

Individual globality, Media Dependency, & Media Mainstreaming



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Objectives of this research:

1. to examine the manifestation of globalization at the individual level
2. to correlate individual globality with media consumption

Conceptual framework:

Individuals who depend on globally oriented information media outlets for understanding of the global community and orientation in globally oriented actions and use will be more likely to be mainstreamed into higher levels of political and social globality. Those who depend on the globally oriented media for globally oriented entertainment play will be more likely to be mainstreamed into higher levels of culture globality.

Research methodology:

1. To measure individual globality with four major categories: political tolerance, cultural tolerance, social mobility, and economic/ consumption
2. To measures media consumption with overall media exposure, exposure to foreign/overseas media, and exposure to different media types and media content
3. A random-sample survey in three cities in China based on their geopolitical location, level of economic development and access to both overseas and domestic media
4. The data will be analyzed by the use of several statistical tools, such as correlation, multiple regression, and ANOVA

Expected results:

Based on the assumptions of the media system dependency theory and the “mainstreaming” theory, this study expects to generate empirical evidence that tests the theory and the assumed positive relationship between various types of media exposure and the level of individual globality



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