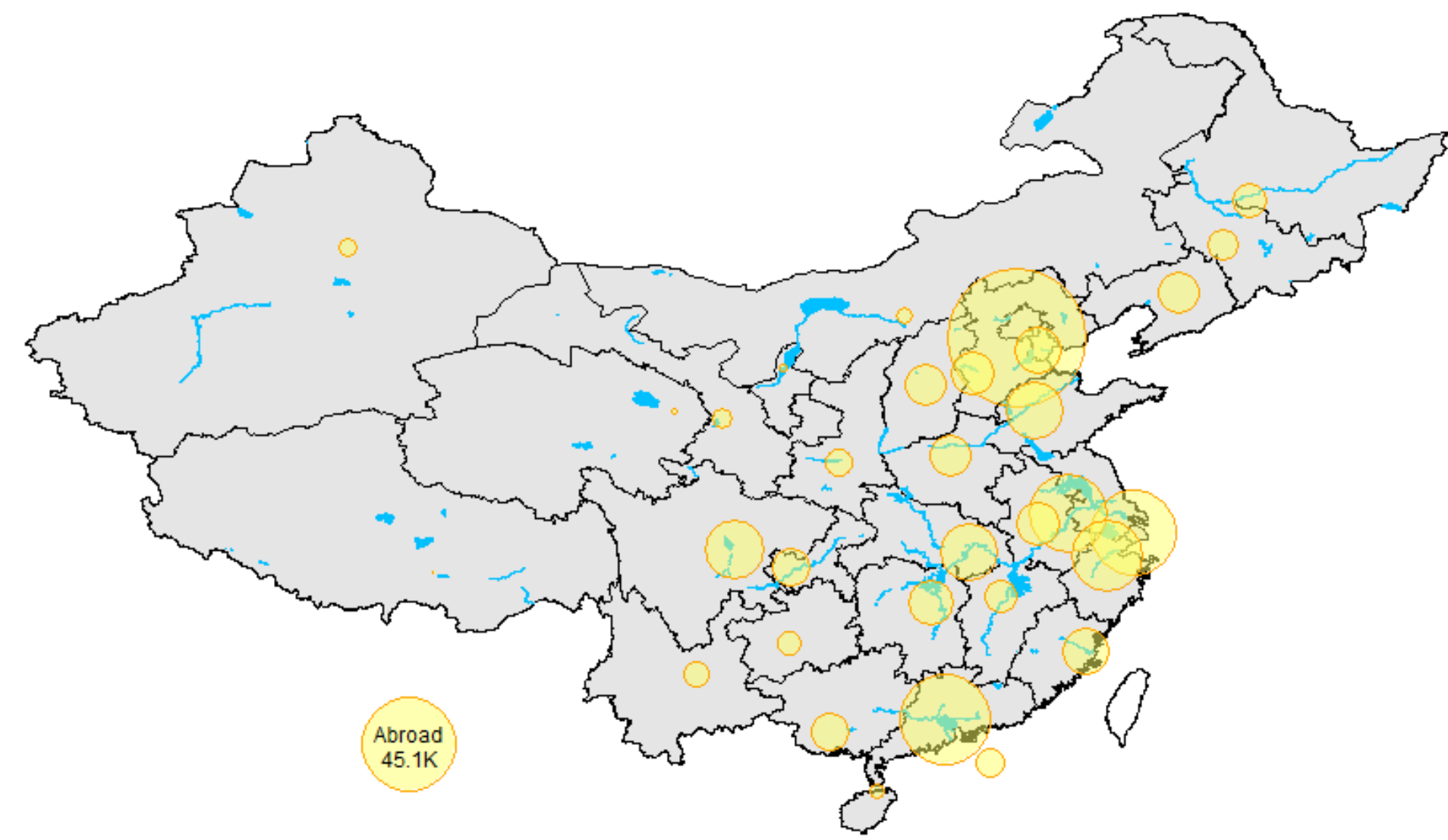


## Research Question

What does the ideological structure of ordinary Chinese people look like?

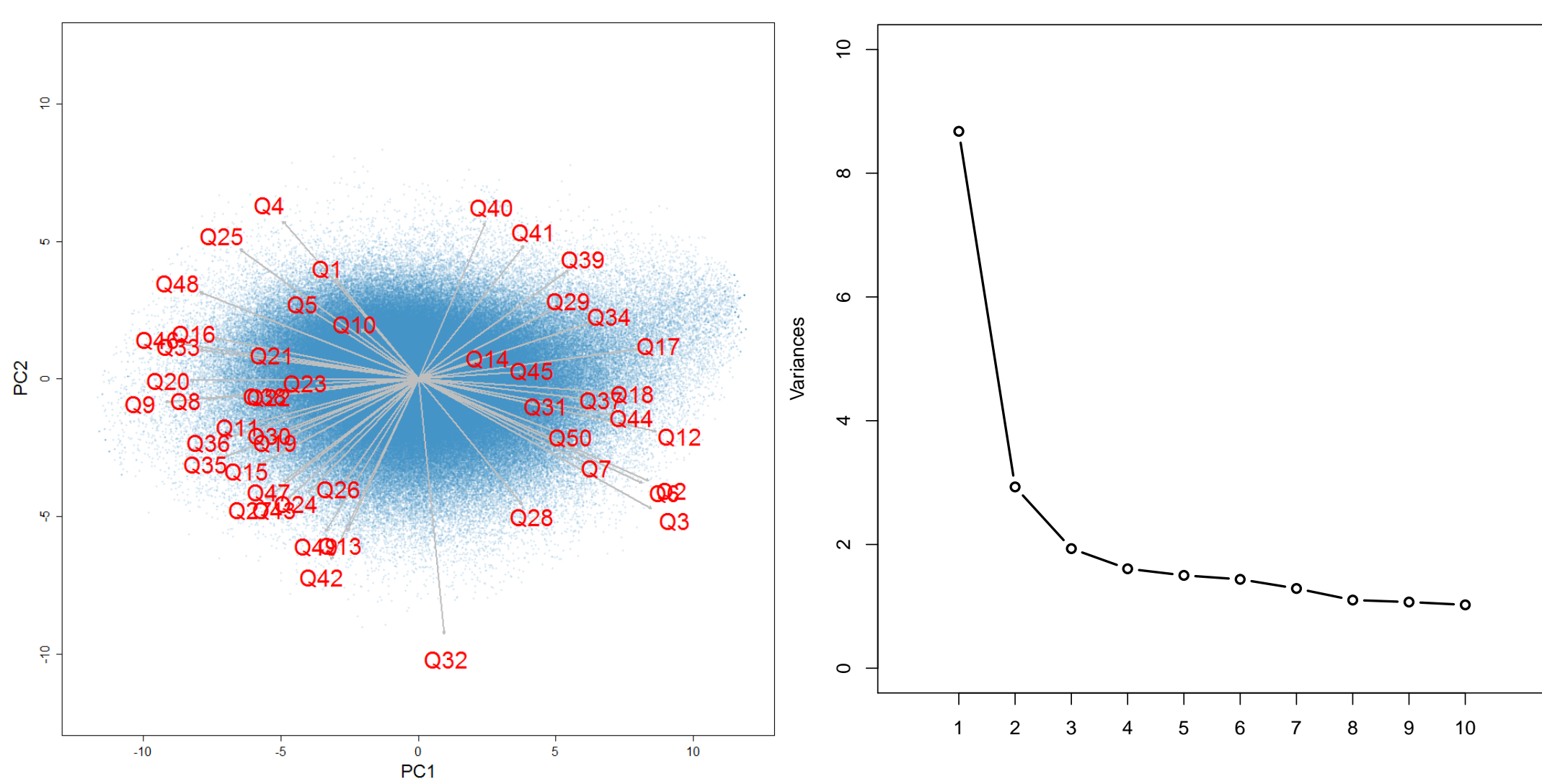
**Finding:** one dominant, coherent ideological spectrum, robust to changes in sample compositions

## A Novel Dataset

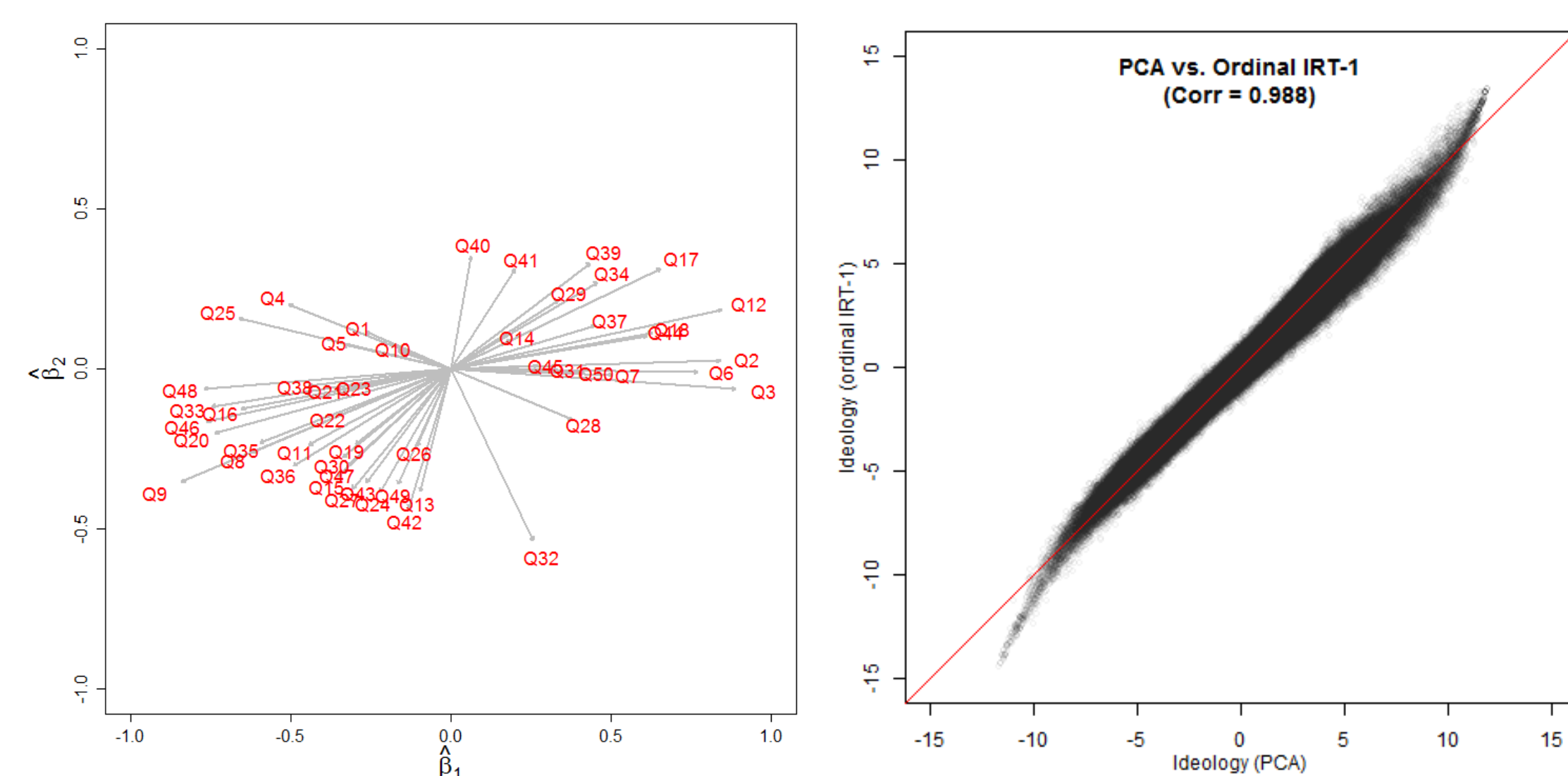


- 460,563 online respondents from 2012 to 2014
- 50 questions, answered on a 1-4 scale
- Questions on Political, Economic and Social issues

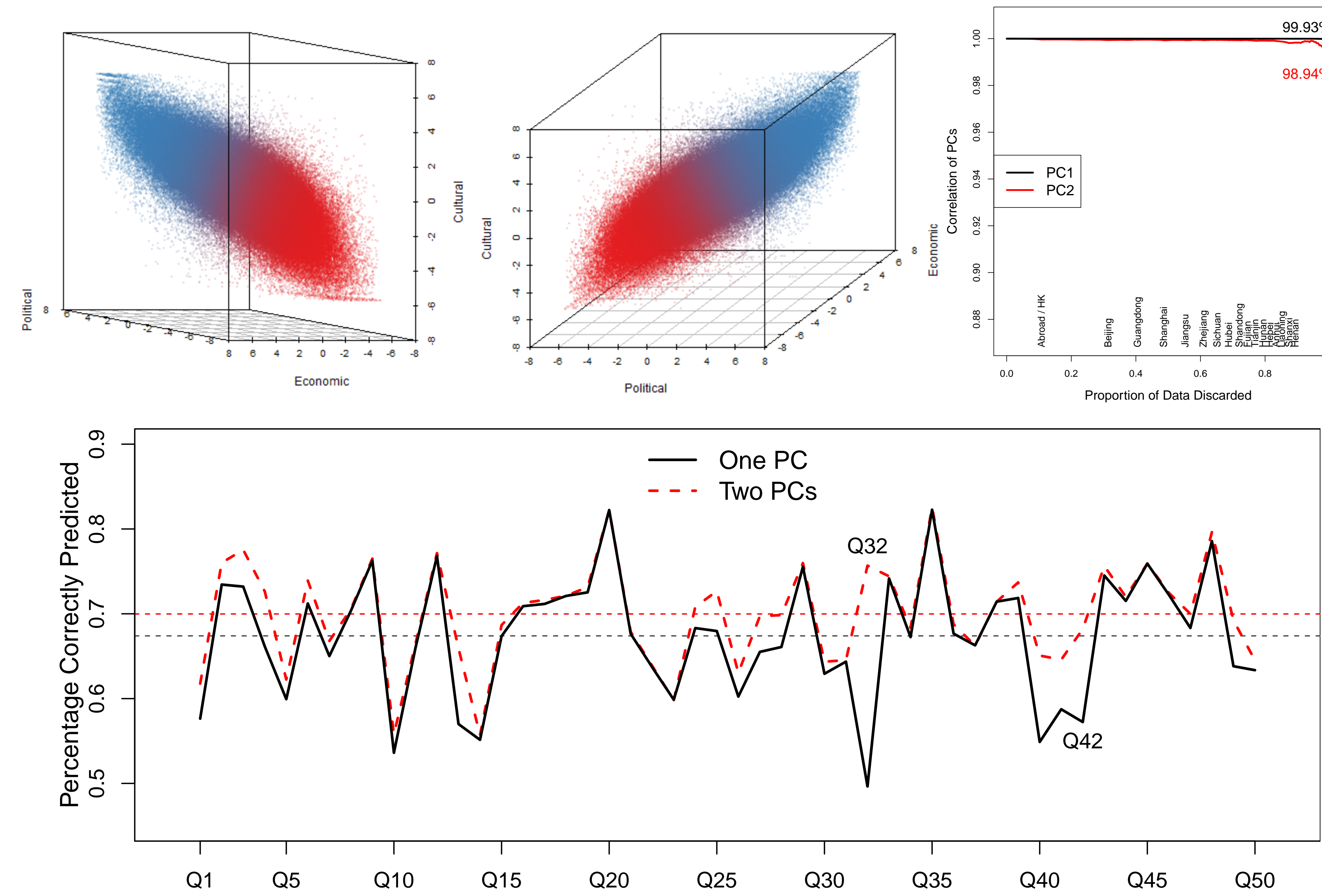
## PCA Results



## Corroborated by IRT



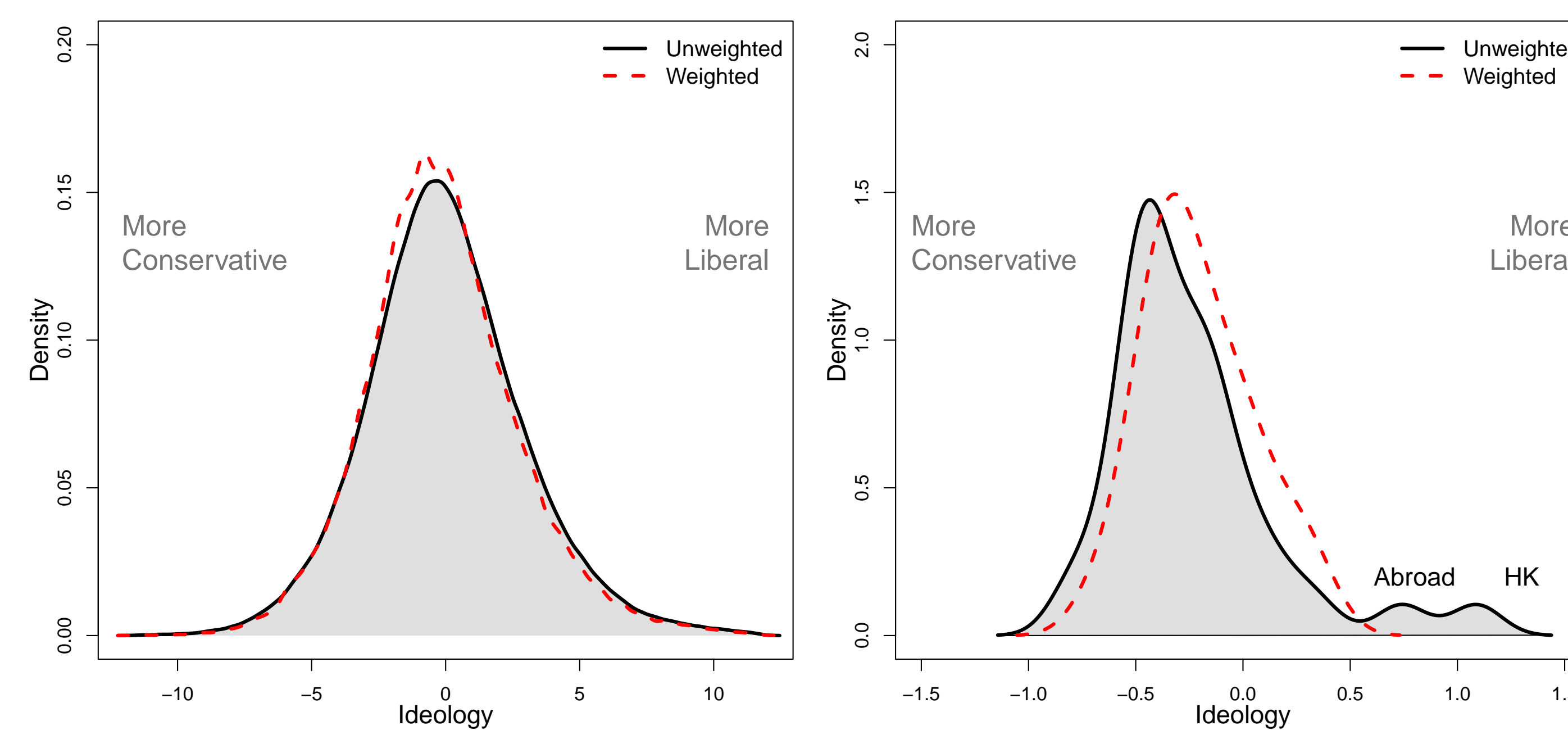
## Dimensionality



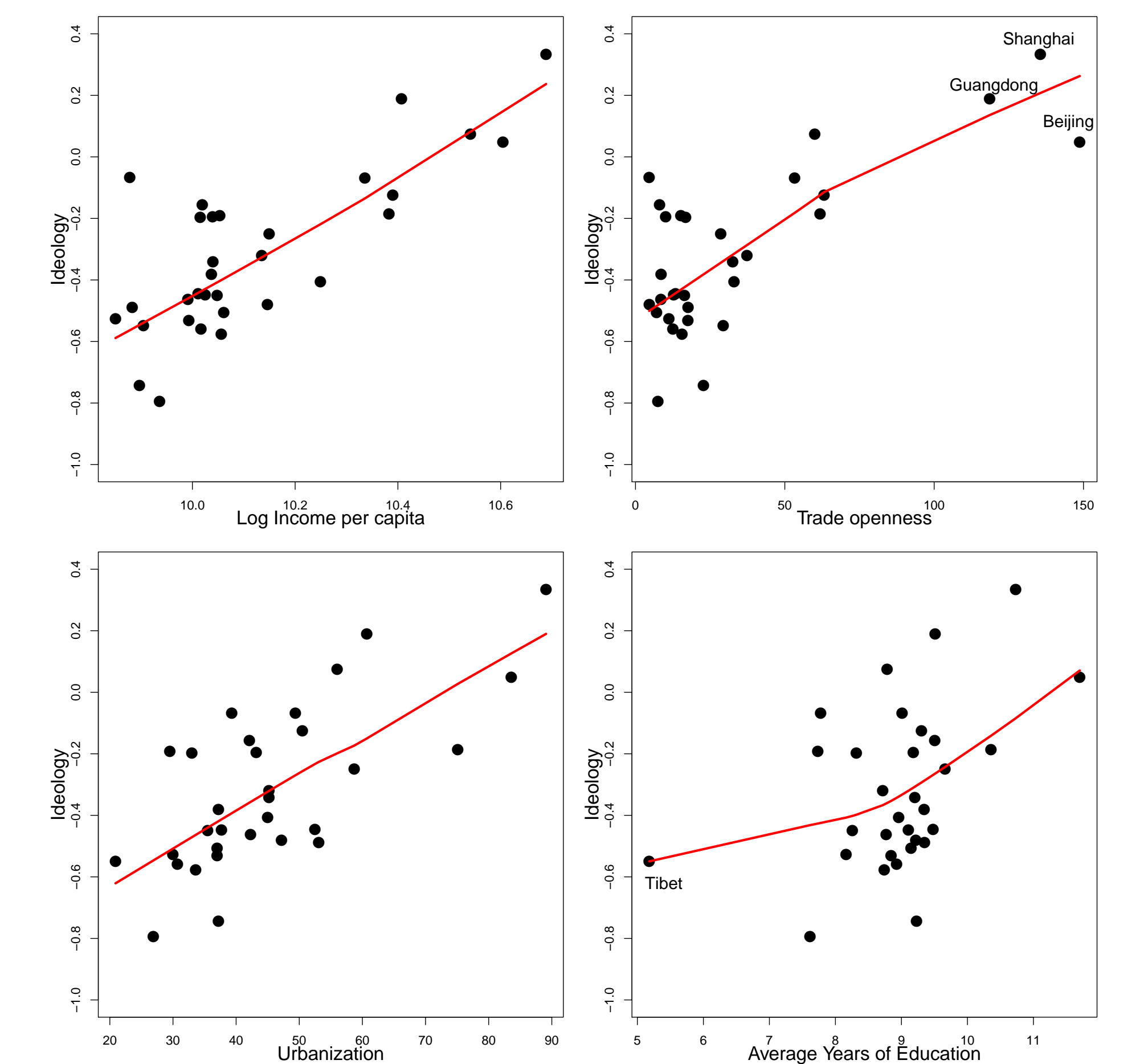
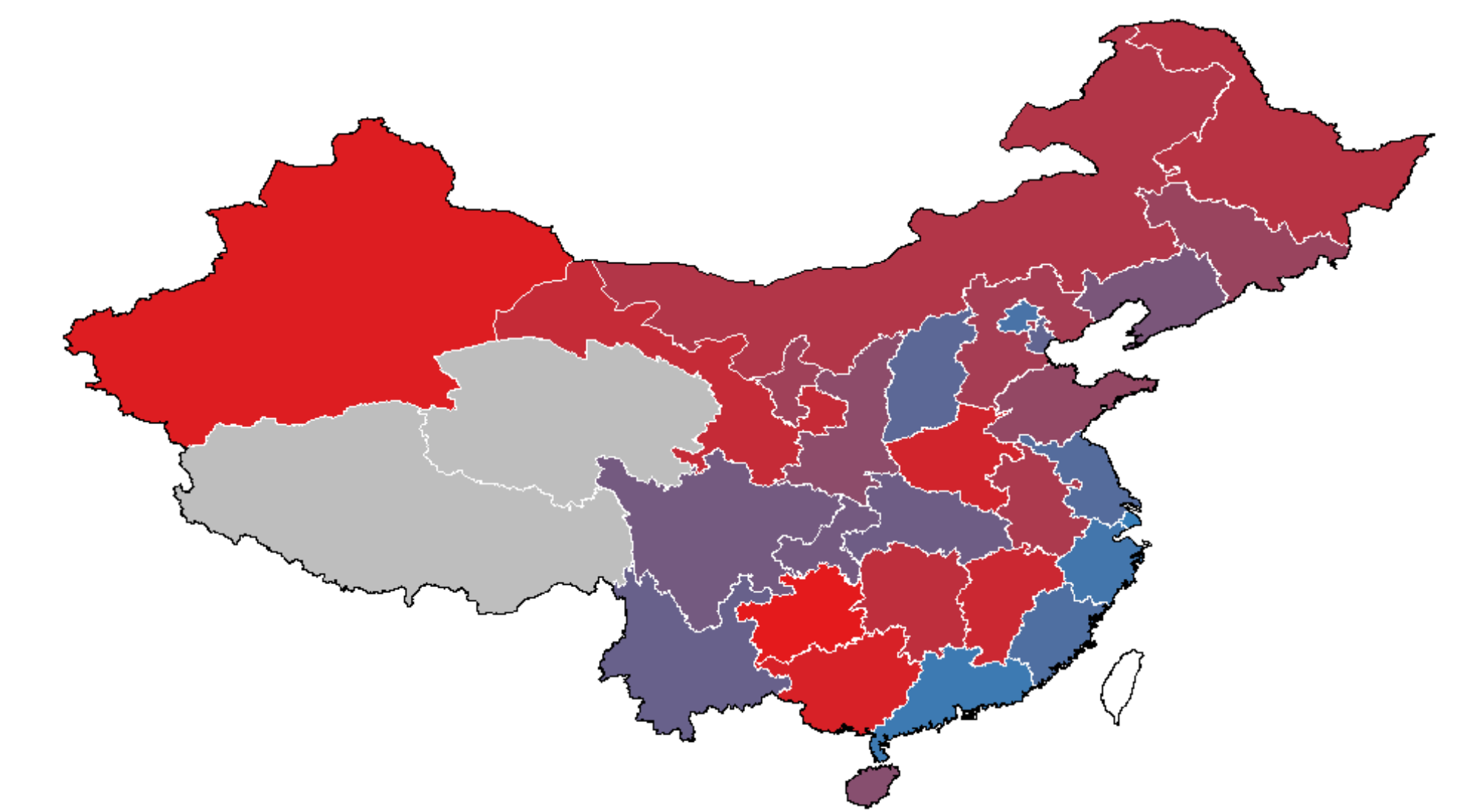
## Interpreting the First Dimension

- National unity and territorial integrity are the highest interest of society.
- + It is acceptable to 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



## Regional Variations



## Correlates with Individual Characteristics

