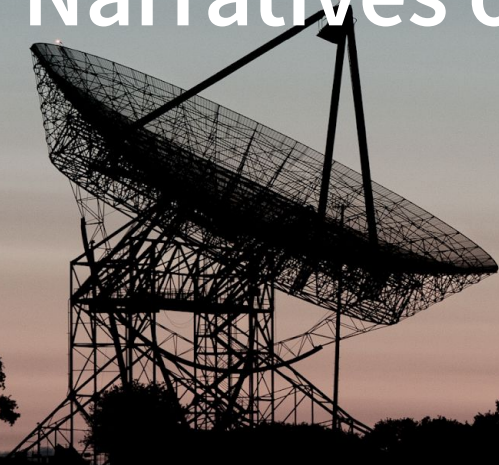
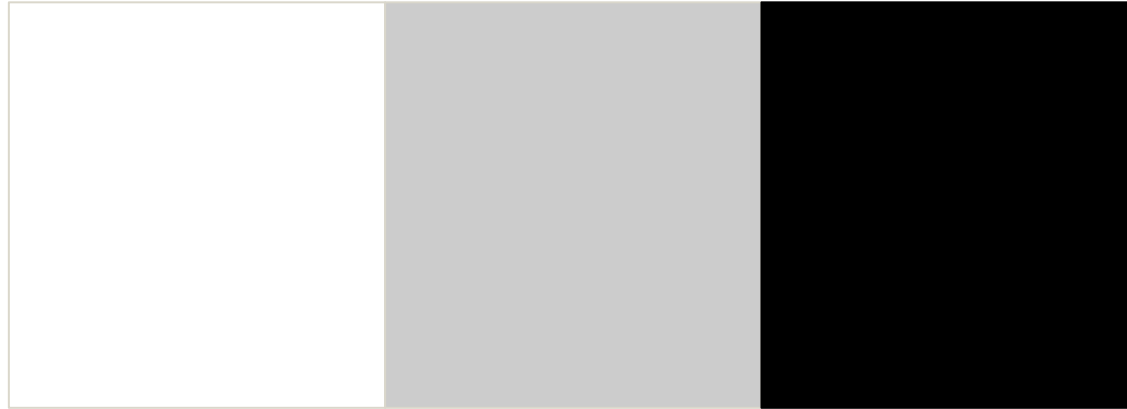


# Propaganda & Pandemics: How Chinese State Media Shapes Narratives on Coronavirus



## ➤ The Propaganda Spectrum










Transparent  
attribution

Source, Funding,  
Provenance of  
claims obscured

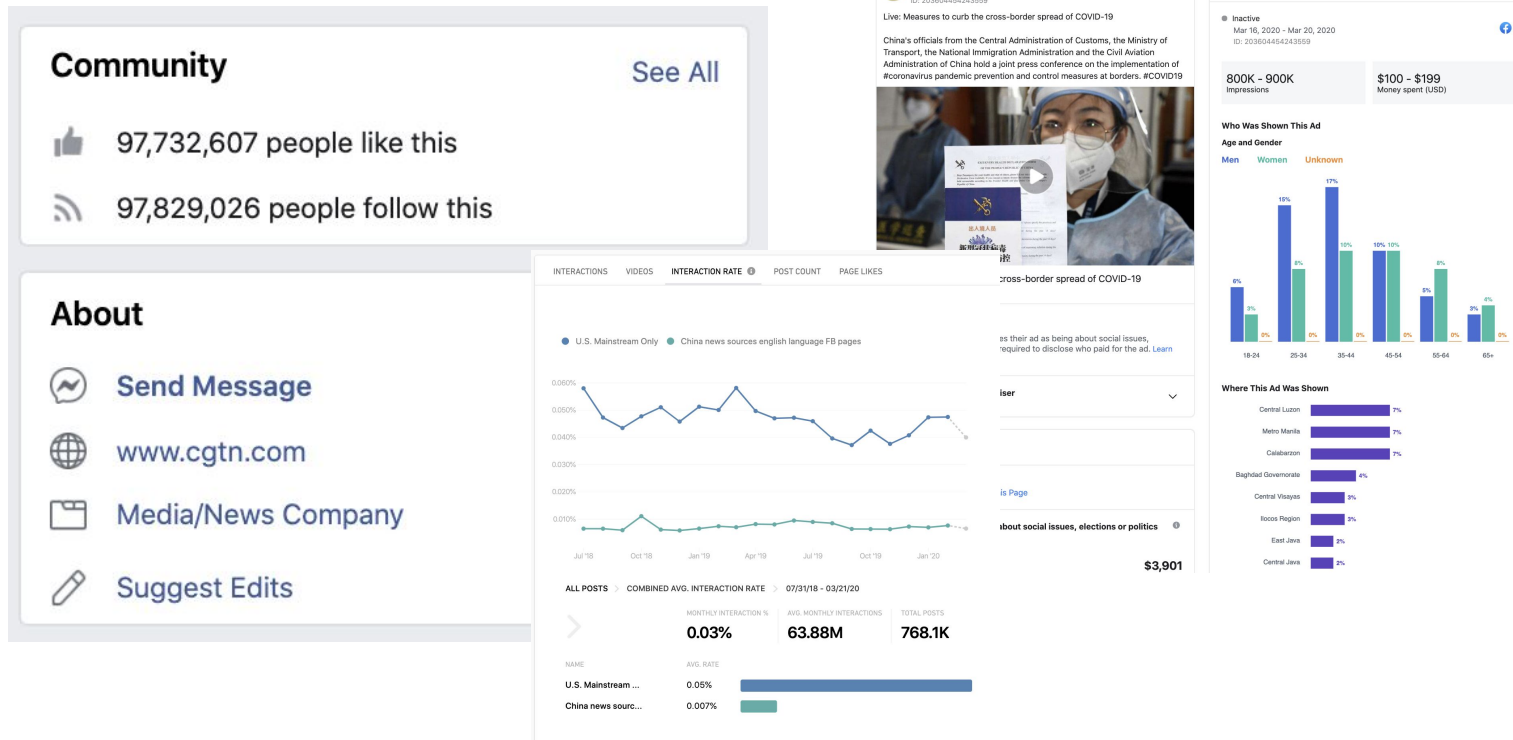
Deliberation  
misattribution

## ➤ China's white propaganda ecosystem on Facebook

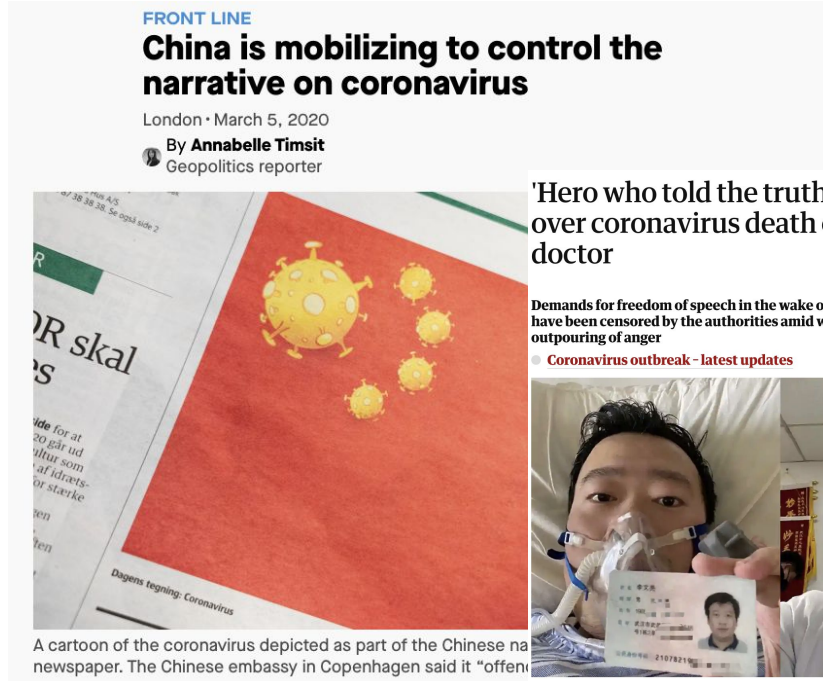
	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Likes	Growth % and #
	Average Total	54.22M	0.006%	36.39	401.76M	60.50M	+29.96%
1	 <b>CGTN</b> ✓	182.71M	0.012%	48.2	804.13M	97,632,886	+27.66% +21,153,793
2	 <b>People's Daily, China</b> ✓	62.55M	0.008%	29.93	218.47M	77,245,666	+25.78% +15,834,411
3	 <b>China Daily</b> ✓	53.71M	0.005%	40.7	702.04M	88,378,422	+26.89% +18,730,919
4	 <b>China Xinhua News</b> ✓	53.36M	0.003%	70.86	693.62M	74,753,417	+27.06% +15,920,317
5	 <b>Global Times</b> ✓	22.86M	0.003%	43.65	344.26M	51,702,889	+41.77% +15,232,583
6	 <b>China.org.cn</b> ✓	3.92M	0.004%	9.91	35.84M	32,531,674	+58.80% +12,045,203
7	 <b>CGTN America</b> ✓	406,996	0.008%	11.46	13.95M	1,256,793	+1.74% +21,469

Data from Crowdtangle, captured 3/22/2020, view over last 12 months

# ➤ English-language Chinese state media have amassed significant audiences



# ➤ Perception of the pandemic has been a significant PR challenge for CCP



## 'Hero who told the truth': Chinese rage over coronavirus death of whistleblower doctor

Demands for freedom of speech in the wake of Li Wenliang's death have been censored by the authorities amid widespread outpouring of anger

● [Coronavirus outbreak - latest updates](#)



▲ Li Wenliang's blogs on coronavirus crisis in Wuhan were censored by authorities at end of December. He died on 6 February 2020. Photograph: Handout

Mar 11, 2020 - Health

## Beijing's coronavirus propaganda blitz goes global

Photo: AFP - Ebrahimian

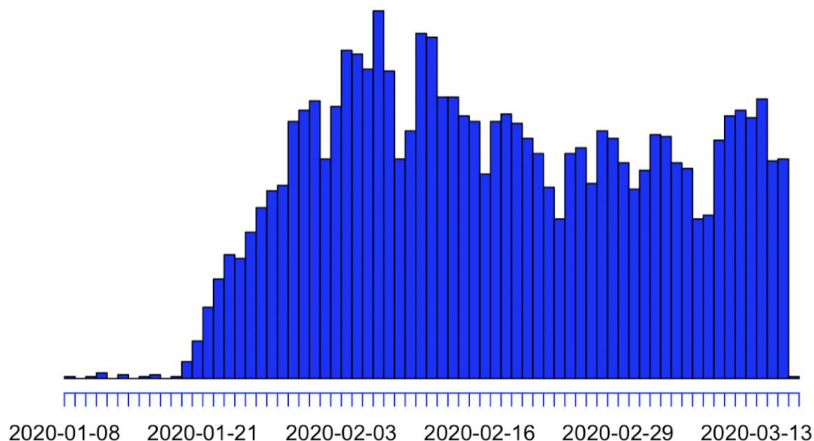


rtunde/Axios

to get its coronavirus outbreak under control, authorities are going on the offensive to state that the global epidemic is Beijing's fault.

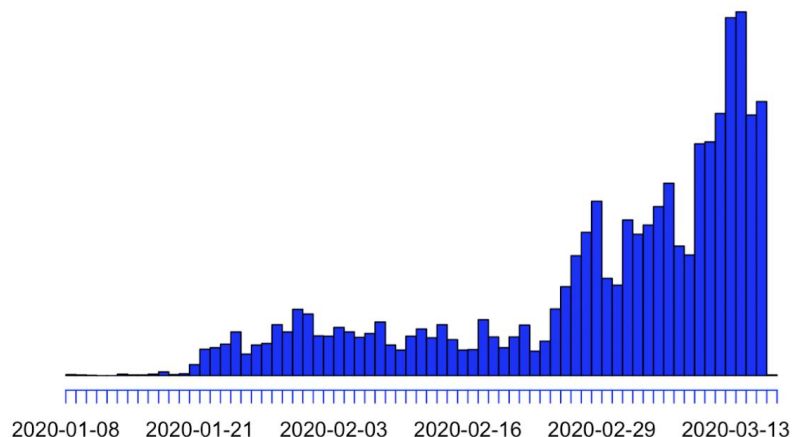
## ➤ The coverage - and attention - offset

Histogram for Chinese Media Facebook Posts



Number of Chinese Media Facebook posts including the term 'coronavirus' over time

Histogram for U.S. Media Facebook Posts



Number of U.S. Media Facebook posts including the term 'coronavirus' over time



## ➤ Narrative 1: China's media spin on 'rapid recovery'



China Daily

February 13 at 12:25 AM · 🌐

Good news! A 33-year-old woman infected with novel [#coronavirus](#) pneumonia gave birth to a baby girl with no infection in Northwest China's Shaanxi province. [#COVID19](#)



👍👎 51K

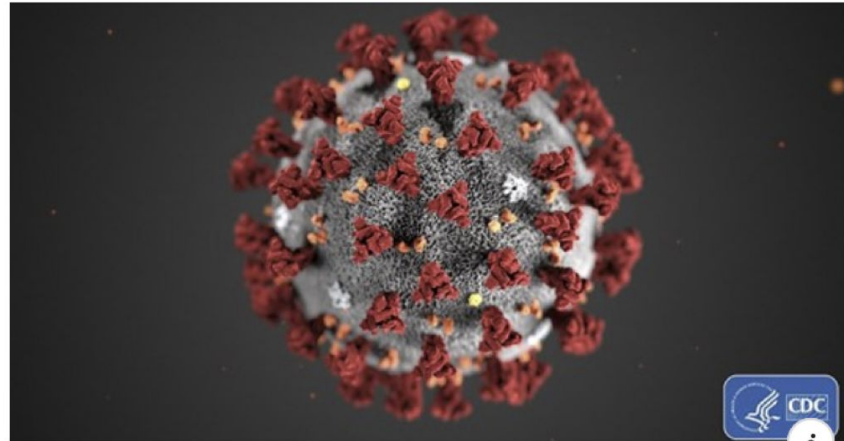
738 Comments 1.2K Shares



CNN

February 6 · 🌐

The baby was diagnosed with coronavirus at just 30 hours old.



CNN.COM

**Newborn baby becomes the youngest person diagnosed with coronavirus**

👎👍👉 10K

642 Comments 2.4K Shares

## ➤ Narrative 2: The Li Wenliang Case

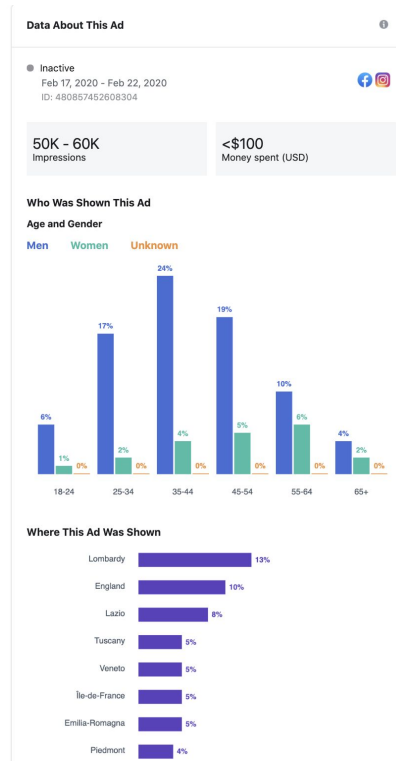
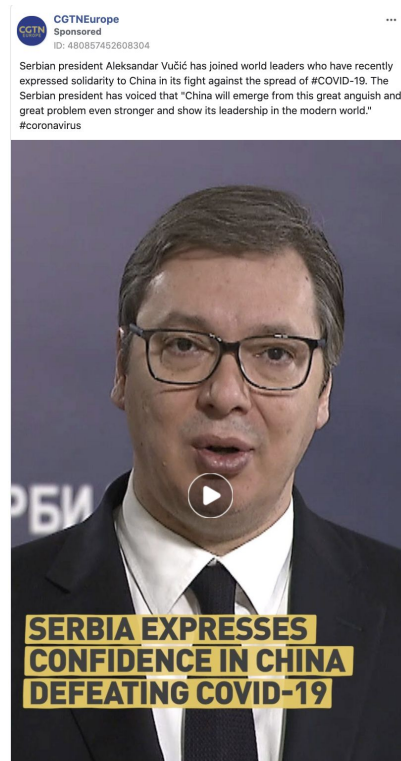




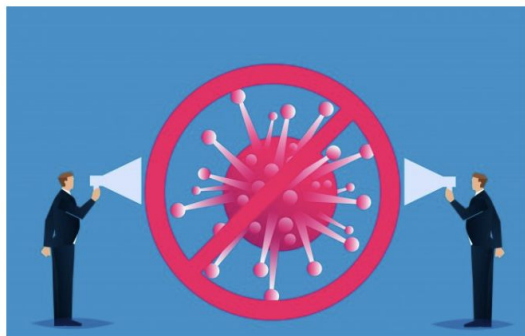
## ➤ Narrative 3: 'Buying the world time' vs. 'Botching the response'



## ➤ U.S. platforms used as a tool in shaping the global narrative



## ➤ For further reading: additional findings in post



### Pandemics & Propaganda: How Chinese State Media Shapes Conversations on The Coronavirus

Blog / March 19, 2020

The perception of China's handling of the coronavirus pandemic has been a significant challenge for the Chinese Communist Party (CCP) over the past two months. The CCP has

<https://tinyurl.com/covid19-sio>

<http://tinyurl.com/covid-origin-conspiracy>

### Coronavirus Conspiracy Claims: What's Behind a Chinese Diplomat's COVID-19 Misdirection

Chinese spokesperson Zhao Lijian's speculation on twitter that the U.S. army brought the COVID-19 epidemic to Wuhan drew widespread attention. We map the pathways that brought the conspiracy theory to the mainstream.



**Thank you**

Vanessa Molter  
Renee DiResta