

# China's Newsmakers: How Media Power is Shifting in the Xi Jinping Era

## Supplemental Appendix

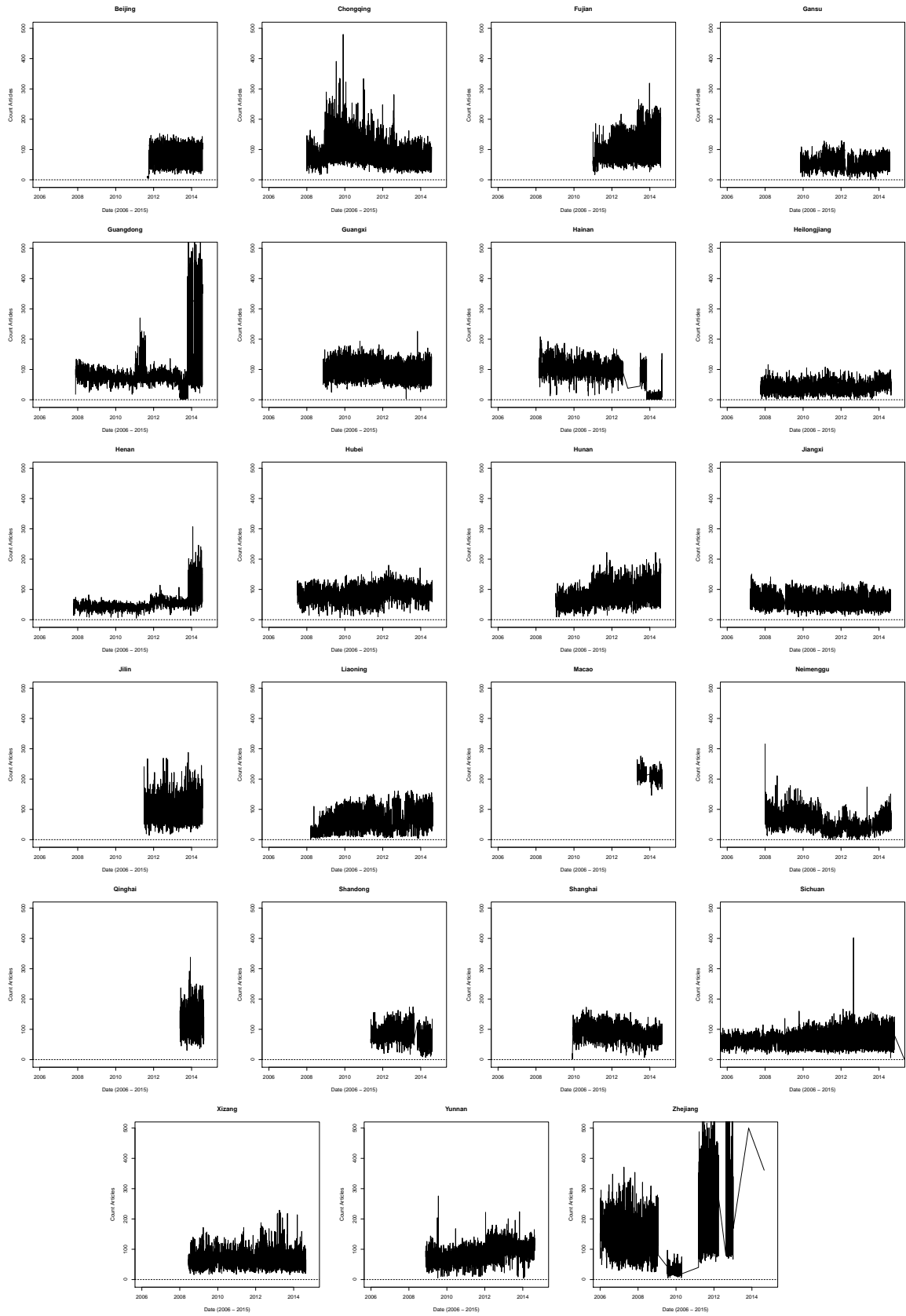
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# **A Appendix: Volume of Content by Provincial Newspaper**

Figure 1: Number of Articles Per Day by Newspaper



## **B Appendix: Individual Newsmakers**

Figure 2: Top 50 Individual Newsmakers (May 2011 - November 2012)

Name (English)	Name (Chinese)	Entity		Position
		Name	Count	
Hu Jintao	胡锦涛	2.03%	Government/Party	Politburo standing committee
Wang	王	0.99%	Surname	
Li	李	0.92%	Surname	
Wen Jiabao	温家宝	0.75%	Government/Party	Politburo standing committee
Chen	陈	0.68%	Surname	
Mao Zedong	毛泽东	0.54%	Historical	Founder of the People's Republic of China
Liu	刘	0.46%	Surname	
Deng Xiaoping	邓小平	0.42%	Historical	Paramount leader of China 1978-1992
Zhang	张	0.35%	Surname	
Li Na	李娜	0.30%	Athlete	Tennis star
Zhao	赵	0.29%	Surname	
Xi Jinping	习近平	0.29%	Government/Party	Politburo standing committee
Sun Yat-sen	孙中山	0.25%	Historical	First president and Founder of the Republic of China
Putin	普京	0.24%	Foreign	President of Russia
Zhengzhou	郑州	0.23%	City	
Li Changchun	李长春	0.22%	Government/Party	Politburo standing committee
Guo	郭	0.21%	Surname	
Wu	吴	0.20%	Surname	
Li Keqiang	李克强	0.19%	Government/Party	Politburo standing committee
Jia Qinglin	贾庆林	0.17%	Government/Party	Politburo standing committee
Wu Bangguo	吴邦国	0.17%	Government/Party	Politburo standing committee
Liu Xiang	刘翔	0.16%	Athlete	Olympic Gold Metalist in Track and Field
Yang	杨	0.15%	Surname	
Zhou Yongkang	周永康	0.13%	Government/Party	Politburo standing committee
Tang	唐	0.13%	Surname	
Cai	蔡	0.13%	Surname	
Li Hongzhong	李鸿忠	0.12%	Government/Party	Hubei provincial party secretary
Guo Shengkun	郭声琨	0.12%	Government/Party	Minister of Public Security
Kim Jong-il	金正日	0.12%	Foreign	Former supreme leader of the Democratic People's Republic of Korea
Bashar al Assad	巴沙尔	0.11%	Foreign	President of Syria
Qin Guangrong	秦光荣	0.11%	Government/Party	Yunnan provincial party secretary, CC
Zhu Xiaodan	朱小丹	0.11%	Government/Party	Guangdong governor
Yangshan Zhou	杨善洲	0.11%	Model Citizen	Former local party secretary, Model Moral Citizen
Han	韩	0.11%	Surname	
Song	宋	0.11%	Surname	
Zheng	郑	0.10%	Surname	
Zhang Jiajie	张家界	0.10%	City	
Hosni Mubarak	穆巴拉克	0.10%	Foreign	Former President of Egypt
Guo Gengmao	郭庚茂	0.10%	Government/Party	Henan provincial party secretary, CC
Liu Yang	刘洋	0.10%	Celebrity	First Chinese woman in space
Zhou Enlai	周恩来	0.10%	Historical	First Premier of the People's Republic of China
Liu Qibao	刘奇葆	0.10%	Government/Party	Politburo
Liu Jiheng	李纪恒	0.10%	Government/Party	Yunnan provincial governor
Lin	林	0.10%	Surname	
Hillary Rodham Clinton	希拉里	0.10%	Foreign	Former US Secretary of State, Presidential election hopeful
Mitt Romney	罗姆尼	0.10%	Foreign	Former US Presidential election candidate
Guo Mingyi	郭明义	0.10%	Model Citizen	Anshan worker, Model Moral Citizen
Liu Weimin	刘为民	0.10%	Government/Party	Former spokesperson for the Ministry of Foreign Affairs
Peng	彭	0.09%	Surname	
Zhou	周	0.09%	Surname	

Figure 3: Top 50 Individual Newsmakers (November 2012 - May 2014)

Name (English)	Name (Chinese)	Entity Count	Share	Category	Position
Xi Jinping	习近平		3.58%	Government/Party	Politburo standing committee
Wang	王		1.12%	Surname	
Li	李		0.98%	Surname	
Li Keqiang	李克强		0.72%	Government/Party	Politburo standing committee
Mao Zedong	毛泽东		0.72%	Historical	Founder of the People's Republic of China
Chen	陈		0.70%	Surname	
Zhengzhou	郑州		0.57%	City	
Liu	刘		0.48%	Surname	
Zhang	张		0.36%	Surname	
Deng Xiaoping	邓小平		0.35%	Historical	Paramount leader of China 1978-1992
Putin	普京		0.32%	Foreign	President of Russia
Zhao	赵		0.32%	Surname	
Li Na	李娜		0.29%	Athlete	Tennis star
Wu	吴		0.22%	Surname	
Liu Yunshan	刘云山		0.22%	Government/Party	Politburo standing committee
Guo	郭		0.21%	Surname	
Hu Jintao	胡锦涛		0.18%	Government/Party	Politburo standing committee
Zhang Dejiang	张德江		0.18%	Government/Party	Politburo standing committee
Moore	穆尔		0.15%	Foreign	
Yang	杨		0.14%	Surname	
Tang	唐		0.14%	Surname	
Peng	彭		0.14%	Surname	
Zhang Gaoli	张高丽		0.14%	Government/Party	Politburo standing committee Deputy Director of Foreign Ministry
Hua Chunying	华春莹		0.13%	Government/Party	Information Department
Cai	蔡		0.13%	Surname	
Zheng	郑		0.13%	Surname	
Wang Qishan	王岐山		0.13%	Government/Party	Politburo standing committee
Guo Gengmao	郭庚茂		0.12%	Government/Party	Henan provincial party secretary, CC
Qin Guangrong	秦光荣		0.12%	Government/Party	Yunnan provincial party secretary, CC
Han	韩		0.12%	Surname	
Wen Jiabao	温家宝		0.11%	Government/Party	Politburo standing committee
Lin	林		0.11%	Surname	
Shinzo Abe	安倍晋三		0.10%	Foreign	Prime Minister of Japan
Zhang Jiajie	张家界		0.10%	City	
salon	沙龙		0.10%		
Song	宋		0.10%	Surname	
Li Hongzhong	李鸿忠		0.09%	Government/Party	Hubei provincial party secretary
Jiao Yulu	焦裕禄		0.09%	Model Citizen	Symbol of an honest cadre
Liu Jiheng	李纪恒		0.09%	Government/Party	Yunnan provincial governor
Zhou	周		0.09%	Surname	
Ke	克		0.09%	Surname	
Liang	梁		0.09%	Surname	
Rong	荣		0.09%	Surname	
Hu Chunhua	胡春华		0.08%	Government/Party	Politburo standing committee
Yang Jiechi	杨洁篪		0.08%	Government/Party	Foreign Minister Supreme leader of the Democratic People's Republic of Korea
Kim Jong-un	金正恩		0.08%	Foreign	Republic of Korea
Zhu Xiaodan	朱小丹		0.08%	Government/Party	Guangdong governor Former local party secretary, Model Moral Citizen
Yangshan Zhou	杨善洲		0.07%	Model Citizen	Citizen
Obama	奥巴马		0.07%	Foreign	Current US President
Mao	毛		0.07%	Surname	

## **C Appendix: Organizational Newsmakers**

Figure 4: Top 50 Organizational Newsmakers (May 2011 - November 2012)

English	Chinese	Entity Count Share
Xinhua News Agency	新华社	5.93%
Provincial Party Committee	省委	2.74%
State council	国务院	1.75%
Hubei Daily	湖北日报	1.64%
Provincial Government	省政府	1.52%
Chinese Communist Party	中国共产党	1.47%
Nanfang Daily	南方日报	1.18%
Central Government	中央	0.94%
City Government	市政府	0.78%
Chinese Communist Party	中共	0.75%
ASEAN	东盟	0.67%
European Union	欧盟	0.65%
Government	政府	0.61%
United Nations	联合国	0.56%
China Team	中国队	0.54%
Politburo	中共中央政治局	0.46%
Provincial People's Congress Standing Committee	省人大常委会	0.43%
Ministry of Education	教育部	0.35%
NATO	北约	0.32%
Ministry of finance	财政部	0.30%
Ministry of Foreign Affairs	外交部	0.29%
Communist Party	共产党	0.27%
National People's Congress Standing Committee	全国人大常委会	0.25%
Party Central Government	党中央	0.25%
City Party Committee	市委	0.22%
Ministry of Health	卫生部	0.21%
Kuomintang	国民党	0.20%
Provincial People's Congress Standing Committee	省人大常委会	0.18%
National People's Congress	全国人大	0.18%
Communist Party Members	共产党员	0.18%
Democratic Party	民主党	0.18%
CPPCC National Committee	全国政协	0.17%
National Development and Reform Commission	国家发改委	0.17%
National Bureau of Statistics	国家统计局	0.16%
Congress	国会	0.16%
National People's Congress	人大	0.16%
Ministry of Agriculture	农业部	0.15%
Provincial Organization Department	省委组织部	0.15%



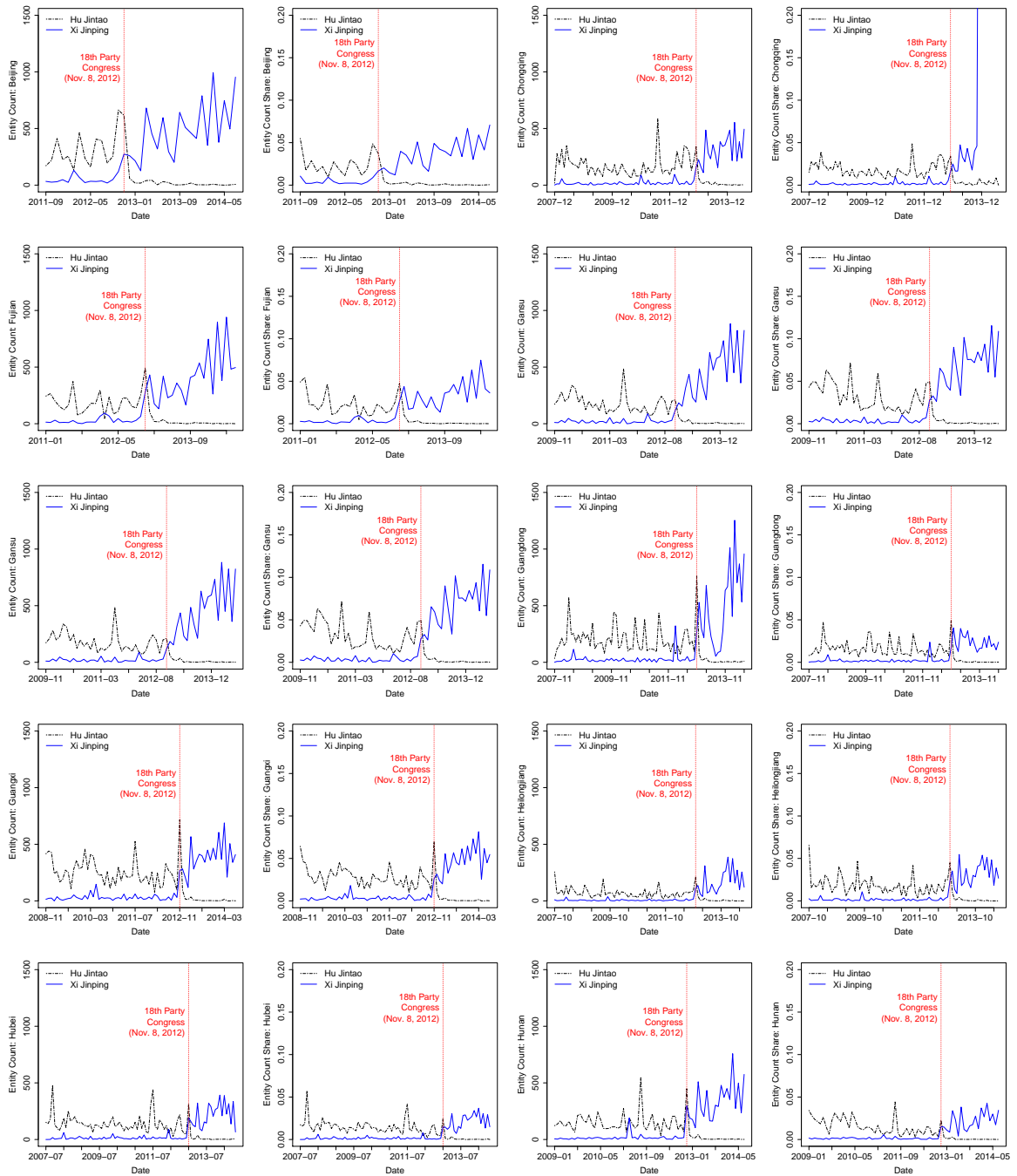
Figure 5: Top 50 Organizational Newsmakers (November 2012 - May 2014)

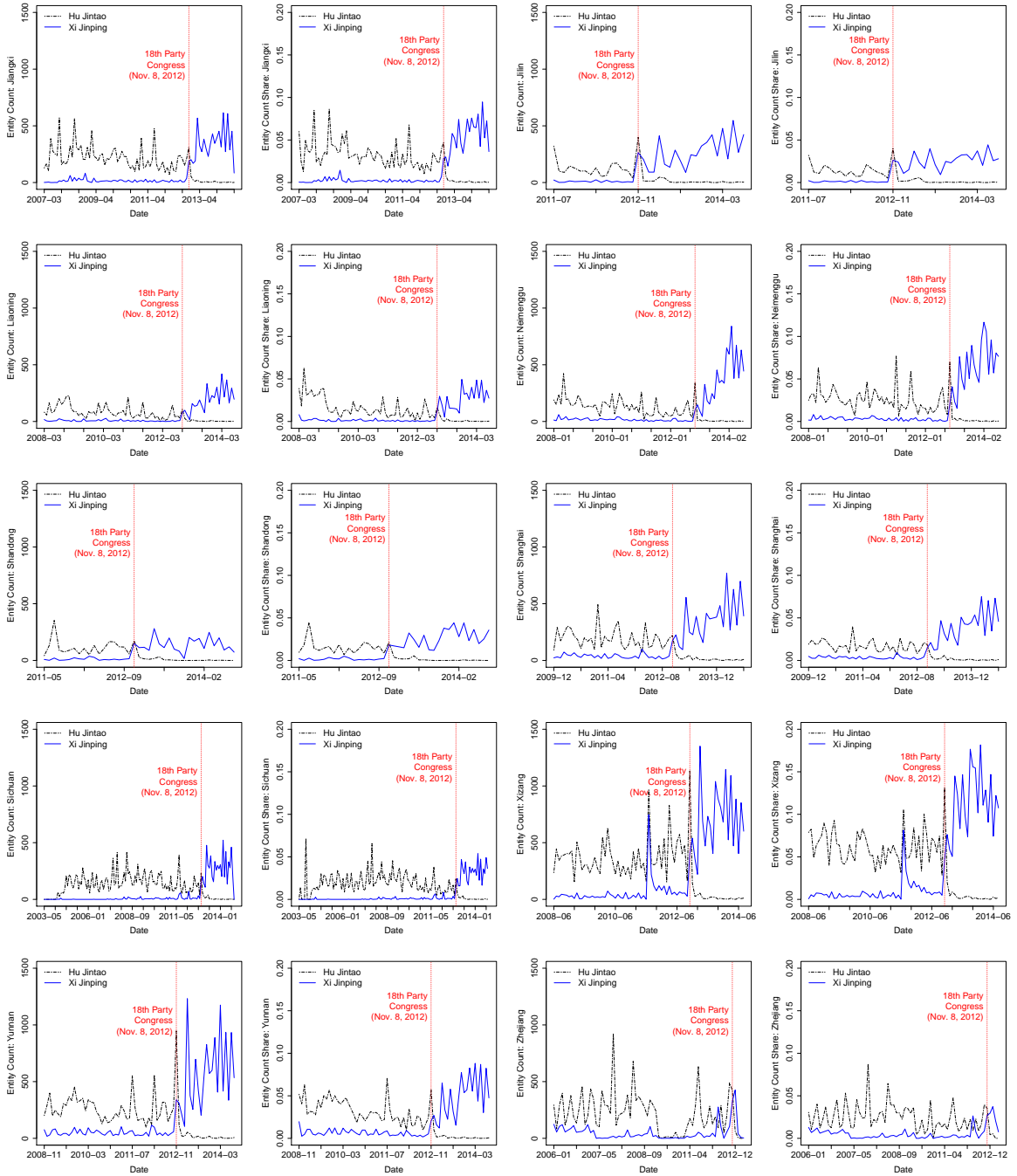
English	Chinese	Entity Count Share
Xinhua News Agency	新华社	5.35%
Provincial Party Committee	省委	1.95%
Nanfang Daily	南方日报	1.84%
State council	国务院	1.83%
Hubei Daily	湖北日报	1.51%
Central Government	中央	1.25%
Provincial Government	省政府	1.05%
Chinese Communist Party	中共	0.95%
Chinese Communist Party	中国共产党	0.79%
City Government	市政府	0.64%
Government	政府	0.54%
ASEAN	东盟	0.51%
Politburo	中央政治局	0.49%
European Union	欧盟	0.47%
Provincial People's Congress Standing Committee	省人大常委	0.46%
United Nations	联合国	0.44%
Politburo	中共中央政	0.42%
National People's Congress Standing Committee	全国人大常	0.42%
CPPCC National Committee	全国政协	0.34%
Ministry of Education	教育部	0.33%
National People's Congress	全国人大	0.32%
China Team	中国队	0.29%
Ministry of Foreign Affairs	外交部	0.26%
Ministry of finance	财政部	0.25%
Party Central Government	党中央	0.21%
National People's Congress	人大	0.20%
City Party Committee	市委	0.19%
Department of Education	教育局	0.18%
Congress	国会	0.17%
Ministry of Agriculture	农业部	0.16%
Provincial People's Congress Standing Committee	省人大常委	0.16%
Central Commission for Discipline Inspection	中央纪委	0.15%
FAW Group Corporation	一汽	0.15%
Central Committee	中央书记处	0.14%
Phoenix Television	凤凰	0.14%
National Bureau of Statistics	国家统计局	0.14%
National Development and Reform Commission	国家发改委	0.14%
Qinghua University	清华大学	0.14%

# D Appendix: Entity Count Share Hu Jintao vs. Xi Jinping

Comparison of count of mentions of Xi Jinping and Hu Jintao versus share of mentions of Xi Jinping and Hu Jintao by province.

Figure 6: Comparing Count of Top Leaders and Count Share of Top Leaders

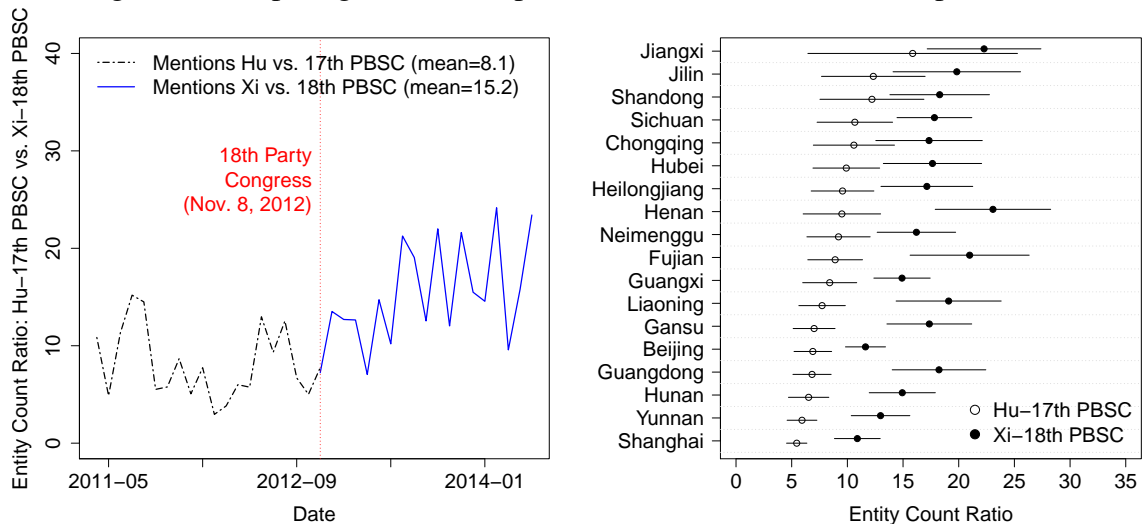




## E Appendix: Media Power Relative to Politburo Standing Committee

We compare the entity count ratio of Hu Jintao in relation to everyone else in the 17th Party Congress Politburo Standing Committee against the entity count ratio of Xi Jinping to everyone else in the 18th Party Congress Politburo Standing committee. We compare the average entity count share among other members of the politburo standing committee since the committee headed by Hu contained nine members while the current politburo standing committee contains seven members. The left panel of Figure 6 shows the en-

Figure 6: Comparing Count of Top Leaders and Count Share of Top Leaders



tity count ratio of Hu Jintao vis-à-vis his politburo standing committee members prior to November 2012 in the dotted black line, and entity count ratio of Xi Jinping vis-à-vis his politburo standing committee members after November 2012 in the solid blue line pooling data from all provinces. This figure shows that Xi Jinping is covered 15 times as much as the average among members of his politburo standing committee while Hu Jintao is covered eight times as much as the average for members of his politburo standing committee. The right panel of Figure 6 shows entity count ratio for Hu Jintao to the 17th Politburo Standing Committee (in white circles) against the entity count ratio for Xi Jinping to the 18th Party Congress Standing Committee (in black circles) for each province. In all provinces, the relative coverage of Xi is greater than the relative coverage of Hu, and this result is statistically significant in all but four provinces.