

Research on the Mechanism of the Use of Official Media in China in Influencing Cultural Confidence

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ABSTRACT

Mass media can profoundly influence people's political attitudes and tendencies, and the role of official media in shaping people's cultural confidence has not received sufficient attention in previous studies. In this paper, a theoretical model was constructed based on a survey database of netizens' social consciousness to analyze the influence of official media use on cultural confidence and its mechanism of action. It was found that the official media use has a significant positive influence on cultural confidence, and patriotism plays a partly mediating role in this influence process. Political trust not only moderates the positive effect of official media use on patriotism and cultural confidence, but also mediates the role of patriotism in mediating between official media use and cultural confidence. On the basis of revealing the inner psychological mechanism of people's formation of cultural confidence, it provides useful insights for better playing the role of official media in political and cultural communication.

Keywords: *Official media, Cultural confidence, Patriotism, Political trust.*

1. INTRODUCTION

The use of official media has a positive effect on the formation of people's cultural confidence. However, most studies on cultural self-confidence have focused on connotation interpretation and value discussion, but not many studies have been conducted on the measurement and hypothesis testing of the concept of cultural self-confidence, and there are no research results on the influence of official media use on cultural self-confidence and its mechanism. Therefore, this paper focuses on the role of official media use in shaping people's cultural self-confidence, and takes into account the possible mediating role of patriotism and the moderating role of political trust in this influence process, thus further revealing the inner mechanism of this influence and enriching the research results on the relationship between media exposure and public attitudes, the author uses common method biases and SPSS to evaluate the issue. On the basis of revealing the inner psychological mechanism of people's formation of cultural confidence, this paper gives useful insights for better playing the role of official media in political and cultural communication, as well as providing valuable references for subsequent academic research and policy formulation.

2. THEORETICAL BASIS AND HYPOTHESIS

2.1 Three views of mass media

Mass media is an important factor influencing people's political attitudes and political inclinations. Since the 1960s, with the popularity of television in Western countries, a lot of research has been conducted on the relationship between media exposure and political attitudes in Western academia, and three competing views have gradually emerged. One is the "media depression theory" [1]. Scholars who hold this view believe that the news media are more likely to report negative news about the government, thus expanding the spread of negative events about the government and leading to the public's distrust of the government and the political system [2]. Thus, greater exposure to political news leads to greater cynicism and questioning of government authority. The second is the "media optimism theory". Scholars who hold this view criticize the "media depression theory" for ignoring the positive effects of the media on people's political attitudes and behavior [3]. Norris argues that the use of the media will form a virtuous circle with political interest, political trust and policy participation, and ultimately help to enhance public political trust [4].

Third, the integrative influence theory. This theory suggests that the influence of the media on people's political attitudes depends on other factors, such as individuals' interest in public affairs, the form of the media, and the inherent criticality of individuals [5][6].

2.2 Two fields of official and unofficial media

However, the above studies are based on the background of Western societies, and their conclusions cannot be simply extended to Chinese societies, mainly because of the huge differences between the Chinese and Western media systems. The media in Western countries mainly play the role of the "fourth power" in society to monitor the behavior of the government. In China, the media has long been called the "mouthpiece of the Party and the people", and the media acts more as a tool for political propaganda and public opinion guidance in the state ideological sphere. With the rapid spread of the new generation of information technology and the development of media commercialization, the Internet has given rise to a large number of new media that have caused significant changes to the traditional media landscape in China. The competitive status of official media and unofficial media has caused the division of public opinion into official and private "two opinion fields". Therefore, in recent years, domestic academic circles have paid more attention to the differential impact of different types of media on people's cultural confidence. It is found that official media use helps to enhance public political trust in China, and that people who frequently use official media are more supportive and trustful of the existing political system and official ideology [7][8], while exposure to the Internet and overseas alternative media negatively affects public political trust. We believe that cultural confidence reflects, at some level, the current subjective perceptions and evaluations of the general public on our political system and institutional arrangements, and is a representative indicator of the attitudes of our people in the new context of the times. The official media, as the main forum for the propaganda work of the Party and the government, will shape the people's attitudes toward the socialist system with Chinese characteristics through news reports and public opinion guidance, thus influencing the level of the people's cultural self-confidence.

2.3 Four hypotheses of the moderating role of Chinese media on cultural confidence

The research question of this paper is whether the use of Chinese media has an impact on the level of cultural confidence of the public. If the answer is yes, does Chinese patriotism form a mediating transmission mechanism in the process of official media use influencing cultural confidence? Does political trust have a moderating role in the process of official media

use influencing cultural confidence? Therefore, this paper proposes hypothesis H1: Official media use positively influences cultural confidence.

2.3.1 The mediating role of patriotism

Patriotism is a core concept in national identity, reflecting an individual's love, pride, and sense of belonging to his or her country. Patriotism is a political topic of great theoretical and practical significance in both mono- and multi-ethnic countries. Foreign scholars have conducted numerous empirical studies on patriotism, mainly focusing on the conceptual distinction between patriotism and nationalism, international comparisons of patriotism levels, and the division of patriotism into dimensions [9-11]. The research on patriotism in domestic academia is mostly concentrated in the field of ideological and political education, focusing on the meaning and value of patriotism education and the cultivation methods, and there are few empirical studies on patriotism among the available research results, and even fewer studies on the measurement of patriotism and the sources of patriotism.

Patriotism embodies citizens' identification with their country and nation, and is an important political attitude. Patriotism is regarded as the spiritual pillar and inner motivation to realize the Chinese dream of the great rejuvenation of the Chinese nation. For a long time, the official media have made patriotic education an important part of their news propaganda work, and through propaganda and guidance, they have made the public support the existing order and the Party's ruling position. In the new era, the use of official media for patriotic education and propaganda is of great significance to uphold and develop socialism with Chinese characteristics, build a strong socialist country and realize the Chinese dream of the great rejuvenation of the Chinese nation. In recent years, official media have taken the initiative to adapt to the development trend of media in the Internet era, implement media integration and all-media development strategy, make full use of new media platforms, expand the ways of patriotic propaganda and education, and promote the main theme. Through positive reports and value shaping, official media highlight the progress and effectiveness of the country's transformation and development, depict the great achievements of the comprehensive deepening reform, highlight the advantages of the socialist system with Chinese characteristics, and thus cultivate citizens' patriotic feelings. As a result, people who frequently use official media have more positive views of the state and government, and this identification with the state and government enhances their patriotic feelings. Thus, they form a confident sentiment towards our excellent culture. Therefore, this paper proposes hypothesis H2:

Patriotism plays a mediating role in the effect of official media use on cultural confidence in China.

2.3.2 *The moderating role of political trust*

Since the 1970s, political trust, as a specialized political science issue, has received increasingly widespread attention and in-depth research from the academic community. So far, although there is no unified understanding of the concept of political trust in academic circles, there is some consensus in defining the concept of political trust in three forms [12][13]: political evaluation theory, political expectation theory and political identity theory.

There are three main consensuses among scholars on the definition of the concept of political trust. One is that political trust can be regarded as an interactive relationship between citizens and the political system and its internal elements. A good level of political trust represents the state of cooperation and convergence between citizens and the political system and its internal elements. Therefore, the path of building political trust should not only be directed at citizens or the political system, but should find a breakthrough in the interaction between the two, explore the way of interaction to enhance mutual understanding between them, and then accumulate political trust. Second, political trust is expressed as a type of political psychology of citizens. This psychology is based on political cognition, which represents citizens' positive evaluation, expectation or identification with the political system and its internal elements. The level of citizens' political trust can be regarded as a barometer of the socio-political situation, and by examining the current situation of political trust, the status of socio-political life can be judged, thus providing an important socio-psychological basis for the public sector to introduce corresponding policies or measures. Third, political trust presents a dynamic process. In the process of interaction between citizens and the political system and its internal elements, political trust is constantly occurring, developing, eroding and repairing, therefore, the construction of political trust is not permanent, and we must always pay attention to the current situation, characteristics and problems of political trust to prevent the occurrence of political trust crisis.

Political trust has a narrow sense and a broad sense. In the narrow sense, political trust, as a type of political psychology of the people in political life, refers to the trust of citizens in the political system and its internal elements. The subject of political trust in the narrow sense is the citizens, and the object is the political system and its internal elements. In the broader sense, political trust as a political phenomenon includes all trust relations in the political sphere. The view is that all the trusts prevalent in society directly or indirectly have an impact on political trust, and thus social trust should

also enter the research field of political trust. In this sense, political trust in a broad sense includes the following: firstly, citizens' trust in their country's political values, political system, government institutions and government officials, i.e. political trust in a narrow sense; secondly, government trust in citizens; thirdly, trust among various government institutions; and fourthly, trust among citizens in political life.

This paper only discusses political trust with citizens as the subject and the political system as the object, i.e. political trust in a narrow sense. Based on the comprehensive analysis of theoretical achievements of scholars at home and abroad, this paper defines political trust as a kind of political psychology that expresses citizens' positive evaluation, expectation and support constructed on the basis of their direct or indirect interaction with the political system and its internal elements. Accordingly, hypothesis H3 is proposed: Political trust positively moderates the influence of official media use on patriotism, and for people with higher levels of political trust, the effect of official media use on patriotism will be stronger. And finally hypothesis H4 is put forward: Political trust positively moderates the effect of official media use on cultural confidence, and the effect of official media use on cultural confidence will be stronger for those with higher levels of political trust.

3. METHODOLOGY

3.1 *Data source*

In this study, the author used the "Social Consciousness Survey Database of Internet Users" hosted by Professor Ma Dayong of Renmin University of China, and applied the listwise method to clean up the missing data to obtain a total of 2000 valid samples. The dataset was collected from 2014 to 2017 by means of an online questionnaire on "Questionnaire.com". In order to ensure the reliability of the questionnaire, the investigator set an IP to be filled in only once, and deleted the questionnaires that were obviously not seriously answered by manual browsing at a later stage. Given that a number of papers using this database have been published in authoritative journals, it can be assumed that the database has a high degree of credibility.

3.2 *Variable measurement*

Independent variable: official media use. Official media in the traditional sense mainly refers to the news units in charge of the Party and government propaganda departments such as People's Daily, Xinhua News Agency and CCTV. With the popularity of the Internet and social media, traditional official media have also

established corresponding new media platforms such as websites, microblogs, WeChat and cell phone clients. Therefore, the official media referred to in this paper includes not only the traditional media such as newspapers and TV, but also the official accounts on new media platforms. There is a question in the study of Ma Dayong and Wang Lina, "Through which channels do you mainly get news and comments on current affairs? What is the frequency?" ①The current affairs news reports of Xinhua News Agency, People's Daily and CCTV (including Weibo, WeChat and clients). ②Watching the current affairs news programs of local TV stations. ③News from governmental portals, official microblogs, and official WeChat public numbers (e.g., the website of the Central Commission for Discipline Inspection) [7]. The four-point Likert scale was used to measure.

Mediating variable: patriotism. Patriotism is a central concept in national identity, reflecting an individual's love, pride, and sense of belonging to his or her country. Patriotism includes pride in national culture, admiration for national symbols, and identification with national identity. Referring to the study of Ma Deyong and Lu Yizhou, the author decided to choose the same question to measure patriotism: What are your attitudes toward the following various views? ①I am proud that China has a long history and a bright culture. ②Whenever the national flag is raised and the national anthem is played I always feel the moment is very solemn. ③I am proud to be a Chinese. five-point Likert scale was used to measure.

Moderating variable: political trust. Political trust is a kind of political psychology that expresses citizens' positive evaluation, expectation and support based on their direct or indirect interaction with the political system and its internal elements. Referring to the study of Ma Dayong and Wang Lina, ten questions on political trust in the "Social Consciousness Survey Database of Internet Users" were selected as indicators of political trust: a five-point Likert scale was used to measure people's attitudes toward the following groups or institutions: courts, police, central and central governments, provincial governments, township governments, and village committees.

Dependent variable: cultural confidence. It emphasizes a comprehensive superiority of systems, rules and behaviors, and furthermore, this superiority over other local "cultures", without which no real "self-confidence" can be achieved, and this "self-confidence" is mainly reflected in the following aspects: the improvement of people's living standards, the protection of personal dignity, the acceptance of various systems and ways of behavior by more people, the reflecting of the superiority and continuity, and the improvement of the quality of life.

Control variables: Some demographic variables can affect people's political attitudes, so this paper selects gender, age, education level, and political outlook as control variables with reference to previous studies. Gender is set as a dummy variable, male is assigned 1, female is assigned 0. Age is a fixed-order variable, 24 years old and below is assigned 1, then every decade is divided into age groups and assigned 2, 3 and 4, and 55 years old and above is assigned 5. Educational attainment is a fixed-order variable, where 1 means junior high school and below, 2 means high school, 3 means undergraduate and 4 means master and above. The political appearance is 1 for Chinese Communist Party members and 0 for non-Communist Party members.

3.3 Statistical analysis and hypothesis testing

3.3.1 Descriptive Statistics

The descriptive statistics show the mean, standard deviation, and correlation of each variable. From the Table 1, it can be seen that, using Pearson correlation coefficients, official media use shows a significant positive correlation with patriotism, cultural confidence, and political trust; patriotism shows a significant positive correlation with cultural confidence and political trust; cultural confidence shows a significant positive correlation with political trust. The correlations between the variables initially tested that the hypothesis model is reasonable and suitable for further empirical testing.

Table 1. Descriptive statistics and Pearson correlation coefficients for the main variables.

Descriptive statistics and Pearson correlation coefficients for the main variables						
	Average value	Standard deviation	Official Media Use	Patriotism	Cultural Confidence	Political Trust
Official Media Use	2.163	0.895	1			
Patriotism	3.772	1.183	0.322**	1		
Cultural Confidence	3.986	1.180	0.244**	0.573**	1	
Political Trust	2.687	1.401	0.154**	0.326**	0.241**	1

* p<0.05 ** p<0.01

3.3.2 Common method deviation test

Common method biases are artificial covariances between predictor and outcome variables caused by the same data source or rater, the same measurement environment, the item context, and the characteristics of the item itself. Controlling for such systematic biases can effectively reduce the potential for misleading conclusions. First, using the Harman one-way test, five factors with eigenvalues greater than 1 were analyzed, and the percentage of variance explained by the first common factor was only 21.366%, which did not account for half of the total variance explained. There was no common method bias in this study.

3.3.3 Mediating effect test

The causal steps approach of Baron & Kenny is generally used to test the mediating effect, but due to the

problems of unreasonable test procedure and lack of validity of the test method, scholars have started to recommend the bootstrapping method in recent years to test the significance of the product coefficient directly. In this paper, the author uses the PROCESS macro for SPSS developed by Hayes to test the mediating role of patriotism in the influence of official media use on cultural confidence. The total effect output in the Process program indicates the influence of the independent variable on the dependent variable, while the direct effect indicates the influence that the independent variable can still have on the dependent variable after taking into account the influence of the mediating variable on the dependent variable, The indirect effect is the mediating effect, which indicates the effect of the independent variable on the dependent variable through the mediating variable.

Table 2. Summary of intermediary role test results.

Summary of intermediary role test results										
Item	c Total effect	a	b	a*b Intermediary Effect Value	a*b (Boot SE)	a*b (z- value)	a*b (p- value)	a*b (95% Boot CI)	c' Direct effect	Test conclusion
Official Media Use => Patriotism => Cultural Confidence	0.238**	0.323**	0.525**	0.169	0.007	25.056	0.000	0.116 ~ 0.145	0.069**	Some agents

* p<0.05 ** p<0.01

From Table 2, it can be seen that “a” and “b” are significant, “c” is significant, and “a*b” and “c” have the same sign. Then it is clear that patriotism is a partial mediating effect, and the mediating effect is 0.169. Besides, the 95% BootCI indicates the 95% confidence

interval calculated by Bootstrap sampling. The interval does not include 0, and the mediating effect is significant, indicating that patriotism plays a mediating role in the influence of official media use on cultural confidence. Thus the hypothesis H2 is verified.

Table 3. Summary of intermediary effect size results.

Summary of intermediary effect size results						
item	Test conclusion	c Total effect	a*b Intermedia ry Effect	c' Direct effect	Effect ratio calculation formula	Effectiveness Ratio
Official Media Use => Patriotism => Cultural Confidence	Some agents	0.238	0.169	0.06	$a * b / c$	71.064

Table 3 shows that patriotism plays a partially mediating role in the influence of official media use on cultural confidence, then the effect share is calculated as $a*b/c$, which means the effect share is about 71.064%.

3.3.4 Moderating effect test

To examine the moderating role of political trust in the effect of official media use on patriotism, this study examined the interaction between official media use and political trust with patriotism as the dependent variable, and the moderating effect was obtained in Table 4.

Table 4. Results of analysis of moderation effects (n=8157).

Results of analysis of moderation effects (n=8157)															
	Model 1					Model 2					Model 3				
	B	Standard Error	t	p	β	B	Standard Error	t	P	β	B	Standard Error	t	p	β
Constants	3.260	0.046	70.098	0.000**	-	3.440	0.046	74.615	0.000**	-	3.458	0.046	75.044	0.000**	-
Gender	0.294	0.025	11.869	0.000**	0.120	0.231	0.024	9.482	0.000**	0.094	0.224	0.024	9.220	0.000**	0.091
Political Appearance	-0.073	0.013	-5.647	0.000**	-0.056	0.061	0.013	-4.821	0.000**	-0.047	-0.059	0.013	-4.672	0.000**	-0.045
Age group	0.591	0.025	23.916	0.000**	0.253	0.327	0.027	12.047	0.000**	0.140	0.343	0.027	12.619	0.000**	0.147
Official Media Use	0.323	0.014	23.804	0.000**	0.248	0.282	0.013	21.138	0.000**	0.217	0.285	0.013	21.385	0.000**	0.219
Political Trust						0.284	0.014	20.998	0.000**	0.243	0.261	0.014	18.681	0.000**	0.223
Official Media Use* Political Trust											-0.085	0.013	-6.350	0.000**	-0.063
R ²			0.203					0.244					0.248		
Adjustment R ²			0.203					0.243					0.247		
F-value			F (4,8152)=518.879,p=0.000					F (5,8151)=525.684,p=0.000					F (6,8150)=446.904,p=0.000		
ΔR ²			0.203					0.041					0.004		
ΔF value			F (4,8152)=518.879,p=0.000					F (1,8151)=440.904,p=0.000					F (1,8150)=40.324,p=0.000		
Dependent variablepatriotism* p<0.05 ** p<0.01															

Dependent variable patriotism; * p<0.05 ** p<0.01

As shown in Table 4, the moderating effect is divided into three models, with patriotism as the dependent variable, Model 1 includes the independent variable (official media use), and three control variables such as gender, political outlook, and age group; model 2 adds the moderating variable (political trust) to model 1; Model 3 adds the interaction term (product of official media use and political trust) to Model 2.

For Model 1, the aim was to investigate the effect of the independent variable (official media use) on the dependent variable (patriotism) when the interference of the moderating variable (political trust) was not considered. As seen in Table 4, official media use shows significance ($t=23.804$, $p=0.000<0.05$) and official media use produces a significant positive relationship on patriotism.

For model 3, the interaction term between official media use and political trust shows significance ($t=-6.350$, $p<0.05$), and the change in F-value from model 2 to model 3 shows significance ($F=446.904$, $p<0.05$). This means that political trust plays a moderating role. In other words, there is a significant difference in the magnitude of the effect of official media use on patriotism at different levels of political trust. And hypothesis H3 is tested.

The moderating variable political trust is divided into three levels of mean level, high level (mean plus 1 standard deviation), and low level (mean minus 1 standard deviation), a total of three levels to do the moderating effect in Table 5, where the effect of official media use on patriotism is stronger for the group with a relatively low level of political trust compared to the group with a high level of political trust ($0.369>0.285$).

Table 5. Differences in the magnitude (slope) of the effect of official media use in patriotism.

Table of differences in the magnitude (slope) of the effect of official media use on patriotism						
Different levels	Regress in coefficient	Standard error	t	p		95% CI
Average value	0.285	0.013	21.385	0.000	0.259	0.311
High level (+1SD)	0.200	0.019	10.780	0.000	0.164	0.236
Low level (-1SD)	0.369	0.019	19.284	0.000	0.332	0.407

To examine the moderating role of political trust in the influence of official media use on cultural confidence, this study examines the interaction between

official media use and political trust, using cultural confidence as the dependent variable.

Table 6. Results of analysis of moderation effects (n=8157).

Results of analysis of moderation effects (n=8157)																	
	Model 1						Model 2					Model 3					
	<i>B</i>	Standard Error	<i>t</i>	<i>p</i>	β		<i>B</i>	Standard error	<i>t</i>	<i>p</i>	β	<i>B</i>	Standard error	<i>t</i>	<i>p</i>	β	
Constants	1.777	0.053	33.697	0.000**	-		1.862	0.055	33.912	0.000**	-	1.875	0.055	34.017	0.000**	-	
Gender	0.099	0.022	4.412	0.000**	0.041		0.087	0.022	3.873	0.000**	0.036	0.085	0.022	3.778	0.000**	0.035	
Political Appearance	0.003	0.012	0.220	0.826	0.002		0.005	0.012	0.399	0.690	0.004	0.005	0.012	0.454	0.650	0.004	
Age group	0.183	0.023	7.980	0.000**	0.079		0.126	0.025	4.997	0.000**	0.054	0.132	0.025	5.236	0.000**	0.057	
Patriotism	0.525	0.010	52.955	0.000**	0.529		0.513	0.010	50.436	0.000**	0.516	0.511	0.010	50.148	0.000**	0.514	
Official Media Use	0.069	0.013	5.497	0.000**	0.053		0.063	0.013	5.019	0.000**	0.049	0.065	0.013	5.139	0.000**	0.050	
Political Trust							0.069	0.013	5.444	0.000**	0.060	0.061	0.013	4.672	0.000**	0.053	
Official Media Use* Political Trust												-0.032	0.012	-2.578	0.010**	-0.024	
<i>R</i> ²			0.352						0.354					0.355			
Adjustment <i>R</i> ²			0.351						0.354					0.354			
F-value			F (5,8151)=884.739,p=0.000						F (6,8150)=744.814,p=0.000					F (7,8149)=639.803,p=0.000			
ΔR^2			0.352						0.002					0.001			
ΔF value			F (5,8151)=884.739,p=0.000						F (1,8150)=29.642,p=0.000					F (1,8149)=6.647,p=0.010			

Dependent variable: cultural confidence; * p<0.05 ** p<0.01

As shown in Table 6, the moderating effect is divided into three models, with cultural confidence as the dependent variable. Model 1 includes the independent variable (official media use) and three control variables, such as gender, political orientation, and age group; Model 2 adds the moderating variable (political trust) to Model 1, and Model 3 adds the interaction term (the product of official media use and political trust) to Model 2.

From Model 1, it is clear that official media use produces a significant positive influence relationship on patriotism.

For Model 3, the interaction term between official media use and political trust shows significance ($t=-2.578$, $p<0.05$), and the change in F-value from

Model 2 to Model 3 shows significance ($F=639.803$, $p<0.05$), i.e., political trust plays a moderating role, which means that the magnitude of the effect of official media use on cultural confidence differs significantly at different levels of political trust. Thus, the hypothesis H4 is verified.

The moderating variable political trust is divided into three levels, including the mean level, high level (mean plus 1 standard deviation), and low level (mean minus 1 standard deviation), so as to make the moderating effect in Table 7, in which the effect of official media use on cultural confidence is stronger for the group with a lower level of political trust than for the group with higher level of political trust ($0.096>0.065$).

Table 7. Differences in the magnitude (slope) of the effect of official media use on cultural confidence.

Table of differences in the magnitude (slope) of the effect of official media use on cultural confidence

Different levels of political trust	Regression coefficient	Standard error	t	p		95% CI
Average value	0.065	0.013	5.139	0.000	0.040	0.089
High level (+1SD)	0.033	0.017	1.917	0.055	-0.001	0.067
Low level (-1SD)	0.096	0.018	5.350	0.000	0.061	0.132

The size of the mediating effect is the product of the coefficients of the first and the second half of the mediated path, and there is a moderating effect of political trust on the first half of the mediated path (which affects the coefficients of the first half of the

path). This has the potential to affect the size of the mediating effect of the whole section, i.e., there is an effect of the mediated by the moderated, and Table 8 is obtained by conducting the analysis of the moderating mediating effect.

Table 8. Regression model summary table.

Regression model summary table								
		Cultural Confidence				Patriotism		
		β	S_e	t-value	p-value	β	S_e	p-value
Constants		1.409	0.079	17.807	0.000**	1.727	0.084	20.592
Gender		0.085	0.022	3.778	0.000**	0.224	0.024	9.220
Political Appearance		0.005	0.012	0.454	0.650	-0.059	0.013	-4.672
Age group		0.132	0.025	5.236	0.000**	0.343	0.027	12.619
Official Media Use		0.144	0.034	4.259	0.000**	0.497	0.036	13.662
Political Trust		0.130	0.027	4.852	0.000**	0.445	0.029	15.472
Trust	Official Media Use* Political	-0.032	0.012	-2.578	0.010**	-0.085	0.013	-6.350
	Patriotism	0.511	0.010	50.148	0.000**			
Sample size			8157				8157	
R^2			0.355				0.248	
Adjustment R^2			0.354				0.247	
F-value			$F_{(7,8149)}=639.803, p=0.000$				$F_{(6,8150)}=446.904, p=0.000$	

* p<0.05 ** p<0.01

Conditional Indirect Effect (CIE) results

Intermediate variables	Lev	Level value	Effect	Boot SE	Boot LLCI	Boot ULCI
Patriotism	Low level (-1SD)	1.500	0.189	0.016	0.164	0.215
	Avera	2.499	0.145	0.010	0.131	0.163
	High level (+1SD)	3.497	0.102	0.010	0.085	0.120

Note: Boot LLCI refers to the lower limit of the 95% interval for Bootstrap sampling, and Boot ULCI refers to the upper limit of the 95% interval for Bootstrap sampling.

4. CONCLUSION

This paper constructs a theoretical model to examine the influence of official media use on cultural confidence and its mechanism of action. It is found that official media use positively influences cultural confidence, patriotism plays a partly mediating role in this influence process, and political trust not only moderates the influence of official media use on patriotism and cultural confidence, but also moderates the mediating role of patriotism in the process of official media use influencing cultural confidence. The main contributions of this study lie in the following three areas.

First, the impact of media exposure on social attitudes was verified using large sample data. Media as an important channel of cultural communication can play a subtle role in shaping people's social attitudes. Official media play an active role in promoting people's acceptance of official positions and political values, and the use of official media influences people's identification with and confidence in the country's political system and culture.

Second, the formation process of cultural self-confidence is understood more deeply from the level of psychological perception. The mediating role of patriotism shows that the education and propaganda of

patriotism by the official media have basically achieved the expected goal of unifying love for the motherland with support for socialism and a firm commitment to the path of socialism with Chinese characteristics. The mediating role of patriotism is conducive to the understanding of the psychological process and the inner mechanism of the formation of cultural self-confidence among the people.

Third, the function of official media in shaping people's political attitudes was found to vary from person to person. For groups with higher levels of political trust, the use of official media has a stronger effect on enhancing their patriotism and cultural confidence. The reason may be that groups with higher levels of political trust tend to be more concerned and knowledgeable about politics and public affairs, and they are more likely to accept and agree with the values conveyed by the official media in their political attitudes. On the other hand, those with lower levels of political trust only use official media as a channel to obtain news, and it is difficult for them to appreciate and understand the value tendencies and ideological positions implied in official news reports, so the influence of official media use on their political attitudes is relatively weak.

There are four shortcomings for this paper: First, the survey sample is only representative of the netizen group, and the findings cannot be generalized to all people, which limits the external validity of this paper's

analysis. Second, official media are not the only source of political information for the public, and some people may have access to both official and unofficial media. However, this paper only examines the role of official media use, and further research is needed to determine whether unofficial media have a "deconstructive" effect on people's political attitudes and cultural confidence levels. Third, the impact of the formation of people's cultural confidence on their policy compliance and social participation has not been discussed in this study, and it is worthy of further exploration in future studies. Fourth, the data used in this paper are cross-sectional data, which cannot prove the authenticity of the causality relationship, and should be further investigated by using longitudinal data or survey experiment in the future.

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