Research Question
What does the ideological structure of ordinary Chinese people look like?
Finding: one dominant, coherent ideological spectrum, robust to changes in sample compositions

A Novel Dataset
- 460,563 online respondents from 2012 to 2014
- 50 questions, answered on a 1-4 scale
- Questions on Political, Economic and Social issues

Dimensionality

Interpreting the First Dimension
- National unity and territorial integrity are the highest interest of society.
+ It is acceptable besmirch the images of national leaders and founding leaders in literary and artistic works.
- The Eight Diagrams in The Book of Changes can explain many things well.
+ When events that have major repercussions for the safety and security of people occur, the government should freely disseminate information even if information disclosure increases the risks of unrest.
+ Human rights take precedence over sovereignty.

Post Stratification

Correlates with Individual Characteristics