

Evaluation Indicator System and Data Analysis for Online Media Influence in Hong Kong, Macao, and Taiwan: Postprint

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Abstract

This study, integrating the actual ecology of online media in the Hong Kong, Macao, and Taiwan regions, designs an online media influence evaluation index system encompassing six examination factors—“breadth, depth, intensity, validity, strength, and height”—with concrete measurements implemented through six primary indicators and seventeen secondary indicators. The study respectively conducted calculations and influence rankings for a total of 97 local target media across the three regions, thereby constructing an overall panorama of online media communication influence in Hong Kong, Macao, and Taiwan within the empirical research. Analysis reveals that in Taiwan, video portal websites with robust interactive functionalities, news portals oriented toward current affairs and political news, and online forums exemplified by Pixnet demonstrate significant influence. In the Hong Kong region, commercial portal websites maintain the most prominent influence, while the online editions of traditional newspapers exhibit stronger influence with concentrated and conspicuous performance. In Macao, portal websites and online communities possessing forum characteristics and emphasizing interactive communication are the most influential, with traditional broadcasting websites manifesting substantially superior advantages over traditional print media.

Full Text

Preamble

Title: Evaluation Index System and Data Analysis of Online Media Influence in Hong Kong, Macao, and Taiwan

Abstract: This study designs a comprehensive evaluation index system for online media influence in Hong Kong, Macao, and Taiwan based on the actual

media ecology of these regions. The system comprises six evaluation factors—breadth, depth, intensity, validity, strength, and height—measured through six primary indicators and 17 secondary indicators. The research calculated and ranked the influence of 97 local media outlets across the three regions, constructing an empirical portrait of online media communication influence in Greater China. Analysis reveals that in Taiwan, video portals with robust interactive functions, news portals focused on current affairs, and online forums represented by PTT demonstrate significant influence. In Hong Kong, commercial portal websites remain the most prominent, while online versions of traditional newspapers exhibit stronger influence with concentrated and outstanding performance. In Macao, portal websites and online communities with forum characteristics that emphasize interactive communication are the most influential, with traditional broadcasting websites showing significantly higher advantages over traditional print media.

Keywords: Hong Kong, Macao, and Taiwan; online media; influence; evaluation system; trends

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1. Indicator Setup

The index system constructed in this study aims to evaluate the communication influence of online media in Hong Kong, Macao, and Taiwan, including news websites (with forums) and social media platforms. The study establishes six evaluation factors—breadth, depth, intensity, strength, validity, and height—along with their corresponding primary and secondary indicators, as detailed in Table 1 .

2. Weight Calculation

After establishing the media influence index system, the weight assigned to each indicator directly affects the final influence calculation. Since research projects vary in objects, scope, and indicator settings, no universal weighting standard exists. Most media influence studies currently adopt the expert opinion method, subjectively assigning weight coefficients based on specific research contexts. Accordingly, this study selected 20 experts from industry and academia who, drawing on their extensive research and journalism experience, assigned weights to indicators. The method required that: the six primary indicators' weights sum to 100%; each primary indicator's secondary indicators' weights sum to 100%; weights are expressed as percentages with two decimal places. The average weight assignments from the 20 experts yielded the final indicator weights, representing the proportion of communication influence for each factor and spe-

cific indicator.

3.1 Data Collection

This study's data collection was based on three primary sources: first, the authoritative website ranking platform Alexa (Alexa.com); second, Webmaster Home (chinaZ.com), which provides technology, resources, and services specifically for Chinese-language sites and enjoys high recognition and authority domestically; and third, the U.S. page visit statistics website website.informer.com. Additionally, for indicators such as “website inclusion volume” and “information repost volume,” Taiwanese media used Google.com.tw as the collection platform, while Hong Kong and Macao media used Google.com.hk. The data collection period spanned June to September 2016.

3.2 Data Processing

The raw data for the 17 secondary indicators exist at different orders of magnitude. Calculating weights using original values would introduce severe bias due to these magnitude differences, resulting in imbalanced influence scores. Therefore, researchers normalized all secondary indicator raw data to the ten-thousands scale before weight calculation. For instance, if a website's average daily visit duration was 3.08, its weighted score was calculated as: $3.08 \times 10000 \times 55.04\% = 16952.32$. Similarly, secondary indicator raw data in the tens were multiplied by 1000 before applying weights; data in the hundreds were multiplied by 100. This processing ensured all secondary indicator weight calculation bases were unified to the ten-thousands scale (or above), guaranteeing measurement balance across indicators.

4. Data Analysis

In Taiwan, three patterns emerge. First, commercial news portals focused on current affairs demonstrate prominent influence. Professional news websites such as United Daily News, NOWnews, and Today News perform strongly in influence rankings. These commercial portals share two characteristics: affiliation with media groups and a content focus on current affairs news. This indicates that authoritative, current affairs-oriented portals are favored by Taiwanese users, who tend to obtain news from commercial portals—especially fiscally independent ones like United Daily News and NOWnews—which also demonstrate strong media competitiveness. Second, online influence of traditional media shows significant imbalance. Local traditional media websites exhibit marked differences in communication influence across front, middle, and rear ranking positions. Among the top 10, Central News Agency, ETtoday, TVBS, and Apple Daily occupy four positions, while several established traditional media websites such as “China Daily News,” “Central Daily News Online,” “CTi TV,” “Central Broadcasting System,” and “CTS” rank after 30th place, belonging to the lower influence tier. Third, online forums represented by PTT show prominent and

high-ranking influence, with forums occupying five positions among the top 15 most influential online media.

4.2 Hong Kong

First, emerging independent media demonstrate significant influence. Emerging independent media refers to online media without backing from traditional media groups, independently invested in, operated, and edited by investors, such as Passion Times, NOW.COM, and Stand News. In terms of influence ranking, these emerging online media show competitive advantages comparable to traditional media websites, with two—Now.com and Stand News—ranking in the top 10. Second, online versions of traditional newspapers exhibit concentrated and outstanding influence. Compared with Taiwan’s traditional media online versions, Hong Kong’s traditional media—especially newspaper websites—demonstrate prominent influence. For example, ON.CC, under Oriental Press Group, ranks 5th in Hong Kong’s influence calculation, with distinctive characteristics in self-produced content rate and information forwarding rate. Moreover, traditional newspaper websites show relatively concentrated influence performance, positioned in the middle-upper tier of all measured media. These websites have traditional newspaper backgrounds, mostly with long histories and relatively objective, balanced content. Their audience segments show high proportions of high decision-making power and high consumption power, indicating an audience skewed toward economically strong middle-aged demographics.

4.3 Macao

This study measured 12 Macao online media outlets, including news portals, traditional media websites, and online forums. Findings show: First, commercial portal websites with high interactivity have higher influence. QOOS.COM, Macao’s largest Chinese-language portal, ranks first, with daily IP visits over seven times that of Macao Daily’s official website and website link volume approximately double. It not only has large user volume but also high user stickiness, with overall influence far exceeding traditional media websites. Second, traditional broadcasting websites show higher influence than traditional newspaper websites. TDM.COM.MO (Macao Broadcasting Company official website) and IMASTV.COM (Macao Asia Television website) rank 2nd and 6th respectively, while three traditional print media—Macao Daily, Citizen Daily, and Macau Post—rank at the bottom of the list.

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Note: Figure translations are in progress. See original paper for figures.

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