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The "Heteroglossia" Online – The Changing Thinking Modes of Chinese Internet Users

The Chinese thinking mode and Western thinking mode are different in essence. Usually, Chinese tend to think from macro to micro, attach importance to the whole and relationship; and the Western tend to think from micro to macro, pay more attention to the concrete and category. What are the reasons for these differences? The research results of modern brain science and humanity & social science have shown that the media does play an important role in the process of the formation of human's thinking modes. Therefore the questions arises, how the booming new media will impact and change Chinese Internet Users' thinking mode. Centered around the "heteroglossia" online (the Chinese Internet Users' behavior and comments online), the project tries to find the answers behind.