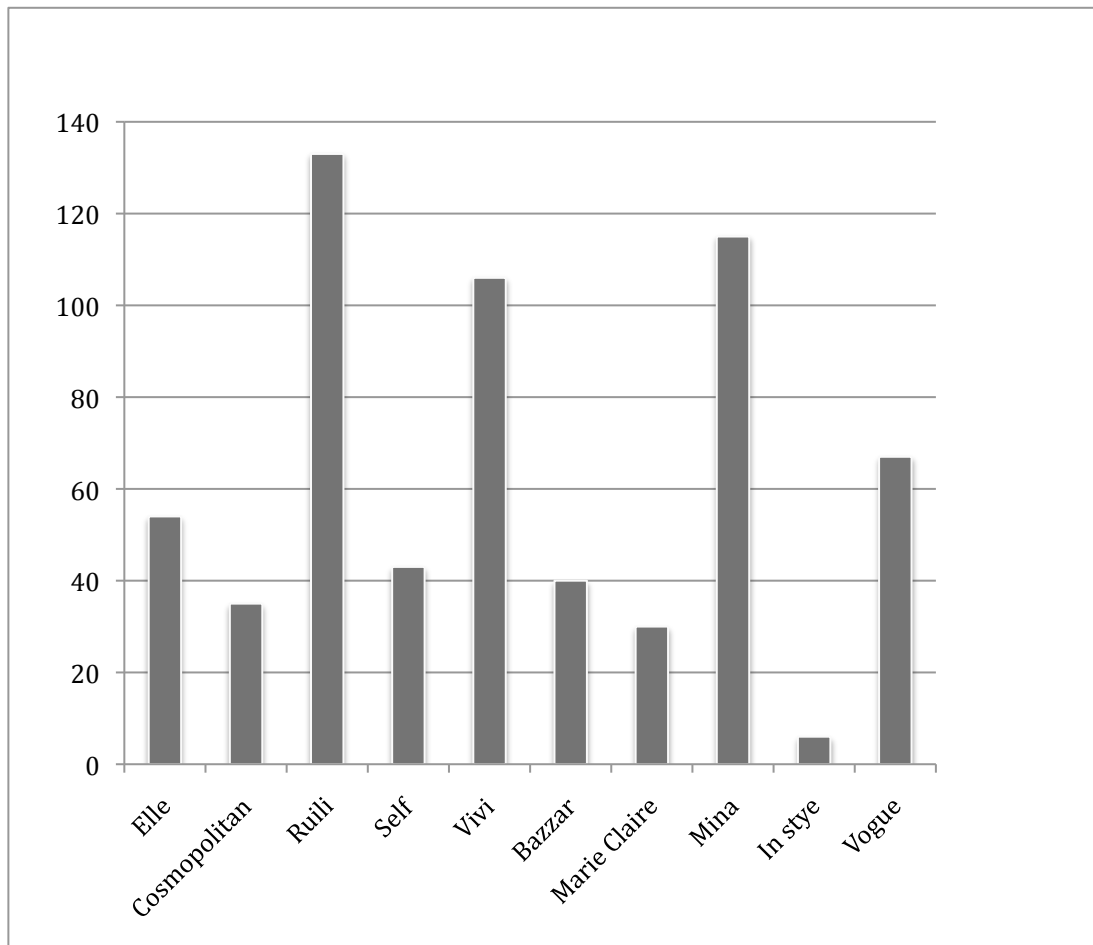


Figure 2. Fashion magazines read

### Psychological Motives

**RQ1 asks: To what extent do students use fashion magazines as resources with which to form their current body image? Do students from different socioeconomic status differ in this regard?**

*Current body image* refers to a respondent's perception of her own physical appearance as a college student. Twelve Likert scale items were asked to measure the extent to which the respondents were concerned about their physical appearance as college students. The responses to these items ranged from 1 to 5 where 1 indicates low evaluation and 5 indicates high evaluation of current body image. The mean for the 12

items was 3.62 (sd = .41), suggesting that respondents generally hold positive evaluations of their current body image. Table 6 shows the mean of responses for each of the items that comprise this index. The Cronbach's alpha of the index for current body image was .791, indicating that the items were internally consistent.

Table 6. Descriptive statistics for the 12 items that comprise the index of current body image

	N	Mean	Std. dev.
1. I am good at coordinating my garments and the cosmetics I use.	216	3.20	.82
2. I exercise regularly to keep my body in shape.	216	2.95	.95
3. It is important that I always look good.	214	4.05	.78
4. I always know how to look appropriately for different situations and occasions.	214	3.85	.75
5. My peers often evaluate my appearance positively.	210	3.34	.72
6. I feel good when my peers give me positive evaluations of my appearance.	215	4.06	.70
7. I feel good when my peers follow the choices I make regarding how to improve physical appearance.	207	3.88	.78
8. I care very much about how my peers evaluate my appearance.	209	3.65	.80
9. I intentionally seek information on how to dress appropriately in daily life.	211	3.61	.75
10. Fashion magazines provide me with lots of useful information regarding how to dress appropriately.	211	3.52	.70
11. Money spent on garments and cosmetics constitute a big chunk of my monthly living expenses.	211	3.27	1.0
12. I consider garments and cosmetics necessary and worthy expenditures.	215	3.79	.76
Current body image index	190	3.62	.41

Do the responses differ by SES? Table 7 shows that respondents in the low SES group gave an average score of 3.52 (sd = .50) on the current body image index, slightly

lower than the score of those in the middle SES group ( $M=3.68$ ,  $sd=0.36$ ) and those in the high SES group ( $M=3.645$ ,  $sd=.45$ ). Based on the results of a one-way ANOVA test shown in Table 7, these differences were not statistically significant ( $F_{2,152}=1.718$ ,  $p=.183$ ). The finding did not support the expectation that those from lower socioeconomic circles will be less confident about their physical appearance as college students.

Table 7. Descriptive statistics and results of a one-way ANOVA test to determine differences in perceived current body image among the three SES groups

SES status	N	Mean	Std. dev.	Std. error
Low	27	3.51	.50	.097
Middle	88	3.68	.36	.038
High	40	3.65	.45	.071

	Sum of squares	df	Mean square	F	Sig.
Between groups	.579	2	.209	1.718	.183
Within groups	25.616	152	.169		
Total	26.196	154			

To determine if there is a linear relationship between perception of current body image and fashion magazine use, a simple regression test was conducted. The results shown in Table 8 indicate that perception of current body image indeed influence the use of fashion magazines ( $F_{1,188}=8.706$ ,  $p=.004$ ). This finding lends support to the symbolic interactionist approach scholars have applied to understand media choice (i.e., Trevino, Lengel and Datt, 1987). That is, consistent with previous findings (e.g., Peterson & Peters, 1983), people see the media as sources of “external cues” which they apply to build self-image. The finding also provides some support to the notion that when people develop schemas about their physical appearance, they are likely to selectively attend to



information congruent with that identified schema (Jung, Lennon & Rudd, 2001).

Table 8. Results of a simple regression test to determine whether current body image predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	1.731	1	1.731	8.706	.004	.044
Within groups	37.382	188	.199			
Total	39.113	189				

**RQ2 asks: To what extent do students use fashion magazines as resources with which to create body images for future careers? Do students from different socioeconomic status differ in this regard?**

*Future body image* refers to a respondent's perceived physical appearance as a career woman in the near future. Twelve Likert scale items were asked to measure the extent to which respondents see themselves as confident about their body image as future career women. The responses to these items ranged from 1 to 5 where 1 indicates low evaluation and 5 indicates high evaluation of future body image. The responses to these 12 items averaged 3.55 (sd=.44), indicating that students generally hold positive evaluations about future body images. The Cronbach's alpha for the index current body image was .814. Table 9 shows the descriptive statistics for each item that comprise this index.

Table 9. Descriptive statistics for the items that comprise the future body image index

	N	Mean	Std. dev.
1. I would have adequate knowledge of how to choose clothing appropriate to my expected career role.	195	3.26	.82
2. I would have adequate knowledge of how to use cosmetics appropriate to my career.	195	3.08	.92
3. I would have adequate knowledge of how to keep my body in good shape as befits my role as a career woman.	193	3.37	.79
4. I would have adequate knowledge of how to make myself always look good in whatever career role I will play in the future.	192	3.36	.76
5. I am confident that my peers will often evaluate my appearance positively.	195	3.18	.77
6. Positive evaluations and praises of my physical appearance will give me greater confidence.	194	4.10	.72
7. It will matter much to me if my peers follow the choices I make regarding how to improve physical appearance.	192	3.95	.71
8. I will care a lot about how my peers evaluate my appearance.	197	3.75	.72
9. I will actively seek information on how to dress appropriately in daily life.	193	3.57	.76
10. Fashion magazines will provide me with lots of useful information regarding how to dress properly in fitting with my career.	193	3.54	.77
11. I will consider money spent on garments and cosmetics as an important part of my monthly living expenses.	195	3.41	.85
12. I will consider money spent on garments and cosmetics as necessary and worthy expenditures.	196	3.93	.68
Future body image index	173	3.55	.44

A one-way ANOVA was conducted to determine whether the three SES groups

differed in their perceptions of future body image. Respondents from the low SES group reported slightly lower confidence levels about future body image than those in the middle and high SES groups, but these differences were not statistically significant ( $F_{2, 149}=.072, p=.931$ ). That is, no statistically significant discrepancies in self-perception were found among the three SES categories (Table 10).

Table 10. Descriptive statistics and results of a one-way ANOVA test to determine differences in future body image index among the three SES groups

SES status	N	Mean	Std. dev.	Std. error
Low	30	3.56	.50	.09
Middle	84	3.58	.42	.05
High	38	3.60	.36	.06

	Sum of squares	df	Mean square	F	Sig.
Between groups	.026	2	.013	.072	.931
Within groups	26.848	149	.180		
Total	26.874	151			

To determine if there is a linear relationship between perceived future body image and fashion magazines use, a simple regression test was conducted. The results, shown in Table 11, indicate that perceived future body image predicts fashion magazine use ( $F_{1,171}=11.528, p=.001$ ). The result was consistent with Solomon's (2001) findings that lacking "internal cues" or actual experience of role behaviors, one relies on situational or external cues to determine appropriate role behaviors. In this case, fashion magazines served as sources of these external cues the purpose of which is to assist college students on how to shape their appearance in preparation for future career roles. The result was consistent with Jung, Lennon and Rudd's (2001) findings that self-discrepancies do not explain

perception of body image.

Table 11. Results of a simple regression test to determine whether future body image predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	2.345	1	2.345	11.528	.001	.063
Within groups	34.779	171	.203			
Total	37.124	172				

**RQ3: To what extent do students purchase fashion magazines to display real or imagined high socioeconomic status? Do students from different socioeconomic status differ in this regard?**

*Display of higher socioeconomic status* refers to the actions a person takes to showcase real or imagined high social standing among peers and other members of the social system. Five Likert scale items were asked to measure students' willingness to showcase high socioeconomic status. The responses to these items ranged from 1 to 5 where 1 indicates low willingness and 5 indicates high willingness. On average, the students gave middle scores to the items that compose this index ( $M=3.07$ ;  $sd=.56$ ), suggesting that they hold neither strong nor weak attitudes regarding the desire to "show off" high social standing. Table 12 shows the descriptive statistics for each item that comprise this index the Cronbach's alpha for which was .732.

Table 12. Descriptive statistics for each of the items that comprise the display of high

SES index

	N	Mean	Std. dev.
1. Students from high socioeconomic status families get more attention from others.	187	3.46	.73
2. I feel good when people think I come from a high socioeconomic status family.	186	3.34	.68
3. Those who regularly purchase fashion magazines usually come from high socioeconomic status families.	185	3.22	.87
4. I read fashion magazines in public places to let people know that I came from a high socioeconomic status family.	184	2.63	.82
5. I read fashion magazines in public places to let people know that I have a high- class fashion taste.	188	2.70	.83
Display of high SES index	180	3.07	.56

A one-way ANOVA was conducted to ascertain whether the identified three SES groups differ on the display of high SES index. Because none of the groups showed strong willingness to “show off” (Table 13), they did not statistically differ from each other in this regard ( $F_{2, 162}=.700, p=.498$ ). This result indicates that SES is not related to respondents’ willingness to display social standing perhaps as an offshoot of the strong Chinese Confucian tradition. Confucianism emphasizes the virtue of “the golden mediocrity,” essentially a recommendation for moderation in all aspects of life. Excessive ways are bad, Confucianism teaches, because they are less than virtuous and deviate from the “appropriate path.” Therefore, showcasing high SES, considered an aggressive stance, should be shunned.

Table 13. Descriptive statistics and results of a one-way ANOVA test to determine differences in the display of high SES index among the three SES groups

SES status	N	Mean	Std. dev.	Std. error
Low	30	2.99	.48	.09
Middle	93	3.11	.57	.06
High	42	3.03	.64	.57

	Sum of squares	df	Mean square	F	Sig.
Between groups	.464	2	.23	.700	.498
Within groups	53.703	162	.33		
Total	54.167	164			

Does willingness to display high SES influence fashion magazine use? A simple regression test was conducted to answer this question. The results, shown in Table 14, indicate that the display factor significantly affects fashion magazine use ( $F_{1,178} = 4.99$ ,  $p = .027$ ). This result is congruent with that of Eide (2007) who posited that the mass media serve as “props” for people who are seen as “performers” in the social arena. The significant finding suggests that although respondents do not hold strong willingness to “show off” in general, fashion magazines were used as props for those who are willing to display high social standing.

Table 14. Results of a simple regression test to determine whether willingness to display high SES predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	1.029	1	1.029	4.990	.027	.027
Within groups	36.699	178	.206			
Total	37.728	179				

### **Sociological Motives**

**RQ4 asks: To what extent do students use fashion magazines to satisfy consumerist needs? Do those from different socioeconomic status differ in this aspect?**

*Consumerism* refers to people's tendencies to equate personal happiness with consumption and the purchase and ownership of material possessions. Based on an index developed by Wei & Pan (1999), 12 Likert scale items were asked to measure respondents' willingness to actively engage in a highly consumerist culture. The responses to these items ranged from 1 to 5 where 1 indicates low willingness and 5 indicates high willingness. The mean on this consumerism index was 3.48 (sd = .37), slightly higher than the neutral position. The Cronbach's alpha for this index was .706. Table 15 shows the descriptive statistics for each item that made up this index.

Do the three groups differ in the extent to which they abide by the consumerist lifestyle especially prevalent in a metropolitan hub such as Shanghai? A one-way ANOVA conducted to answer this question indicated that the three SES groups did not statistically differ in this aspect ( $F_{2, 154} = .195, p = .823$ ). This suggests that SES is not related to high consumerist tendencies (Table 16).

Table 15. Descriptive statistics for the items that comprise the consumerism index

	N	Mean	Std. dev.
1. The possession of luxury goods indicates success in life.	187	2.70	.90
2. Material things, such as houses, cars and fine clothing give me a sense of self-fulfillment.	185	3.72	.73
3. These days, a fashionable and chic appearance is emphasized more than practicality.	187	3.28	.79
4. People derive great pleasure in trying out new fashionable products.	184	3.63	.78
5. It is worthwhile to spend money on something attractive even if it is very expensive.	185	3.12	.83
6. People are generally willing to do what it takes to fulfill their desires for material possessions regardless of how much they cost.	186	3.37	.81
7. Pleasure comes from what people enjoy doing.	186	4.06	.71
8. People have great expectations of what they can accomplish.	186	3.99	.62
9. These days, western art and culture are emphasized more rather than local culture and art.	185	3.23	.87
10. Although expensive, Chinese people prefer western-brand fashion products (i.e., garments, accessories, cosmetics) over domestic ones.	185	3.74	.74
11. People are more willing to work in foreign-owned enterprises than in domestically-owned ones.	187	3.45	.78
12. Western products give people a lot more pleasure compared to products that are domestically produced.	186	3.40	.81
Consumerism index	171	3.48	.37



Table 16. Descriptive statistics and results of a one-way ANOVA test to determine differences among the three SES groups in terms of the consumerism index

SES status	N	Mean	Std. dev.	Std. error
Low	34	3.4804	.35714	.06125
Middle	95	3.4860	.37695	.03867
High	42	3.5218	.37271	.05751

	Sum of squares	df	Mean square	F	Sig.
Between groups	.052	2	.026	.195	.823
Within groups	20.513	154	.133		
Total	20.565	156			

To determine if there is a linear relationship between willingness to be actively engaged in a consumerist society and fashion magazine use, a simple regression test was conducted. The results, shown in Table 17, indicate that eagerness to participate fully in a consumerist culture does not significantly predict fashion magazine use ( $F_{1,169} = .032$ ,  $p = .858$ ). This finding implies that fashion magazines may not be the major avenue by which female college students partake of the consumerist culture that pervades Shanghai. They may rely on other media such as TV and the Internet. Open-ended comments seem to bear this out. According to a respondent, “I love fashion and fashion magazines. However, all fashion magazines are about luxury items that many people could not afford.” Another said, “Reading fashion magazines is a good way to relax, but I am not sure whether it fits everyone’s economic ability.”

Although consumerism was not found to be a significant antecedent or predictive variable for magazine use, the results of a Pearson correlation test showed that consumerism was positively related to the current body image index ( $r = .28$ ,  $p = .000$ ),

future body image index ( $r=.24$ ,  $p=.000$ ), and the display of high socioeconomic status index ( $r=.37$ ,  $p=.000$ )—three measures that have been found to be strong predictors of fashion magazine use.

Table 17. Results of a simple regression test to determine whether consumerism predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	.007	1	.007	.032	.858	.000
Within groups	36.190	169	.214			
Total	36.197	170				

**RQ5 asks: To what extent do students use fashion magazines to enhance their sense of feminism? Do students from different socioeconomic status differ in this regard?**

In this study, *feminism* refers to women's financial independence and their ability to fulfill their own consumption demands independently as free members of society. Four Likert scale items were asked to measure the extent to which respondents abide by often-cited notions of feminism. The responses to these items ranged from 1 to 5 where 1 indicates low awareness and 5 indicates high awareness. The sample's average score on the feminism index was 4.00 ( $sd=.61$ ), suggesting that they were very much aware of the association between modern feminism and the consumerist culture. The Cronbach's alpha for the feminism index was .754. Table 18 shows the descriptive statistics for each of the four items that comprise this index.

Table 18. Descriptive statistics for each of the item that comprise the feminism index

	N	Mean	Std. dev.
1. Financial independence is the most important result of being a successful career woman.	185	4.28	.76
2. A successful career woman must have the ability to fulfill her own consumption demands.	185	4.22	.74
3. A financially independent woman is highly respected by others.	186	4.20	.83
4. Women tremendously enjoy shopping for luxury products.	188	3.33	.86
Feminism index	180	4.00	.61

A one-way ANOVA test was conducted to determine if the three SES groups differed on the feminism index. The results (Table 19) show no statistically significant difference among the three categories in this regard ( $F_{2, 163} = .202, p = .817$ ), indicating that SES is not related to the sample's performance on the feminism index.

Table 19. Descriptive statistics and the results of a one-way ANOVA test to determine the difference among the three SES groups on the feminism index

SES status	N	Mean	Std. dev.	Std. error
Low	29	4.00	.69	.13
Middle	94	4.00	.66	.07
High	43	4.06	.48	.07

	Sum of squares	df	Mean square	F	Sig.
Between groups	.157	2	.078	.202	.817
Within groups	63.069	163	.387		
Total	63.226	165			

Does adherence to feminist notions lead to the use of fashion magazines? To answer this question, a simple regression test was conducted. The results, shown in Table

20, show no statistically significant indication that feminism results in greater fashion magazine use ( $F_{1,178} = 1.582, p = .210$ ). This suggests that college students do not consider fashion magazines as major sources of information that strengthen feminist values. A student's sense of feminism does not directly lead to magazine use, but it may affect the same through some intervening variables, including body image. In fact, the results of two Pearson correlation tests show a statistically significant positive relationship between feminism and current body image index ( $r = .292, p = .0001$ ), as well as displaying high socioeconomic status ( $r = .196, p = .010$ ), two variables found to significantly predict greater fashion magazine use.

Table 20. Results of a simple regression test to determine whether feminism predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	.325	1	.325	1.582	.210	.009
Within groups	36.584	178	.206			
Total	36.909	179				

**RQ6 asks: To what extent do students read fashion magazines as a way to experience an affluent lifestyle? Do students from different socioeconomic status differ in this aspect?**

*Experiencing the affluent lifestyle* is used in this study to refer to the imagined manner in which people of high socioeconomic status conduct their lives with emphasis on luxury consumption activities, having management-level jobs, and traveling and having experience overseas as business people, entrepreneurs or as tourists. Four questions were asked to measure the extent to which students engage in imagining

themselves as experiencing the affluent lifestyle by reading fashion magazines. The responses to these items ranged from 1 to 5 where 1 indicates low-level fantasy and 5 indicates high-level fantasy. The sample's mean for the affluent lifestyle index registered at 3.49 (sd=.64), showing that respondents hold middle to high levels of fantasizing about the affluent life when they read fashion magazines. The Cronbach's alpha of the affluent lifestyle index was .805. Table 21 shows the descriptive statistics for each of the five items that comprise this index.

Table 21. Descriptive statistics for each item comprising the experiencing the affluent lifestyle index

	N	Mean	Std. dev.
1. Being able to buy luxury products	178	3.44	.78
2. Traveling abroad for pleasure	193	3.72	.79
3. Enjoying delicious food in upper-class restaurants	194	3.55	.82
4. Enjoying the privileges of having a management-level job	192	3.26	.83
Experiencing the affluent lifestyle index	191	3.49	.64

To determine if there is a difference among the three SES groups in terms of the affluent lifestyle index, a one-way ANOVA test was conducted. The results, shown in Table 22, indicate no statistically significant difference among the three groups in this regard ( $F_{2, 167}=.246, p=.782$ ). This suggests that SES is not related to respondents' ability and/or tendency to imagine themselves as assuming the lifestyles of rich people.

Table 22. Descriptive statistics and the results of a one-way ANOVA test to determine the differences among the three SES groups in terms of the affluent lifestyle index

SES status	N	Mean	Std. dev.	Std. error
Low	33	3.53	.68	.12
Middle	93	3.49	.62	.06
High	44	3.43	.689	.10

	Sum of squares	df	Mean square	F	Sig.
Between groups	.206	2	.103	.246	.782
Within groups	69.827	167	.418		
Total	70.033	169			

Does the propensity to imagine oneself as following an affluent lifestyle lead to greater fashion magazine use? As shown in Table 23, a simple regression test conducted to answer this question showed that such was not the case ( $F_{1,172}=1.540$ ,  $p=.216$ ). This finding indicates that for the respondents, fashion magazines are not the main sources of information that enables them to learn and acquire enduring patterns of taste, movement, and practice, which, according to Bourdies (1984), reproduce social structures.

However, this index may influence magazine use in indirect ways. For example, the results of two Pearson correlation tests suggest that fantasizing about the affluent lifestyle is positively and significantly related to current body image index ( $r=.179$ ,  $p=.025$ ) and displaying high socioeconomic status index ( $r=.312$ ,  $p=.000$ ), two indices that have been found to affect fashion magazine use.

Table 23. Results of a simple regression test to determine whether experiencing the affluent lifestyle predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	.314	1	.314	1.540	.216	.009
Within groups	35.094	172	.204			
Total	35.408	173				

**RQ7 asks: To what extent do students read fashion magazines to escape political propaganda? Do students from different socioeconomic status differ in this regard?**

In this study, *escaping political propaganda* refers to the measures taken by college students to avoid exposure to political education content in college courses and curricula. Based on political avoidance measures proposed by Rubin et al. (1994), five Likert scale items were asked to measure the respondents' tendency to escape political education. The responses to these items ranged from 1 to 5 where 1 indicates low tendency and 5 indicates high tendency. On average, the sample's score on this index registered at 3.54 (sd= .64), indicating that the respondents have middle to high tendencies to avoid exposure to political education content in college courses and curricula. The Cronbach's alpha for the escaping political propaganda index was .781. Table 24 shows the descriptive statistics for each item that composes this index.

Table 24. Descriptive statistics for each item that comprise the escaping political

propaganda index

	N	Mean	Std. dev.
1. Not many people pay attention to the content of political education courses.	177	3.85	.81
2. Political education hardly teaches students anything.	174	3.33	.99
3. Most students do all sorts of activities to kill time during political education classes.	175	3.95	.76
4. Most students do not always believe what is taught in political education courses.	176	3.46	.90
5. Many students read fashion magazines during political educational classes.	178	3.01	.94
Escape political propaganda index	168	3.54	.64

A one-way ANOVA test was conducted to ascertain whether the three SES groups differed on this variable. The results, outlined in Table 25, indicate no statistically significant difference among the three social class categories in this regard ( $F_{2, 160} = .416$ ,  $p=.660$ ), suggesting no relationship between political propaganda avoidance and socioeconomic standing.

Table 25. Descriptive statistics and the results of a one-way ANOVA test to determine the differences among the three SES groups in terms of escaping political propaganda

SES status	N	Mean	Std. dev.	Std. error
Low	31	3.55	.61	.11
Middle	91	3.53	.64	.07
High	41	3.63	.64	.10

	Sum of squares	df	Mean square	F	Sig.
Between groups	.335	2	.168	.416	.660
Within groups	64.501	160	.403		
Total	64.836	162			



Does the tendency to avoid political education content have a bearing on fashion magazine use? The results of a simple regression test conducted to answer this question produced non-statistically significant results ( $F_{1,166}=.026$ ,  $p=.872$ ), which means that reading fashion magazines to escape political propaganda does not have an impact on the use of fashion magazines.

Table 26. Results of a simple regression test to determine whether escaping political propaganda predicts fashion magazine use

	Sum of squares	df	Mean square	F	Sig.	R square
Between groups	.005	1	.005	.026	.872	.000
Within groups	34.422	166	.207			
Total	34.427	167				

In summary, students from the three socioeconomic status did not differ from each other in terms of any motive, psychological or sociological. That is, socioeconomic background has little to do with the psychological and sociological motives for media uses. This suggests that SES standing is not a good segmentation variable on which magazine advertisers and marketers can rely. The other major finding is that, the three psychological motives—perceived current body image, perceived future body image, and willingness to display high socioeconomic status—were significant predictors of fashion magazines use. None of the four proposed sociological motives showed any statistically significant influence on the extent to which college students read fashion magazines.

These findings have several implications. First, that only psychological motivations (perceived current and future body image, display of high SES) had a bearing on fashion magazine use support the bulk of previous uses and gratifications studies in the

past that proclaimed psychological motives as the main drivers of media use. Second, the lack of influence demonstrated by the sociological motives (consumerism, feminism, experiencing the affluent lifestyle, and escaping political propaganda) suggest that the student-respondents do not regard fashion magazines as their main source of information that will assist them through the process of socialization. A student volunteered, for example, that “the content of fashion magazines are not pragmatic” compared to the “rational and level-headed attitudes” students have about the often-unattainable ideals depicted in magazine content.

Traditional uses and gratifications models assume that both psychological and sociological motives lead to media consumption (Katz et al., 1974; Palmgreen et al., 1985). Previous studies following this stream of thought seldom discuss the sociological origins of media use, focusing primarily on the psychological uses and gratifications sought and obtained from the use of a particular medium. In this study, all sociological motives did not predict magazine use, providing empirical evidence for the primacy of psychological motives. Although consumerist, feminist and social capital motivations were found to correlate with psychological motives, these variables did not demonstrate any strength at predicting magazine use. However, the correlation results imply that sociological motives may not directly affect media use, but may indirectly influence it as potential intervening variables.

## Chapter 5

### CONCLUSION

This chapter summarizes the results of the study, outlines the conclusions, discusses the implications of the findings to communication theory and practice, lays out the study's limitations, and offers suggestions for future research.

This study sets out to answer the overarching question, "Why do female college students in Shanghai read fashion magazines?" It hypothesized major motives that drive young college women to buy and read glitzy and glossy fashion magazines often carrying mastheads of foreign origin. The study also investigated whether there are differences in the sociological and psychological motives that trigger fashion magazine use among students from different socioeconomic circles.

To gather data, an online survey of female students in 22 universities in Shanghai was conducted. The 264 students who returned their questionnaires were classified under three socioeconomic groups (high, middle and low SES) based on their reported living expenses, their parents' occupation, and their household registration areas.

Table 27 summarizes the results of statistical tests conducted to determine (1) whether the SES groups differed in terms of seven motivations for fashion magazine use, and (2) whether each of the seven motives were significant predictors of fashion magazine use.

Table 27. Summary of the results of statistical tests for the seven motives for fashion magazine use

Motivation for fashion magazine use	Difference among SES groups		Impact of motivation on fashion magazine use			
	F value of ANOVA test	Sig.	F value of simple regression test	Standardized beta	R square	Sig. of F value
<b>Psychological motives</b>						
1. To enhance current body image	1.718	.183	<b>8.706</b>	<b>.210</b>	<b>.044</b>	<b>.004</b>
2. To enhance future body image	.072	.931	<b>11.528</b>	<b>.251</b>	<b>.063</b>	<b>.001</b>
3. To display high SES	.700	.498	<b>4.990</b>	<b>-.165</b>	<b>.027</b>	<b>.027</b>
<b>Sociological motives</b>						
4. To satisfy consumerist needs	.195	.823	.032	.014	.000	.858
5. To enhance one's sense of feminism	.202	.817	1.582	.094	.009	.210
6. To experience an affluent lifestyle	.246	.782	1.540	.094	.009	.216
7. To escape political propaganda	.416	.660	.026	-0.13	.000	.872

Based on the results of ANOVA tests, the three SES groups did not differ in terms of any of the seven motivations outlined. This finding is incongruent with the axioms of the social differentiation theory, which posits that different motivations for using particular media exist among different socioeconomic classes (Wei, 2006).

Based on the results of simple regression tests, students read fashion magazines because they are eager to obtain information about how to improve their current and future body image for which fashion magazines were considered useful resources. This finding is consistent with those of other scholars who have provided evidence to support

the contention that the mass media are sources of “external cues” audiences use to improve their body images. Such a result also indirectly lends support to the symbolic interactionist approach, which assumes that self-schema can better explain perceptions of body image than self-discrepancy (Jung, Lennon & Rudd, 2001).

The student-respondents did not report high willingness to showcase or to fantasize about an affluent lifestyle, a result that is the opposite of what Goffman (1959) and Eide (2007) found about tendencies in western cultures. This may be because traditional Confucian notions prohibited or curbed any tendency to “show off” or imagine oneself as assuming the lifestyles of the affluent. However, the simple regression test results indicated support for the dramaturgical perspective. That is, for those who like to display high-class status, fashion magazines were employed as props. Clearly, future studies should endeavor to explain how cultural traditions and values influence the psychological motivations for media use.

None of the sociological motivations were found to be significant predictors of reading fashion magazines. The lack of influence demonstrated by the sociological motivations may mean that regardless of socioeconomic background, students are aware that they are enmeshed in a highly consumerist culture, that they are cognizant of feminist notions in a highly consumer-driven economy, that they are aware of the limitations of their current and foreseen lifestyle, and that they are weary of political propaganda.

Another plausible explanation for the sociological motives’ lack of predictive value is that students may not find fashion magazines as major resources that can assist them to be active participants of a consumerist culture. Apparently, these publications are

not seen as sources of information regarding how to be fully engaged in a consumerist culture, how to develop a heightened sense of feminism, and how to escape political education content. In effect, the findings suggest that respondents hold rational attitudes about fashion magazines and what they contain. That is, in general, they do not regard fashion magazines as symbolizing the realities even of a highly commercialized society.

The traditional uses and gratifications approach schematically depicted in Figure 3 assumes that both psychological and sociological motivations lead to media use (Katz, et al., 1974; Carey & Kreiling, 1974; McLeod and Becker, 1981; Palmgreen et al., 1985; Livingstone, 1997; McQuail, 2005). However, few studies have tested how sociological motivations influence media choice or media use. The results of this study suggest a new model of how uses and gratifications works—that sociological motives may not directly affect media use, but may influence media use in indirect ways. As Figure 4 shows, some of these sociological motives may be linked or related to psychological motivations that predict media consumption. That is, sociological motives may be necessary but not sufficient conditions for media use.

Figure 3. Traditional uses and gratifications model

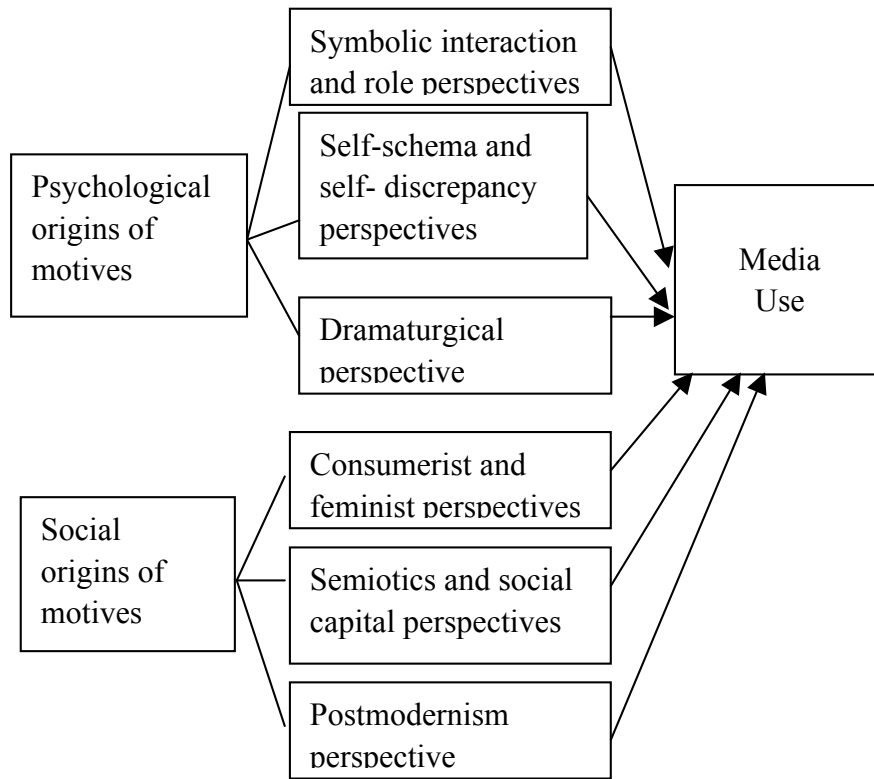
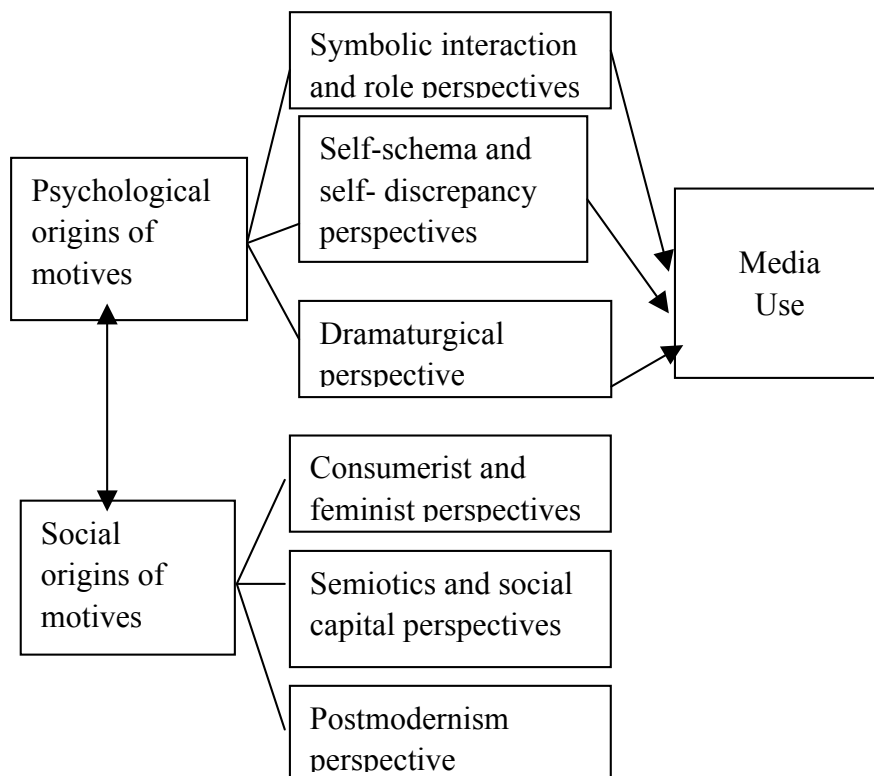


Figure 4. Revised model of the influence of motivations on media use



### **Limitations and suggestions for future studies**

The results of this study are not generalizable to different contexts because it made use of convenience sampling to recruit respondents. Generalizability is further limited by recruiting respondents from only one city, Shanghai, which is remotely representative of other cities in China. Employing more systematic probability sampling techniques will certainly produce more valid insights into how young women use and derive gratifications from fashion magazines. The results of such studies will certainly gain greater ground because of their potential applicability to other socio-cultural contexts.

As with many uses and gratifications efforts (e.g., MeLeod & Becker, 1981; McQuail, 2005), this study had to face difficulties in the operationalization of motivations. Few successful instructions are available to deal with subtle audience motives and the complexity of theoretical dimensions encompassed by fairly complex constructs tested and examined within the uses and gratifications tradition (MeLeod & Becker, 1981). In this study, seven theoretically complicated concepts were selected, and measurements were developed following scale items proposed in previous studies. The majority of the indices, however, were formulated for the first time. Although such indices showed high internal consistency as evidenced by high Cronbach's alphas, a number of dimensions based on theory may not have been represented in the list of items tested. For example, *escaping political propaganda* was operationalized using items that tap the extent to which students avoid political education content in their college curricula. Such items may be insufficient to depict all dimensions and indicators of a complicated construct.



Further efforts should strengthen concept explication to arrive at more complete and valid measurements.

Also, only seven motivations were examined in this study. There may be other variables affecting fashion magazine readers' choices. For example, the synergy between the Confucian culture or other traditional Chinese values with the so-called "modern" or "post-modern" values need to be elucidated to offer a more comprehensive explanation of the factors that trigger media use.

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**APPENDIX. A. QUESTIONNAIRE (IN ENGLISH)****INFORMED CONSENT DOCUMENT****Fashion Magazine Readership Survey**

Thank you for participating in this survey of fashion magazine readers. This study examines why female college students in Shanghai are avid readers of fashion magazines such as *Vogue*, *Cosmopolitan* and *Elle*. We seek your voluntary participation in this study. Would you please take the time to complete the online questionnaire that follows? You may skip questions or items to which you may feel uncomfortable responding.

You must be 18 years or older to participate in this study. If you are not 18 or over, please exit the survey by closing your browser window.

**Description of procedures**

Please take 15 minutes to complete this survey questionnaire. It includes items that seek general demographic information and your fashion magazine reading habits.

**Benefits**

If you decide to participate in this study, there may be no direct benefit to you. The findings are expected to enhance understanding of contemporary Chinese popular culture, specifically the antecedents of popular consumerism.

**Risks**

There are no foreseeable risks from participating in this study.

**Costs and compensation**

You will incur no cost from participating in this study. The e-mail addresses of those who return their questionnaire will be entered into a drawing for a cash prize of RMB 50.

Twenty-five will be awarded this cash prize. If you are selected, you will be required to provide your mailing address and sign a Research Participant Receipt Form from Iowa State University.

**Participants' rights**

Your participation in this study should be completely voluntary. You may refuse to participate or leave the survey at any time without penalty or negative consequences.

**Confidentiality**

Your responses will be kept confidential and no comments will be attributed to you or any respondent in any reports produced by the study. However, we do ask you to provide your name and e-mail address so we can monitor our response rate and inform you of the results of the lottery drawing.

To ensure confidentiality to the extent permitted by law, the following measures will be

taken: Once data are collected, the materials will be stored in a secure server. Your e-mail address will be erased when data collection is finished. If the results are published, your identity will remain confidential.

### **Contact information**

If you need further information about this study, please contact Zhengjia Liu, graduate student, Greenlee School of Journalism and Communication, Iowa State University; Tel: 001-515- 203-1611; e-mail: zhengjia@iastate.edu. Lulu Rodriguez, research supervisor, Greenlee School of Journalism and Communication, Iowa State University; Tel: (515) 294-0484; e-mail: lulurod@iastate.edu. If you have any questions about the rights of research subjects or research-related injury, please contact the Iowa State Institutional Review Board (IRB) Administrator, (515) 294-4566, IRB@iastate.edu, or the Director, Office of Research Assurances, (515) 294-3115, 1138 Pearson Hall, Ames, IA 50011. If you would like a copy of the informed consent, you can print a copy for your records.

## SURVEY QUESTIONNAIRE

### Fashion Magazine Readership Survey

**Part A. Fashion magazine reading habits.** For each of the items below, please choose only one answer.

1. How often do you buy fashion magazines?

- (1) I never buy fashion magazines.
- (2) I rarely buy fashion magazines.
- (3) I buy fashion magazines occasionally.
- (4) I generally buy one or more fashion magazines per month.

2. If you buy and read fashion magazines, how many do you buy?

- (1) I never buy fashion magazines at all.
- (2) I buy one fashion magazine every two or three months.
- (3) I buy at least one fashion magazine a month.
- (4) I buy more than one fashion magazine a month.

3. What fashion magazines do you buy? Please list the titles below.


4. To what extent do you read an issue of a fashion magazine?

- (1) About a quarter of the magazine's content.
- (2) About half of the magazine's content.
- (3) About a three-quarters of the magazine's content.
- (4) Almost all of the magazine's content.

5. How frequently to you read fashion magazines in public situations (i.e., in classrooms, in cafes, in dinning halls, and other public places on campus or elsewhere)?

- (1) I do not read fashion magazines in public.
- (2) I rarely read fashion magazines in public.
- (3) I read fashion magazines in public occasionally.
- (4) I read fashion magazines in public almost always.

**Part B. Attitudes about fashion and fashion magazines**

The following are statements people have made about fashion in general. To what extent do you agree with each of these statements? For each of the following items, please choose only one answer. The first set of questions asks for your opinions as a college student.

**As a college student,**

(1) I am good at coordinating my garments and the cosmetics I use.

1	2	3	4	5
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Strongly disagree	Disagree	Neutral	Agree	Strongly agree
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(2) I exercise regularly to keep my body in shape.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) It is important that I always look good.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) I always know how to look appropriately for different situations and occasions.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(5) My peers often evaluate my appearance positively.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(6) I feel good when my peers give me positive evaluations of my appearance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(7) I feel good when my peers follow the choices I make regarding how to improve physical appearance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(8) I care very much about how my peers evaluate my appearance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(9) I intentionally seek information on how to dress appropriately in daily life.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(10) Fashion magazines provide me with lots of useful information regarding how to dress appropriately.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(11) Money spent on garments and cosmetics constitute a big chunk of my monthly living expenses.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(12) I consider garments and cosmetics necessary and worthy expenditures.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

This second set of questions asks for your opinions as a future career woman.

**As a future career woman,**

(1) I would have adequate knowledge of how to choose clothing appropriate to my expected career role.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(2) I would have adequate knowledge of how to use cosmetics appropriate to my career.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) I would have adequate knowledge of how to keep my body in good shape as befits my role as a career woman.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) I would have adequate knowledge of how to make myself always look good in whatever career role I will play in the future.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(5) I am confident that my peers will often evaluate my appearance positively.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(6) Positive evaluations and praises of my physical appearance will give me greater confidence.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(7) It will matter much to me if my peers follow the choices I make regarding how to

improve physical appearance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(8) I will care a lot about how my peers evaluate my appearance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(9) I will actively seek information on how to dress appropriately in daily life.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(10) Fashion magazines will provide me with lots of useful information regarding how to dress properly in fitting with my career.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(11) I will consider money spent on garments and cosmetics as an important part of my monthly living expenses.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(12) I will consider money spent on garments and cosmetics as necessary and worthy expenditures.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

The following are statements people have made about fashion magazine readers. To what extent do you agree with these statements? *Please choose only one answer.*

(1) Students from high socioeconomic status families get more attention from others.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(2) I feel good when people think I come from a high socioeconomic status family.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) Those who regularly purchase fashion magazines usually come from high socioeconomic status families.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) I read fashion magazines in public places to let people know that I came from a high socioeconomic status family.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(5) I read fashion magazines in public places to let people know that I have a high-class fashion taste.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

### Part C. Attitudes about consumerism

The following are statements people have made about what we buy as consumers. To what extent do you agree with the each of them? *Please choose only one answer.*

(1) The possession of luxury goods indicates success in life.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(2) Material things, such as houses, cars and fine clothing give me a sense of self-fulfillment.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) These days, a fashionable and chic appearance is emphasized more than practicality.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) People derive great pleasure in trying out new fashionable products.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(5) It is worthwhile to spend money on something attractive even if it is very expensive.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(6) People are generally willing to do what it takes to fulfill their desires for material possessions regardless of how much they cost.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(7) Pleasure comes from what people enjoy doing.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(8) People have great expectations of what they can accomplish.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(9) These days, western art and culture are emphasized more rather than local culture and art where I live.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(10) Although expensive, Chinese people prefer western-brand fashion products (i.e., garments, accessories, cosmetics) over domestic ones.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(11) People are more willing to work in foreign-owned enterprises than in domestically-owned ones.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(12) Western products give people a lot more pleasure compared to products that are

domestically produced.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(13) Financial independence is the most important result of being a successful career woman.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(14) A successful career woman must have the ability to fulfill her own consumption demands.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(15) A financially independent woman is highly respected by others.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(16) Women tremendously enjoy shopping for luxury products.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Here are some statements those who avidly read fashion magazines make. To what extent do you agree with each of the following? *Please choose only one answer.*

**When reading fashion magazines, I can imagine the pleasurable feeling of**



(1) being able to buy luxury products.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(2) traveling abroad for pleasure.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) enjoying delicious food in upper-class restaurants.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) enjoying the privileges of having a management-level job.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

As a college student, to what extent do you agree with the following statements? *Please choose only one answer.*

(1) Not many people pay attention to the content of political education courses.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(2) Political education hardly teaches students anything.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(3) Most students do all sorts of activities to kill time during political education classes.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(4) Most students do not always believe what is taught in political education courses.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(5) Many students read fashion magazines during political educational classes.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

#### Part D. Personal information

1. What year are you in school?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior
- e. Graduate student
- f. Other

2. What academic field are you majoring in? \_\_\_\_\_

3. What is your estimated monthly living expenses while in college? \_\_\_\_\_ RMB

4. What is your father's occupation? \_\_\_\_\_
5. What is your mother's occupation? \_\_\_\_\_
6. Before you took the university entrance examination, where did your family register your household?
  - a. Rural area
  - b. Urban area
7. What is your general opinions about fashion magazines?\_\_\_\_\_

**Thank you very much for participating in this study!**

**APPENDIX B.**  
**QUESTIONNAIRE (IN CHINESE)**  
**INFORMED CONSENT DOCUMENT**

通知同意条款

时尚类杂志读者调查

欢迎参加时尚类杂志“使用与满足”调查问卷。本研究旨在了解上海各大高校女生阅读时尚类杂志的原因或动机。您对本调查的参与是完全自愿的。若问卷中有任何您觉得不便回答的问题,可以跳过或忽略。但请尽可能帮助我们完成这份问卷。请您在回答问题前确认您已经年满18周岁。否则请关闭本网页以结束问卷。

**进程**

本问卷包括有关人口统计信息的问题和有关您的时尚类杂志阅读习惯的问题。预计完成问卷需要15分钟。

**收获**

参加本次问卷,也许您本人不会得到直接的收获。但这次问卷的调查结果将有助于了解当代中国的流行、消费和女性文化。您的参与也将帮助我们的学术研究和对杂志出版界未来走向的预测。

**风险**

参加本次问卷不会给您本人带来可预计的风险。

**费用和回馈**

参加本次问卷不会给您本人带来任何直接或间接的风险,也不会给您带来任何费用支出。在完成问卷的参与者中,我们将随机抽取25位获得50元人民币的奖励。

如果您获得了得奖机会,您将被要求签署一份爱荷华州立大学研究参与回执。

## 参与者权利

如上所述，您将完全自愿地参与本调查。您可以随时退出或结束问卷而不会因此承担任何责任或负面结果。

## 保密条款

您对本问卷的回答是匿名的。在研究报告中，将绝对不会有针对个人的评论。您的姓名和电子邮件地址仅用于统计问卷返还率和回馈抽奖。为了确保法律规定的保密性,我们将采取以下措施:

一旦数据收集完全，所有资料将被保存在有保密措施的档案中。数据收集完成后，您的电子邮件地址将被删除。若本调查结果被发表，您的身份也将被完全保密，

## 联系方式

若有任何问题或信息咨询，请联系爱荷华州立大学Greenlee新闻传播学院

(Greenlee School of Journalism and Communication, Iowa State University) 研究生 刘

正稼：电话：(001) 515-2031611；电子邮件地址：zhengjia@iastate.edu.

您也可以联系本次研究指导教授 爱荷华州立大学Greenlee新闻传播学院Lulu

Rodriguez博士：电话：(001) 515-2940484；电子邮件地址：lulurod@iastate.edu.

若您有任何涉及研究对象权利或研究相关风险的问题，可以联系爱荷华州立大学机

构审查委员会 (Iowa State IRB Administrator) :电话：001- (515) 294-4566, 电子邮件

地址：IRB@iastate.edu, 或 研究担保办公室主任 (Director, Office of Research

Assurances) : 电话001- (515) 294-3115, 地址：1138 Pearson Hall, Ames, IA,,50011,

U.S.A.

您可以打印本条款做为你的记录.

## Questionnaire (Chinese)

### 时尚类杂志读者调查

第一部分 时尚类杂志阅读习惯 以下问题，请选择唯一适合的答案

1.我购买时尚类杂志的频率：

- (1) 我从不购买时尚类杂志
- (2) 我很少购买时尚类杂志
- (3) 我时而购买时尚类杂志
- (4) 我每月固定购买一本或更多时尚类杂志

2. 我购买并阅读时尚类杂志的数量：

- (1) 我从不阅读时尚类杂志
- (2) 我几个月买一次时尚类杂志以阅读
- (3) 我每月至少购买一本时尚类杂志以阅读
- (4) 我每个月购买一本以上的时尚类杂志以阅读

3 我经常购买的时尚类杂志有：

_____	_____
_____	_____
_____	_____
_____	_____

4 对于一本时尚类杂志，我一般阅读：

- (1) 四分之一的杂志内容
- (2) 一半的杂志内容
- (3) 四分之三的杂志内容

(4) 几乎全部的杂志内容

5 我在公共场合（教室、咖啡店、食堂等校园里的公共场所）其他阅读时尚类杂志的频率

(1) 我几乎从不在公共场合阅读时尚类杂志

(2) 很少

(3) 偶然

(4) 几乎总是在公共场合阅读

### **PART B 对于时尚和时尚类杂志的态度**

以下是一些关于时尚的评论，请选择你认同的程度。每个问题请选择唯一答案。第一部分问题旨在询问你作为一个大学女生的观点

1. 作为一个大学学生

(1)我非常擅长搭配我的服饰和化妆品

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2) 我时常锻炼以保持身材

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3) 保持我外在美是非常重要的。

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4) 我知道让我的形象合符各种不同的场合及环境

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(5) 我的同伴经常赞同对于我的外表形象

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(6) 当我的同伴赞同我的外表形象，我感觉不错。

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(7) 若我的同伴根据我的选择而改进她们的外表形象，我感觉不错

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(8) 我非常在意我的同伴如何评价对我的外表形象

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(9) 我积极收集有关如何在日常生活中穿着的信息

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(10) 时尚类杂志提供给我很多关于如果正确着装的有用信息

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意



(11) 购买衣服和化妆品是我每个月生活开支的重要部分

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(12) 我认为花费在衣着和化妆品上的开销是必须而且值得的。

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

第二部分的问题旨在询问你作为一个未来的职场女性的观点

2.作为未来的职业女性，

(1) 我已知道如何正确地挑选衣着以应对未来职场中的不同的场合

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2)我已知道如何以正确的妆容以应对未来职场中的不同的场合

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3) 我知道如何让保持身材以应对未来的职场

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4) 我知道如何让我总是保持完美外表形象无论未来我将生活中扮演怎样的角色

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(5) 我非常有信心，我的同伴将常常赞同我的外表形象

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(6) 我相信对于我外表形象的赞同将会给我带来自信

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(7)若我的同伴根据我的选择改进她们的外表形象，我会感觉非常不错

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(8) 我将很在意我的同伴对于我外表形象的评价。

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(9)我积极收集有关我未来职场生活的着装信息

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(10)时尚类杂志提供给我许多有用的信息以帮助我在以后的职场中穿着得体

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(11) 我将会在我未来的月生活支出中花费很大部分在衣着和化妆品上

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(12)我认为我若作为职场女性，对衣着和化妆品的支出是非常必须和值得的。

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

以下是有关时尚类杂志读者的一些评论。请选择你认同的程度。请选择唯一的答案

3. (1)家庭条件好的女生总是得到更多的关注

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2)如果别人觉得我的家庭条件不错，我会感觉不错

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3)时常购买时尚类杂志的同学常常家庭条件都不错

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4)当我在公共场合阅读时尚类杂志时，别人会认为我家庭条件不错

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(5)当我在公共场合阅读时尚类杂志时，别人会认为我的对于高端时尚非常有品位

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

## Part C

1.以下是一些有关作为在上海的消费者的评论，请选择你认同的程度。请选择唯一合适的答案

(1) 拥有奢侈品标志着生活的成功;

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2) 物质拥有例如房、车、高级时装能给人带来自我满足感

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3) 时尚且吸引人的外表有时候比实用更重要;

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4) 尝试最新的时尚产品能让人感觉快乐

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(5) 在吸引人的东西上花钱是值得的即便它很贵

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(6) 人们愿意在能带给他们成就感的物质上花钱而无所谓价钱

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(7) 人们的快乐来自于享受正在做的事

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(8) 人们对于成就有很高的期望

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(9) 西方的文化艺术比本土的文化艺术更被重视

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(10) 尽管更贵，国际品牌（时装，配饰，化妆品）得到更多偏好

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(11) 人们更愿意在外企工作

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(12) 国际品牌给人们带来更多享受

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(13) 经济独立是成功职场女性最重要的成就之一

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(14) 成功的职场女性必须有满足自己的消费需求

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(15) 经济独立的女性能得到别人更多的尊重

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(16) 女性热衷于购买奢侈品，

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

以下是一些关于时尚类杂志读者的评价，请选择你认同的程度。请选择唯一的答案

我认为：

1. (1) 当阅读时尚类杂志时，我能想象到我若能购买奢侈品时的快乐心情

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2) 当阅读时尚类杂志时，我能想象到我若在国外旅行时的快乐心情

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3) 当阅读时尚类杂志时，我能想象到我若在高级餐厅用餐时的快乐心情

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4) 当阅读时尚类杂志时，我能想象到我若身为企业高管时的快乐心情

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

请客观选择你作为一个高校学生，对以下评论的认同程度。请选择唯一答案。

(1)很少有同学在思想政治教育课上认真听课

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(2)思想政治教育课很少教给学生有意义的内容

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(3)同学们常在思想政治教育课上干各种事情消磨时间

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(4)大部分同学不相信思想政治教育的内容

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

(5)很多同学在思想政治课上看时尚类杂志

1	2	3	4	5
非常不同意	不同意	中立	同意	非常同意

#### Part D. 个人信息

1. 请问您是哪一年级学生?

a.大一

b.大二

c.大三

d.大四

e.研究生

f.其他

2. 请问您的专业 \_\_\_\_\_

3. 您在学校的月生活开支大约\_\_\_\_\_ 人民币.

4. 您父亲的职业: \_\_\_\_\_

5. 您母亲的职业: \_\_\_\_\_

6. 高考前您的户口属于

a. 农村户口

b. 城镇户口

7. 欢迎留下您对时尚类杂志的总体评价或建议 \_\_\_\_\_

再次感谢您的参与和帮助!



## APPENDIX C.

## Study Code Book: Fashion Magazine Use In Shanghai

No	Variable	Description	Coding
1	Use1	How often do you buy fashion magazines?	1= I never buy fashion magazines. 2= I rarely buy fashion magazines. 3= I buy fashion magazines occasionally. 4= I generally buy one or more fashion magazines per month.
2	Use2	How many fashion magazines do you read?	1= I never read fashion magazines at all. 2= I read one fashion magazine every two or three months. 3= I read at least one fashion magazine a month. 4= I read more than one fashion magazine a month.
3	Magaread	What fashion magazines do you buy?	1= <i>Vogue</i> 2= <i>Elle</i> 3= <i>Cosmopolitan</i> 4= <i>Ruili</i> 5= <i>Self</i> 6= <i>Vivi</i> 7= <i>Harper's Bazaar</i> 8= <i>Marie Claire</i> 9= Others
4	Use3	To what extent do you read an issue of a fashion magazine?	1= About a quarter of the magazine's content. 2= About half of the magazine's content. 3= About a three-quarters of the magazine's content. 4= Almost all of the magazine's content.
5	Use4	How frequently to you read fashion magazines in public situations?	1= Do not read. 2= Rarely read. 3= Occasionally. 4= Almost always.
6	Selfim1	I am good at coordinating my garments and the cosmetics I use.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
7	Selfim2	I exercise regularly to keep my body in shape.	1= Strongly disagree 2= Disagree 3= Neutral

			4= Agree 5= Strongly agree
8	Selfim3	It is important that I always look good.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
9	Selfim4	I always know how to look appropriately for different situations and occasions.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
10	Selfim5	My peers often evaluate my appearance positively.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
11	Selfim6	I feel good when my peers give positive evaluations of my appearance.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
12	Selfim7	I feel good when my peers follow the choices I make regarding how to improve physical appearance.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
13	Selfim8	I care very much about how my peers evaluate my appearance.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
14	Selfim9	I intentionally seek information on how to dress appropriately in daily life.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
15	Selfim10	Fashion magazines provide me with lots of useful information regarding how to dress appropriately.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree

16	Selfim11	Money spent on garments and cosmetics constitute a big chunk of my monthly living expenses.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
17	Selfim12	I consider garments and cosmetics necessary and worthy expenditures.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
18	Futuim1	I have adequate knowledge of how to choose clothing appropriate to my expected career role.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
19	Futuim2	I have adequate knowledge of how to use cosmetics appropriate to my career.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
20	Futuim3	I have adequate knowledge of how to keep my body in good shape as befits my role as a career woman.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
21	Futuim4	I have adequate knowledge of how to make myself always look good in whatever career role I will play in the future.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
22	Futuim5	I am confident my peers will often evaluate my appearance positively.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
23	Futuim6	Positive evaluations and praises of my physical appearance will give me greater confidence.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
24	Futuim7	It will matter much to	1= Strongly disagree

		me if my peers follow the choices I make regarding how to improve physical appearance.	2= Disagree 3= Neutral 4= Agree 5= Strongly agree
25	Futuim8	I will care a lot about how my peers evaluate my appearance.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
26	Futuim9	I will actively seek information on how to dress appropriately in daily life.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
27	Futuim10	Fashion magazines will provide me with lots of useful information regarding how to dress properly in fitting with my career.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
28	Futuim11	I will consider money spent on garments and cosmetics an important part of my monthly living expenses.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
29	Futuim12	I will consider money spent on garments and cosmetics as necessary and worthy expenditures.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
30	Displa1	Students from high socioeconomic status families get more attention from others.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
31	Displa2	I feel good when people think I come from a high socioeconomic status family.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
32	Displa3	Those who regularly purchase fashion	1= Strongly disagree 2= Disagree

		magazines usually come from high socioeconomic status families.	3= Neutral 4= Agree 5= Strongly agree
33	Displa4	I read fashion magazines in public places to let people know that I came from a high socioeconomic status family.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
34	Displa5	I read fashion magazines in public places to let people know I have a high-class fashion taste.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
35	Consum1	The possession of luxury goods indicates success in life.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
36	Consum2	Material things, such as houses, cars and fine clothing give me a sense of self-fulfillment.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
37	Consum3	These days, a fashionable and chic appearance is emphasized more than practicality.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
38	Consum4	People derive great pleasure in trying out new fashionable products.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
39	Consum5	It is worthwhile to spend money on something attractive even if it is very expensive.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
40	Consum6	People are generally willing to do what it	1= Strongly disagree 2= Disagree

		takes to fulfill their desires for material possessions regardless of how much they cost.	3= Neutral 4= Agree 5= Strongly agree
41	Consum7	Pleasure comes from what people enjoy doing.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
42	Consum8	People have great expectations of what they can accomplish.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
43	Conum9	These days, western art and culture are emphasized more rather than local culture and art where I live.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
44	Consum10	Although expensive, Chinese people prefer western-brand fashion products (i.e., garments, accessories, cosmetics) over domestic ones.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
45	Consum11	People are more willing to work in foreign-owned enterprises than in domestically-owned ones.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
46	Consum12	Western products give people a lot more pleasure compared to products that are domestically produced.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
47	Femi1	Financial independence is the most important result of being a successful career woman.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
48	Femi2	A successful career woman must have the	1= Strongly disagree 2= Disagree

		ability to fulfill her own consumption demands.	3= Neutral 4= Agree 5= Strongly agree
49	Femi3	A financially independent woman is highly respected by others.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
50	Femi4	Women tremendously enjoy shopping for luxury products.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
51	Socicap1	Women tremendously enjoy being able to buy luxury products.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
52	Socicap2	Women tremendously enjoy traveling abroad for pleasure.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
53	Socicap3	Women tremendously enjoy delicious food in upper-class restaurants.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
54	Socicap4	Women tremendously enjoy the privileges of having a management-level job.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
55	Polit1	Not many people pay attention to the content of political education courses.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
56	Polit2	Political education hardly teaches students anything.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree

			5= Strongly agree
57	Politi3	Most students do all sorts of activities to kill time during political education classes.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
58	Politi4	Most students do not always believe what is taught in political education courses.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
59	Politi5	Many students read fashion magazines during political educational classes.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly agree
60	Schoyear	What year are you in school?	1=Freshman 2=Sophomore 3=Junior 4=Senior 5=Graduate student 6=Other
61	Acafield	What academic field are you majoring in?	1=Literature 2=Science 3=Engineering 4=Law 5=Economic/Business/Management 6=Arts 7=Other
63	Livexpen	What is your estimated monthly living expenses while in college?	1= less than and equal to 700 RMB 2= more than 700 RMB but less than 1300RMB 3= equal and more than 1300 RMB
64	Dadjob	What is your father's occupation?	1= High SES jobs (such as civil servants or top maganerial positions in his work units, or own his own business) 2= Middle SES jobs (such as teacher,employee, doctor and so on) 3= Low SES jobs (such as peasant workers, labors, unemployed)
65	Mumjob	What is your mother's occupation?	1= High SES jobs (such as civil servants or top maganerial positions in his work units, or own his own business)



			2= Middle SES jobs (such as teacher, employee, doctor and so on) 3= Low SES jobs (such as peasant workers, labors, unemployed)
67	Hukou	Before you took the university entrance examination, where did your family register your household?	1=Rural area 2=Urban area
68	UseIn	Index of fashion magazine use	$(Use1+Use2+Use3+Use4)/4$
69	SelfimIn	Index of current body image	$(Selfim1+ Selfim2+ Selfim3+ Selfim4+ Selfim5+ Selfim6+ Selfim7+ Selfim8+ Selfim9+ Selfim10+ Selfim11+ Selfim12)/12$
70	FutuimIn	Index of future body image	$(Futuim1+ Futuim2+ Futuim3+ Futuim4+ Futuim5+ Futuim6+ Futuim7+ Futuim8+ Futuim9+ Futuim10+ Futuim11+ Futuim12) /12$
71	DisplaIn	Index of high SES display	$(Displa1+Displa2+Displa3+Displa4+Displa5)/5$
72	ConsumIn	Index of consumerism	$(Consum1+ Consum2+ Consum3+ Consum4+ Consum5+ Consum6+ Consum7+ Consum8+ Consum9+ Consum10+ Consum11+ Consum12)/12$
73	FemiIn	Index of feminism	$(Femi1+Femi2+Femi3+Femi4)/4$
74	SocicaIn	Index of experiencing the affluent lifestyle	$(Socica1+Socica2+Socica3+Socica4)/4$
75	PolitiIn	Index of escaping political propaganda	$(Politi1+Politi2+Politi3+Politi4+Politi5)/5$
76	SES	Socioeconomic status	If Livexpen = 1, or Dadjob=3, or Momjob=3, or Hukou=1, SES=1 If Livexpen = 3, or Dadjob= 1, or Momjob=1, SES=3 Others =2

## APPENDIX D. IRB APPROVAL

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

Institutional Review Board  
Office for Responsible Research  
Vice President for Research  
1138 Pearson Hall  
Ames, Iowa 50011-2207  
515 294-4366  
FAX 515 294-4267

**DATE:** November 25, 2009

**TO:** Zhengjia Liu  
131 University Village Apt. C

**CC:** Lulu Rodriguez  
214 Hamilton Hall

**FROM:** Office for Responsible Research

**TITLE:** **Fashion magazines in the lives of Shanghai's female college students:  
Psychological and sociological motives for uses and gratifications**

**IRB ID:** 09-487

**Submission Type:** New **Exemption Date:** 25 November 2009

The project referenced above has undergone review by the Institutional Review Board (IRB) and has been declared exempt from the requirements of the human subject protections regulations as described in 45 CFR 46.101(b). The IRB determination of exemption means that:

- **You do not need to submit an application for annual continuing review.**
- **You must carry out the research as proposed in the IRB application, including obtaining and documenting informed consent if you have stated in your application that you will do so or if required by the IRB.**
- **Any modification of this research should be submitted to the IRB on a Continuing Review and/or Modification form, prior to making any changes, to determine if the project still meets the federal criteria for exemption. If it is determined that exemption is no longer warranted, then an IRB proposal will need to be submitted and approved before proceeding with data collection.**

Please be sure to **use only the approved study materials** in your research, including the **recruitment materials and informed consent documents that have the IRB approval stamp.**

Please note that you must submit all research involving human participants for review by the IRB. **Only the IRB may make the determination of exemption**, even if you conduct a study in the future that is exactly like this study.

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VITA

NAME OF AUTHOR: Zhengjia Liu

DATE AND PLACE OF BIRTH: June 15,1986, Hangzhou, China

DEGREES AWARDED:

M.S. in Journalism and Mass Communication, Iowa State University, 2010

B.L. in Maritime Law, Shanghai Maritime University, 2008

Certificate, in Journalism, Fudan University, 2007

HONORS AND AWARDS:

Greenlee School Scholarship, 2009

Greenlee School Thesis and Creative Component Scholarship, 2009

PROFESSIONAL EXPERIENCE:

Research Assistant, Greenlee School of Journalism and Communication, Iowa State University, 2009-2010

Graphics and CG, Weekly News, Iowa State University, 2010

Correspondent/Columnist/Intern Journalist, Qianjiang Evening Newspaper, China, 2004-2008

Editor of Cantonese Newsletter, Chinese Evangelical Free Church of Ames, US, 2008-2010

PROFESSIONAL PUBLICATIONS

Rodriguez, L., & Liu, Z., (2009) Across media and across skills: convergence demand in journalism jobs. Paper presented to Association for Education in Journalism and Mass Communication, Boston.