

WeChat Use among Chinese College Students

Exploring Gratifications and Political Engagement in China

WeChat is part of my every day activity

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I am proud to tell people I am on WeChat

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

WeChat has become part of my daily routine

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I feel out of touch if when I have not logged onto WeChat for a while

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I feel I am part of the WeChat community

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I would be sorry if WeChat shut down

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to broaden knowledge base

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to understand events happening

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to finding out what is going on in society

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to refine my thinking

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to let other know I care for them

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to get the feeling that people care about me

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to share common topics with friends

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to share position, opinion, and personal values

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to make myself look cool

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to make myself look stylish

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat make myself look fashionable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to establish personal identity

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to gain respect and support

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to enhance sense of belonging by creating or joining groups

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to respond to friends' messages

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to add new friends anytime anywhere

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to respond to strangers' request

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to be available to friends anytime and anywhere

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to kill my time

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to escape from study or work pressure

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

I use WeChat to have fun

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Somewhat Disagree
- ☐ Neutral
- ☐ Somewhat Agree
- ☐ Agree
- ☐ Strongly Agree

How often do you express your opinion towards Xi Jinping's anti-graft campaign on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you forward news reports and information on Xi Jinping's anti-graft campaign on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you browse information and news reports on Xi Jinping's anti-graft campaign on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you post messages on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you repost messages on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you click “Like” on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

How often do you browse posts on WeChat?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Sometimes
- ☐ Always

Q34 What is your gender?

- ☐ Male
- ☐ Female

Q35 What is your age on your last birthday?
