

The Current Status of Middle Class Internet Use in China: An Analysis Based on the Chinese General Social Survey 2015 Data and Semi-Structured Investigation

Authors : Abigail Qian Zhou

Abstract : In today's China, the well-educated middle class, with stable jobs and above-average income, are the driving force behind its Internet society. Through the analysis of data from the 2015 Chinese General Social Survey and 50 interviewees, this study investigates the current situation of this group's specific internet usage. The findings of this study demonstrate that daily life among the members of this socioeconomic group is closely tied to the Internet. For Chinese middle class, the Internet is used to socialize and entertain self and others. It is also used to search for and share information as well as to build their identities. The empirical results of this study will provide a reference, supported by factual data, for enterprises seeking to target the Chinese middle class through online marketing efforts.

Keywords : middle class, Internet use, network behaviour, online marketing, China

Conference Title : ICCDMS 2020 : International Conference on Communication and Digital Media Studies

Conference Location : London, United Kingdom

Conference Dates : January 20-21, 2020