

RESEARCH ARTICLE

Navigating new media: The impact of short video platforms on political news consumption among Chinese university students

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ABSTRACT

Recent years, political news consumption among Chinese youth has been notably low, leading to a phenomenon of political apathy. In recent years, the popularity of short video social media platforms, characterized by their vivid, visual, and straightforward content, has grown among young people and has become an essential channel for daily information consumption globally. This paper focuses on Chinese university students and the short video platform Douyin (TikTok), utilizing the Technology Acceptance Model (TAM) as the theoretical framework. Considering the background of the study, which involves political news consumption and the political culture of China, this study developed the Technology Acceptance Model (TAM) by adding perceived credibility and perceived political efficacy as independent variables. The findings indicate that attitude towards using is positively impacted by perceived usefulness, perceived ease of use, and perceived credibility, and that behavioral intention to use is positively impacted by attitude towards using. These findings align with hypotheses (H1, H2, H3, H5), while hypothesis (H4), which posits that perceived political efficacy has a positive effect on attitude toward using, was not supported. This may be due to the fact that they do not have high expectations for the political efficacy generated by paying attention to political news. The media and relevant government departments should pay more attention to strengthening the control of the quality of political information when publishing and disseminating political news. Ultimately, enhances the public's enjoyment of obtaining political news through social media, improve the political apathy among young Chinese people, and enhance their political literacy and democratic level.

Keywords: Political news consumption; social media; Douyin; University students; Influencing factors

1. Introduction

Political literacy education holds a very important position in the education system for college students in China, playing a crucial role in shaping the values and worldview of young people [1]. With the development of a media society, media exposure continues to affect the political information exposure and political literacy cultivation of college students. However, the current political consumption situation of college students is not optimistic, with phenomena such as low participation in online media, relative

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political apathy, and non-consumption of political news. Social media, represented by online media, is currently the main channel for political news consumption. Exploring the influencing factors of Chinese university students' consumption of social media news is crucial for improving their political literacy education. This study will use the TAM theoretical model as a guide to explore the key factors that affect the social media news consumption of Chinese college students.

2. Literature review

2.1. Social media in China

Social media is an important medium for Chinese college students, and its role is becoming more and more significant. With the continuous development of new media technology, social media has penetrated into all aspects of social citizens' life. As of December 2021, China's mobile network users have exceeded 1000 million. According to China's social media ranking in 2022, the top five are WeChat, Tencent QQ, Weibo, Douyin and Zhihu (www.chinapp.com, 2022). In 2023, the number of Douyin users in China reached about 1 billion, 80% of them are ranged from 15 to 35 years old. China Youth Daily and Youth School Media conducted a survey on 200 universities in China. The survey results show that 99.39% of respondents use social media every day.

In fact, on March 13, 2009, at the second session of the 11th National People's Congress and the second session of the 11th CPPCC held in Beijing, the six major websites of People's Daily, Xinhua, Tencent, Sina, Sohu and Netease launched nearly 20 interactive columns, with a total of more than 60 provincial and ministerial officials "touching the Internet". The credibility evaluation of online media has been close to that of television and newspapers. Prior to the convening of the two sessions of China's most important political conferences, Premier Wen Jiabao communicated online with netizens on February 28 and accepted a joint exclusive interview with www.gov.cn and [xinhuanet](http://xinhuanet.com), which showed that the central leadership attached great importance to online public opinion and highly recognized the new form of orderly political participation of Chinese citizens through the Internet.

The Internet and online-based forms of activity have enormous potential to reverse political inequality and mobilize people to participate in politics: social media lowers the costs (in terms of time and money) of accessing political information^[2].

2.2. Chinese university students' political news consumption

With the proliferation of the internet and social media, Chinese college students can access political news through various channels, including social platforms like Weibo, WeChat, and Douyin. Social media platforms provide instant news updates, enabling college students to quickly access a variety of political information^[3]. However, the current state of political news consumption among Chinese college students is complex and exhibits some less optimistic aspects^[4]. Foremost among these is the phenomenon of political apathy among Chinese college students. A portion of college students holds a relatively indifferent attitude toward politics, which is related to the approach to political education in the educational system, restrictions on political discussions in family and social environments, college students' preoccupation with the entertainment functions of the internet, and the intense job pressure they face, leaving little time to concern themselves with matters beyond their personal lives. Political apathy has led to their lack of interest in actively pursuing and deeply understanding political news. Secondly, Chinese university students have developed a strong crisis of trust towards political news. Due to frequent exposure to biased or incomplete political reporting, some university students have a low level of trust in the media^[5,6]. This crisis of trust affects their attitude towards and willingness to consume political news, and sometimes even leads to their

neglect of important political information. Finally, the credibility of political news content disseminated through social media needs to be improved^[7-8]. Although social media provides a convenient channel for accessing news, its fragmented information dissemination and emphasis on entertainment-oriented content may lead university students to encounter more superficial or shallow information when consuming political news.

Although Chinese university students can access political news through various channels, their subjective political apathy, coupled with the objective crisis of trust and the low credibility of political news on social media, ultimately lead to a concerning state of political news consumption among Chinese university students. This significantly impacts their attitudes and behaviors towards political news consumption, which is detrimental to the cultivation of political literacy among Chinese youth, represented by university students, and to the improvement of China's democratic standards.

3. Theoretical framework

One of the key theories in the study of information technology systems is the Technology Acceptance Model (TAM). It is widely used for its effectiveness in the development, review, improvement, and implementation of new technologies (Figure 2.3). An information system's primary goal is to enhance work performance in an organization by using the latest technology.

The newly developed system is meaningful only if it is accepted and used by users, otherwise this new technology will have no possibility of success. TAM's founder, Fred D. Davis, in his doctoral thesis, studied what factors can motivate IBM employees to use the XEDIT file editing system and email, thereby proposing the initial theoretical framework of the Technology Acceptance Model (TAM)^[9].

Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), which maintains that intention governs behavior, is the source of the Technology Acceptance Model (TAM)^[10]. Davis (1986) defines behavioral intention as "the subjective likelihood that a specific behavior will be performed" by an individual. According to the seminal study on the Technology Acceptance Model (TAM) by Davis, Bagozzi, and Warshaw (1989), as well as subsequent research, an individual's intention to use a new technology is a strong predictor of their eventual acceptance and adoption of that technology. This study provides insight into the importance of testing and enhancing incipient technology in the early stages of development according on the goals of consumers before publicly releasing it, reducing the risk that unwanted products may be released to the market.

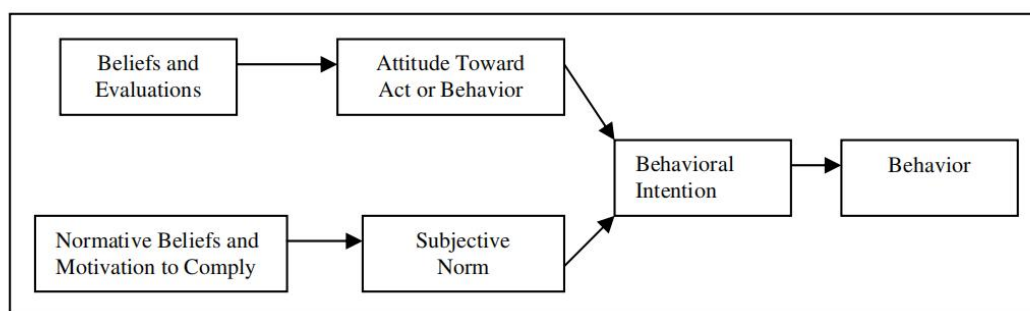


Figure 1. Theory of reasoned action (TRA).

Fishbein and Ajzen used the Theory of Reasoned Action (TRA) as early as 1975 to forecast people's behavioral intentions by examining their subjective norms and behavioral attitudes. This theory is used by academics from a wide range of fields to forecast and explain people's behavioral intentions. According to Davis, "Perceived usefulness and perceived ease of use are two independent variables of this theoretical

model. The elements that influence people's acceptance or rejection of a certain technology can be further ascertained by measuring these two independent variables.

It has also been found by the Technology Acceptance Model (TAM) scholars that people are more likely to use technologies that are user-friendly and less likely to accept technologies that are complex. People who find it easy to use feel more competent and assured about their ability to operate technology as a result of ease of use [11]. Accordingly, "the degree to which a person believes that using a particular system would be free of physical and mental effort" is the definition of perceived ease of use. According to Davis (1989, 1993), in certain cases, perceived usefulness is a more accurate predictor of technology usage intentions than perceived ease of use. Therefore, if a technology offers significant benefits in a person's personal or professional life, they may be more willing to overcome the challenges associated with learning and using it.

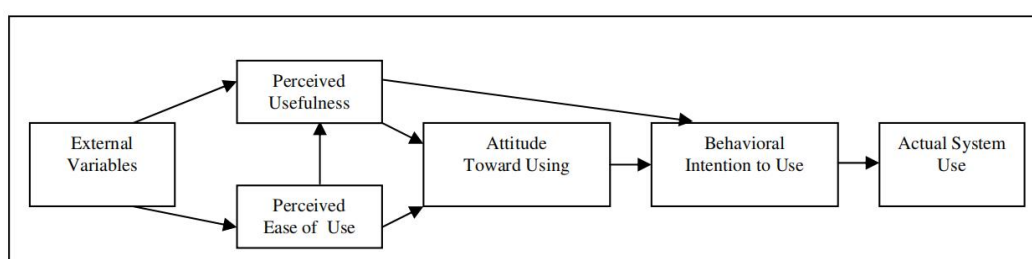


Figure 2. The original theory of technology acceptance model (TAM).

TAM researchers have discovered that individuals' perceptions of usefulness and ease of use are influenced by a variety of antecedents. These antecedents include objective usability of the system, implementation process. The attitude toward using in Technology Acceptance Model (TAM) serves as a mediator between perceived usefulness, perceived ease of use, and use intention. "The degree of evaluative affect that an individual associates with using the target system" is the definition of attitude towards utilising given by Davis (1986). According to this theory, when faced with a new technology, people form a cognitive response by recognizing and familiarizing themselves with the technology, and then elicit emotional reactions through the usefulness and ease of use of the technology. People's intention to use the new technology is to some extent affected by emotional reactions.

The behavioral intention to use is the dependent variable. In accordance with Davis (1989), a person's "attitude towards using a system" determines their behavioral intention to utilize the system accordingly. By definition, behavioral intention to use measures how likely a user employs the system. Therefore, the attitude of Chinese college students towards the use of Douyin has a direct impact on their use of Douyin for social media news consumption.

In order to better understand various technologies or computer systems, researchers from a variety of fields have also validated, expanded, and developed the Technology Acceptance Model (TAM) by adding or removing independent variables or antecedents [12]. Therefore, scholars generally concluded that the prerequisite for applying the Technology Acceptance Model (TAM) to interpret and predict a certain technology is to refine the characteristics of different technologies and external environment [13].

Political efficacy is still a popular and pertinent term in political science, and this study will look at how Chinese university students consume political news on social media (Douyin) [14]. If the public can feel that their input on policy-making is responded to by relevant government departments, and that their political ideas can have some influence at the societal level, there may be an increase in the public's willingness to

consume political news. From this, it is evident that perceived political efficacy is an important factor in whether the public is subjectively willing to consume political news. Therefore, in this study, perceived political efficacy will be incorporated into the research model for validation.

When using social media, it is inevitable that personal details such as names, addresses, contact numbers, locations, and financial information will be exposed on these platforms. Therefore, credibility is a major concern for many social media users. The degree to which a person believes that the data and services offered by a certain technology are trustworthy is known as perceived credibility^[15-17]. In addition, social media political news consumption involves express users own opinions about political information through social media or browsing or searching for political related information, people may worry about whether social media is trustworthy and whether it can reveal personal information about users. The perceived credibility of mobile technologies has thus been defined in the TAM as “the degree to which an individual believes they are secure and confidential”^[18-19]. A significant relationship was found between people’s perceptions of credibility and their attitudes and use intentions towards technology, such as electronic tax filing systems^[20], and healthcare professionals’ social media^[21].

Perceived credibility is an important independent variable that determines whether smartphone users will use mobile banking. Similarly, for social media political news consumption, Chinese social media users would worry about whether participating in social media political activities will bring potential risks. It can be reasonably inferred that perceived credibility also affects the political news consumption attitude of Chinese college students on social media. Users usually associate Douyin with bank cards, personal address, phone number, and other information, which creates risks for disclosing personal bank accounts, addresses, mobile phone numbers, etc., people may worry about whether the social media political opinion information behavior would bring any crisis.

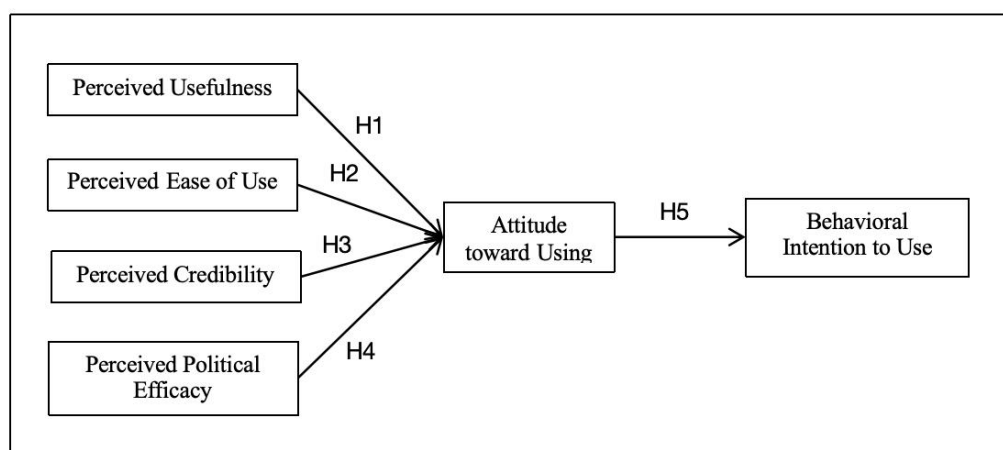


Figure 3. The Research Model (Technology Acceptance Model for Political News Consumption).

Therefore, the research hypotheses based on the diagram of the Technology Acceptance Model (TAM) in the context of the Chinese college students’ political news consumption are:

H1: Perceived usefulness has a significant positive effect on attitude toward using.

H2: Perceived ease of use has a significant positive effect on attitude toward using.

H3: Perceived credibility has a significant positive effect on attitude toward using.

H4: Perceived political efficacy has a significant positive effect on attitude toward using.

H5: Attitude toward using has a significant positive effect on behavioral intention to use.

4. Methods

4.1. Recruit procedure

A survey was conducted in Hebei Academy of Fine Art, Hebei university Beijing Information Science and Technology University. The survey for this study was created using the online platform Questionnaire Star, and a poster with a scannable QR code was produced. The authors and representatives from the universities participating in this study distributed and shared the poster through the WeChat platform in October 2024. To expand the sample size, a snowballing technique was also used, in which each participating university sent out a WeChat message blasting the questionnaire poster to its students. Considering the large sample size and in order to obtain research data with diverse features, this study adopted non-random sampling method for data collection. This study distributed and collected survey questionnaires from three universities which are Hebei Academy of Fine Art, Hebei university Beijing Information Science and Technology University.

4.2. Measurements

The Technology Acceptance Model (TAM) includes three perceptual variables: perceived usefulness, perceived ease of use, perceived credibility, and perceived political efficacy. The perceived usefulness was measure using five items, which are adapted from Davis, such as “Douyin enables me to access the latest political news more quickly,” “Using Douyin allows me to access more comprehensive political news than other methods,” “Douyin makes it easier for people to access political news.”^[9]

To measure the perceived ease of use, three items were used, which are adapted from Davis , such as “Learning to operate Douyin is easy for me,” “I find it easy to get Douyin to do what I want it to do,” “My interaction with Douyin is clear and understandable.”^[9]

Three items measured perceived credibility which are adopted from Alrubaian et al. The statements were “The political news provided by Douyin is up-to-date,” “The political news provided by Douyin is trustworthy,” “The political news provided by Douyin is authoritative.”^[7]

Perceived political efficacy was measured by three items which were adopted from Caprara et al. The statements were “People like me don’t have any say about what the government does,” “Sometimes politics and government seem so complicated that a person like me can’t really understand what’s going on,” “I don’t think public officials care much what people like me think.”^[14]

Mediate variable is attitude towards using Douyin was measured using four items, which are adopted from Davis: “I generally have a favorable attitude towards using Douyin to access political news” “I believe that using Douyin to access political news is a good idea,” “Following political news on Douyin makes me feel good.”^[9]

Dependent variable is behavioral intention to use was measured using four items, which are adopted from Cheah et al, The statements were “I will consider using Douyin for accessing political news,” “I plan to use Douyin for accessing political news,” “I will continue to use Douyin for accessing political news,” and “I will inform other of the goodness of using Douyin for accessing political news.”^[22]

4.3. Reliability test and data analysis

Reliability and validity were established through a sequence of principal component analyses applied to measurement tools. This study employed Cronbach’s coefficient alpha to evaluate the internal consistency of all variables in the reliability test. Variables required to establish an Alpha value exceeding the allowed threshold of 0.70 for reliability assessment^[23]. Details of the extracted rotated factors are provided in **Table**

3.2. Items were removed from sections concerning perceived ease of use, perceived credibility, and attitude toward using.

Table 1. Cronbach’s alpha (Reliability).

Scale	Cronbach's alpha
Perceived Usefulness	0.946
Perceived Ease of Use	0.840
Perceived Credibility	0.870
Perceived Political Efficacy	0.880
Attitude toward Using	0.911
Behavioral Intension to Use	0.944

An exploratory factor analysis was conducted to assess the construct validity of the measures used in this investigation. The underlying structure of the 27 items in the TAM questionnaire was evaluated using principal factor analysis with varimax rotation. Since the items were made to measure six constructs—perceived usefulness, perceived ease of use, perceived credibility, attitude towards using, and behavioral intention to use—six elements were sought. Following rotation, the first component explained 21.38% of the variance, followed by the second in 17.333%, the third in 11.937%, the fourth in 11.766%, the fifth in 10.700%, and the sixth in 10.230%. **Table 2** displays the items and factor loadings for the rotated factors.

Table 2. Factor loadings for the rotated factors.

Scale Item	1	2	3	4	5	6
USE1	0.825					
USE2	0.801					
USE3	0.839					
USE4	0.86					
USE5	0.837					
INTENTION1		0.776				
INTENTION2		0.839				
INTENTION3		0.799				
INTENTION4		0.783				
EFFICACY1			0.902			
EFFICACY2			0.891			
EFFICACY3			0.859			
CREDIBILITY3				0.598		
CREDIBILITY4				0.88		
CREDIBILITY5				0.893		
EASE1					0.833	
EASE2					0.718	
EASE3					0.769	
ATTITUDE2						0.794
ATTITUDE3						0.68
ATTITUDE5						0.712

Scale Item	1	2	3	4	5	6
Eigenvalue (rotated)	4.49	3.64	2.507	2.471	2.247	2.148
% of variance explained	21.38%	17.333%	11.937%	11.766%	10.700%	10.230%
Cumulative percentages	21.380%	38.713%	50.650%	62.416%	73.116%	83.346%
KMO value	0.902					
Bartlett	3759.497					
df	210					
P value	0					

Table 2. (Continued)

Principal axis factoring was used with varimax rotation and Kaiser normalization, N = 197.

Factor 1 = Perceived usefulness; Factor 2 = Behavior intention to use; Factor 3 = Perceived political efficacy; Factor 4 = Perceived credibility; Factor 5 = Perceived ease of use; Factor 6 = Attitude toward using

5. Results

This study collected a total of 211 questionnaires. Among them, 13 had an average completion time that was abnormally below one minute, and one questionnaire had anomalous information regarding the "University Attended." During the data cleaning phase, these 14 questionnaires were identified as outliers and subsequently removed. After the removal of these irregular responses, 197 valid questionnaires remained for analysis. Descriptive statistics collected from the survey showed most of the respondents are female (72.73%), only have 27.27% male respondents, it looks like unbalance but the data meet the gender ratio of Chinese university students, and 43.94% spent 3 - 5 hours one day on the social media (Douyin), 32.83% spent over 5 hours one day on the Douyin, 21.72% spent 1 - 3 hours one day on the Douyin and only 1.52% spent less than one hours one day on the. The respondents' age varied from under 18 years old to over 30 years old, majority of them (93.94%) are 18 years old to 25 years old, reflecting the population from which sample was drawn.

SPSS 26.0 was used to analysis the data and evaluate the hypotheses of the research model in this study. Based on the 197 completed surveys that were gathered from the study, separate linear regression analyses were carried out. Regression analysis was used to test Hypotheses 1 (H1), 2 (H2), 3 (H3), and 4 (H4). The independent variables were perceived usefulness, perceived ease of use, perceived credibility, and perceived political efficacy, while the dependent variables were attitude towards using. **Table 3** presents the regression results used to test H1, H2, H3, H4.

Table 3. Regression analysis results for H1, H2, H3 and H4.

	Linear regression analysis results (n=197)						
	Non standardized coefficient		Standardized Coefficient	t	p	collinearity diagnosis	
	B	Standard error	Beta			VIF	toleranc
Constant	0.932	0.316	-	2.947	0.004**	-	-
Perceived Usefulness	0.228	0.068	0.248	3.346	0.001**	1.763	0.567
Perceived Ease of Use	0.258	0.075	0.242	3.429	0.001**	1.592	0.628
Perceived Credibility	0.220	0.058	0.255	3.793	0.000**	1.453	0.688
Perceived Political Efficacy	0.059	0.047	0.074	1.256	0.211	1.109	0.902

Linear regression analysis results (n=197)							
	Non standardized coefficient		Standardized Coefficient	t	p	collinearity diagnosis	
	B	Standard error	Beta			VIF	toleranc
R ²			0.401				
Adjust R ²			0.388				
F			F (4,192)=32.106, p=0.000				
D-W value			2.113				

Table 3. (Continued)

Note: Dependent variable = Attitude toward Using

* $p < 0.05$ ** $p < 0.01$

From the above table, which uses attitude as the dependent variable for linear regression analysis and perceived usefulness, perceived ease of use, perceived credibility, and political efficacy as independent variables. The model's R² score is 0.401, meaning that 40.1% of the changes in utilising attitude can be explained by perceived political efficacy, perceived usefulness, perceived ease of use, and perceived credibility. The model passed the F-test when an F-test was performed on it (F=32.106, p=0.000<0.05), suggesting that at least one of the following factors will influence usage attitudes: perceived usefulness, perceived ease of use, perceived credibility, and political efficacy. Furthermore, when tested the model's multicollinearity, all of the VIF values were less than 5, which showed that there was no collinearity problem. The D-W value was also close to 2, which showed that the model had no autocorrelation and that there was no correlation between the sample data, hence the model's quality. The final specific analysis shows that:

The perceived usefulness regression coefficient is 0.228 (t=3.346, p=0.001<0.01), suggesting that attitudes towards using are significantly positively impacted by perceived usefulness.

Perceived ease of use has a strong positive influence on attitude towards using, as evidenced by the regression coefficient of 0.258 (t=3.429, p=0.001<0.01).

Perceived credibility has a considerable positive influence on attitude towards using, as evidenced by the regression coefficient of 0.220 (t=3.793, p=0.000<0.01).

The perceived political efficacy regression coefficient is 0.059 (t=1.256, p=0.211>0.05), suggesting that political efficacy has no effect on attitudes toward using.

According to a summary analysis, attitudes towards using are significantly improved by perceived usefulness, perceived ease of use, and perceived credibility. However, attitude towards using is unaffected by perceived political efficacy.

SPSS 26.0 was used to test the research model depicted in **Figure 3**. Based on the 197 completed surveys that were gathered from the study, separate linear regression analyses were carried out. Regression analysis was used to test Hypothesis 5 (H5), with behavioral intention to use as the dependent variable and attitude towards using as the independent variable. **Table 4** presents the regression results used to test H5.

Table 4. Regression analysis results for H5.

Linear regression analysis results (n=197)							
	Non standardized coefficient		Standardized Coefficient	t	p	collinearity diagnosis	
	B	Standard error	Beta			VIF	toleranc
constant	0.768	0.207	-	3.713	0.000**	-	-
Attitude towards Using	0.836	0.049	0.776	17.164	0.000**	1.000	1.000
R ²			0.602				
Adjust R ²			0.600				
F			F (1,195)=294.588, p=0.000				
D-W value			1.813				

Note: Dependent variable = Attitude toward Using

* p<0.05 ** p<0.01

As can be seen from the above table, behavioral intention to use is the dependent variable and attitude towards using is the independent variable for linear regression analysis. The model's R² value is 0.602, meaning that 60.2% of the changes in behavioral intention to use can be explained by attitude towards using. The model passed the F-test when an F-test was performed on it (F=294.588, p=0.000<0.05), suggesting that the behavioral intention to use will be influenced by the attitude towards using. The final analysis reveals that:

The attitude towards using regression coefficient is 0.836 (t=17.164, p=0.000<0.01), suggesting that behavioral intention to use is significantly positively impacted by attitude towards using. According to the analysis result, behavioral intention to use is significantly positively impacted by attitude towards using.

Table 5. Hypothesizes Testing.

Hypothesis	Relationship Tested	Results
H 1	Perceived usefulness has a significant positive effect on attitude toward using.	Supported (p < 0.05)
H 2	Perceived ease of use has a significant positive effect on attitude toward using.	Supported (p < 0.05)
H 3	Perceived credibility has a significant positive effect on attitude toward using.	Supported (p < 0.001)
H 4	Perceived political efficacy has a significant positive effect on attitude toward using.	Not supported (p = 0.211)
H 5	Attitude toward using has a significant positive effect on behavioral intention to use.	Supported (p < 0.001)

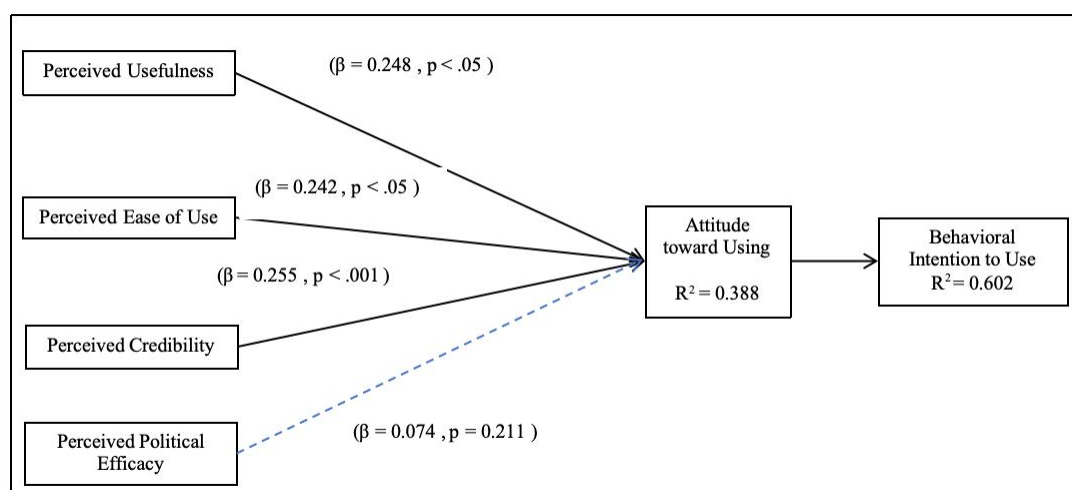


Figure 4. Results of regression analysis.

6. Discussion and conclusion

Through the Technology Acceptance Model (TAM), this study examines the factors and attitudes that affect the behavior of Chinese college students using social media (Douyin) to consume political news. Considering that this study is a survey on political news consumption behavior, two independent variables, perceived credibility and perceived political efficacy, were added to the original Technology Acceptance Model (TAM) to provide a more comprehensive explanation of the influencing factors of Chinese university students' social media political news consumption. Based on the data of 211 questionnaires collected, this paper uses Technology Acceptance Model (TAM) to explain the effectiveness of Chinese college students in using Douyin to consume political news. From the results of data analysis, four of the five hypotheses in this study have been successfully validated, while one hypothesis has not been validated. Consistent with the assumption of the Technology Acceptance Model (TAM), both perceived usefulness and perceived ease of use have a significant positive impact on attitude towards using; meanwhile, perceived credibility also has a significant positive impact on attitude towards use, which is consistent with previous research findings by scholars^[24-25]. The unverified hypothesis is hypothesis 5, Perceived political efficacy has a significant positive effect on attitude toward using. This may be due to the fact that the public's intention to pay attention to political news is more based on their interest in political information, and they do not have high expectations for the political efficacy generated by paying attention to political news. The attention to political news unilaterally satisfies the public's need to understand and pay attention to political information, and political efficacy is not obtained from paying attention to political news.

This also makes the media and relevant government departments realize that the public's demand for the information quality of political news itself is higher than political efficacy. College students represent the future and hope of a nation, and the university stage is a critical period for shaping their outlook on life, values, and worldview. Cultivating college students' political literacy during this stage, encouraging them to follow political news and engage in political discussions, contributes to the healthy development of democratic politics. Therefore, the availability and usability of platforms, as well as the credibility and accuracy of political news on social media, are crucial for college students in the digital age as they consume news through new technological means. The media and relevant government departments should pay more attention to strengthening the control of the quality of political information when publishing and disseminating political news, enhancing the usefulness, system ease of use, and credibility of social media

political news. Ultimately, it enhances the public's enjoyment of obtaining political news through social media and their trust in social media political news.

7. Limitations and further commendations

The limitations of this study are mainly manifested in two aspects: research theory and research respondents. This study considers the idea of encouraging Chinese college students to use the most popular social media among college students (Douyin) for political news consumption to reduce the political indifference of Chinese college students, and imperceptibly enhancing their sense of social responsibility, political literacy and civic awareness by increasing their attention to political news. Therefore, the theoretical model of this study is the Technology Acceptance Model (TAM), although perceived credibility and perceived political effectiveness have been added in the study to enhance the explanatory power of the Technology Acceptance Model (TAM) for public political news attention, further exploration of the issues and influencing factors of political news consumption among Chinese university students can be considered in conjunction with other research theories in the future, in order to gain a more comprehensive understanding and improve their political literacy and civic awareness. In addition, the main research subjects of this study are students from Hebei Academy of Fine Arts and Hebei University in Hebei Province, Beijing University of Information Science and Technology, China. There are 23 provinces and 56 ethnic groups in China. However, due to limited channels for questionnaire distribution, this study only collected survey data from 211 college students from three universities in three cities in China. In the future, efforts can be made to mobilize various forces to increase the channels for questionnaire distribution and obtain richer survey research data.

Conflict of interest

The authors declare no conflict of interest.

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