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## **The construction of nationalism in Chinese media events in the reform era: an analysis of online mass communication, 2008-2012**

Zhang, Q.

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## Appendices

### Appendix 1

Type 1: Very high

Score: 2

Content: The comments express excitement and strong love to the Chinese nation or show a negative opinion to foreigners or foreign countries.

Tone: relatively strong

Examples:

1. 支持北京奥运，期待！  
Support the Beijing Olympics, and I can't wait!
2. 中国加油！  
Go China!
3. 奥运真的来了啊，希望明天一切顺利！  
Olympics finally come. (I) hope everything goes well tomorrow.

Type 2: High

Score: 1

Content: Show concern about the event.

Tone: normal

Examples:

1. 记号，明天来关注。  
Mark. (I will) follow it tomorrow.
2. 留名。  
Leave a name.
3. 凑凑热闹吧。  
Just join in for fun.

Type 3: Neutral

Score: 0

Content: Irrelevant or insignificant

Tone: /

Examples: flaming war, advertisement, etc.

Type 4:

Score: -1

Content: showing indifference to the event or to the Chinese nation.

Tone: normal

Examples:

1. 办不办奥运跟我无关。  
To host the Olympics or not has nothing to do with me.
2. 人家都 400 大发明了，你 5000 年还只有 4 大发明，对人类文明的贡献有多少？  
Someone else (Britain) has made 400 great inventions, but you (China) only have made four great inventions within 5000 years. What is your contribution to human civilization?

P.S If the comment expresses resentment of the Olympics and shows its concern about state affairs, it will be coded as 1 or 2 point(s). The exact point will be based on the tone and content of comments.

Examples:

1. 我觉得最好取消奥运开幕式，劳民伤财啊！

I think it is better to cancel the opening ceremony. It is a vanity project.

This comment is marked 1 point.

2. 请问这关全国人民是什么事？十几个亿全砸在了北京，享受它的恐怕只有北京 户口的人吧？

Does it have something to do with people all over the country? More than one billion RMB was totally spent on (the) Beijing (Olympics), and I am afraid that only Beijingers can use the money.

This comment is marked 2 points.

3. 即使钱不花在百姓身上，好歹还能弄出几个舰队来，神马钓鱼岛、黄岩岛。。。神马高丽、扶桑、吕宋。。。舰队往那儿一摆，哪个敢放肆？这面子。。。这让国人震撼，让国人感动，岂是神马奥运能比的？？？！！？？？！！

If (the government) can build up several fleets, those who claim its sovereignty over Diaoyu (Senkaku) Islands and Huangyan Island (Scarborough Shoal) ...will get frightened. Even if common people do not use the money, they will support for it. This is not what the Olympics can do!

This comment is marked 2 points.

Type 5:

Score: -2

Content: showing disgust to the event or to the Chinese nation.

Tone: strong

Examples:

1. 北京奥运算个 p(屁)啊！

The Beijing Olympics are nothing!

P.S. ditto

## Appendix 2

Data sources of the eighteen opinion pieces on Tencent website:

1. <http://view.news.qq.com/zt2012/rbyy/index.htm>  
怎看日本民众支持买钓鱼岛  
Title: How to view the Japanese people's support for purchasing the Diaoyu (Senkaku) Islands?
2. <http://view.news.qq.com/zt2012/diaoyudao3/index.htm>  
日本“国有化”钓鱼岛欲意何为  
What is the purpose of Japan's nationalization of the Diaoyu (Senkaku) Islands?
3. <http://view.news.qq.com/zt2012/ypyl/index.htm>  
少将放言琉球属于中国的背后  
Implications of Major General's claim "Ryukyu belongs to China."
4. <http://view.news.qq.com/zt2012/baodiao/index.htm>  
怎看民间“保卫钓鱼岛”  
How to view "defending the Diaoyu (Senkaku) Islands" among the populace?
5. <http://view.news.qq.com/zt2012/dudao/index.htm>  
韩国政府为何强硬保卫独岛  
Why does the South Korean government strongly defend the Dokdo Islands (Takeshima)?
6. <http://view.news.qq.com/zt2012/dzrbh/index.htm>  
“抵制日货”：损敌八百自伤一千  
Boycotting Japanese products: causing a no-win situation
7. <http://view.news.qq.com/zt2012/zhan/index.htm>  
钓鱼岛争端该不该“不惜一战”  
Should we fight for the Diaoyu (Senkaku) Islands?
8. <http://view.news.qq.com/zt2012/systl/bak.htm>  
“爱国者”石原慎太郎  
A patriot: Shintaro Ishihara
9. <http://view.news.qq.com/zt2012/ddanyu/index.htm>  
为袭击日驻华大使叫好令人叹息  
It is deplorable to applaud the behavior of attacking the Japanese Ambassador.
10. <http://view.news.qq.com/zt2012/zrzz/index.htm>  
若开战 中国能打赢日本吗  
If we declare war, can we beat the Japanese?
11. <http://view.news.qq.com/zt2012/cgbdyd/index.htm>  
陈光标在美登钓鱼岛广告有用吗  
Is it useful for Chen Guangbiao to advertise for the Diaoyu (Senkaku) Islands?
12. <http://view.news.qq.com/zt2012/xt1/index.htm>  
稀土不是部队，拿来“抗日”不靠谱  
Rare earth is not an army and it is unwise to use it for resistance against Japanese aggression.
13. <http://view.news.qq.com/zt2012/aiguo2/index.htm>  
钓鱼岛争端：日本民众为何不够“爱国”  
Why are the Japanese not patriotic enough?
14. <http://view.news.qq.com/zt2012/diaoyudao4/index.htm>  
钓鱼岛危机：美国才是背后黑手？

The Diaoyu (Senkaku) Islands crisis: is the United States the real manipulator?

15. <http://view.news.qq.com/zt2012/dzbx/index.htm>

“假爱国，真施暴”该严惩

Those who exert violence with mendacious patriotism should be punished

16. <http://view.news.qq.com/zt2012/ccbr/bak.htm>

钓鱼岛僵局为何难以打破

Why is it difficult to break the Diaoyu (Senkaku) Islands deadlock?

17. <http://view.news.qq.com/zt2012/pfyq/index.htm>

天下兴亡，匹夫有责

Everyone is responsible for the rise and fall of the country

18. <http://view.news.qq.com/zt2012/pifu/index.htm>

不必为“不理性反日”过分悲观

It is unnecessary to be overly pessimistic about irrational anti-Japanese behavior.

### Appendix 3

Type 1: Very high

Score: 2

Content: The comments include strong resentment of Japan or strong assertion of defending China's sovereignty. The comments support war with Japan or boycotting Japanese products with the potential offline destructive activities of such as smashing Japanese brand automobiles. Some radical or impolite words may be used.

Tone: relatively strong

Examples: 1. 打日本, 我捐命。

Fighting with Japan, I will devote my life.

2. 要打就把小日本他们彻底灭了!

If fighting, we should eliminate all the Japs!

3. 小日本可以买岛, 我们也可以从上帝那里把小日本买过来然后统统干掉。

The Japs can purchase the Islands, and we can also buy Jap from God and then eliminate them all.

Type 2: High

Score: 1

Content: The comments have some concerns about the incident. They express nationalism in a mild way instead of resorting to armed force such as waging war with Japan. The pejorative appellation for Japan is also used.

Tone: relatively even

Examples: 1...战争一爆发, 没有一个家庭是完整的, 希望和平解决.....

If the war breaks out, no families will be complete. (I) hope (the Diaoyu (Senkaku) Islands dispute) will be solved peacefully ...

2. 我们支持正义, 支持我们的国家。

We support justice and our state.

3. 我只是一个普通人, 我只能尽我微薄之力, 不买日货。

I am an ordinary person and what I can do is not to buy any Japanese products.

Type 3: Neutral

Score: 0

Content: Not show any tendency about the incident.

Tone: Relatively even or no special tone

Examples: 1. 顶 Ding (bumping)

2. 占座(Take a seat)

3. 坐看互喷 Watch the flaming (between other audiences)

Type 4: Low

Score: -1

Content: The comments show people's lack of concern about the incident.

Tone: Relatively even

Examples: 1. 买不买, 卖不卖与我无关, 哥只关心粮食和蔬菜, 因为活着要生活!

To purchase or sell (the Diaoyu (Senkaku) Islands) has nothing to do with me. As I

need to survive in society, what I care about is rice and vegetables (my own life).

2. 中国人连自己的房子都买不起，关心这个有用么，你统一世界又能怎么样，土地是你的么？

As Chinese people cannot even afford an apartment, why should we concern ourselves with the purchase of Islands? Even if we reunify the world, the land will not belong to us.

3. 关我们老百姓鸟事？中国什么时候是老百姓的中国，不一直是政府的吗？

It has nothing to do with us, ordinary people. When does China belong to the ordinary people? Isn't it always the government's country?

Type 5: Very low

Score: -2

Content: The comments express something unfavorable for China or say something favorable for Japan.

Tone: Relatively strong

Examples: 1. 打死不爱国。卖日本车的人，如果他坐牢我愿意养他的父母亲。

I would rather die than be patriotic. If a Japanese automobile salesperson is imprisoned, I would like to take care of his parents.

2. 我喜欢日本人，日本天(皇)万岁！

I like the Japanese. Long live the Mikado!

3. 世界上任何一个国家都比中国可敬可爱。

Any other country in the world is more venerable than China.