

New Trends in the Research of Young People's Digital Life in Mainland China: Case Study of Current Digital Life Status of Citizens of Two Beijing Districts

Keqing Yang*

Communication University of China, Beijing, China yangkeqing2012@163.com

Huixin Ke

Communication University of China, Beijing, China huixin.ke@gmail.com

Most current studies regarding young people's digital life in Mainland China are descriptive ones, in which young people's attitude towards digital life and their needs for digital life are rarely explored. By use of some data from a case study titled Current Digital Life Status of Citizens of Two Beijing Districts, this thesis shows some results relevant to young people's attitude towards digital life and their needs for digital life. This study shows that young people are more inclined to get information about digital products and services through the Internet, mobile phone Internet and other new media channels. At the same time, getting information and entertainment are the two key demands. They especially like to use the Internet to get information. The result indicates that studies on young people's attitude and their needs are the new trends as well.

Key Words: Attitude towards digital life, digital life demands, digital products/services