

我们的文明观

Our View of Civilization

全球民意调查蓝皮书

A Global Opinion Survey Research Report

2025

中央广播电视总台

中国人民大学

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绪论 Introduction

伴随世界多极化、经济全球化、文化多样化、社会信息化的深入发展，各国相互依存不断加深，文明文化交流达及前所未有的广度和深度。与此同时，逆全球化思潮抬头，单边主义、保护主义明显上升，“文明冲突论”“文明优越论”等观念沉渣泛起，给国际社会的和谐发展造成严峻挑战。

As global multipolarity, economic globalization, cultural diversity, and social informatization continue to advance, interdependence among nations has deepened, and cultural exchanges have reached unprecedented breadth and depth. Meanwhile, anti-globalization sentiments are rising, unilateralism and protectionism are markedly increasing, and notions such as the "clash of civilizations" and "civilizational superiority" are resurfacing, posing severe challenges to the harmonious development of the international community.

在此时代背景下，习近平主席站在构建人类命运共同体的战略高度，提出了文明交流互鉴的重要理念，强调“文明因交流而多彩，文明因互鉴而丰富”，并进一步提出全球文明倡议，共同倡导尊重世界文明多样性、弘扬全人类共同价值、重视文明传承和创新、加强国际人文交流合作，为新时代文明间和谐共处、国与国关系发展指明了方向。这些理念不仅体现了中华文明开放包容的独特品格，更为解决当今世界面临的文明冲突、文化隔阂等问题提供了中国智慧和方案。

Against this backdrop, President Xi Jinping, from the strategic perspective of building a community with a shared future for mankind, has put forward the important concept of mutual learning among civilizations, emphasizing that "civilizations become colorful through exchanges and enriched through mutual learning." He has further proposed the Global Civilization Initiative, jointly advocating respect for the diversity of world civilizations, promoting common values of all humanity, valuing the inheritance and innovation of civilizations, and strengthening international people-to-people exchanges and cooperation. This has charted the course for harmonious coexistence among civilizations and the development of inter-state relations in the new era. These concepts not only embody the distinctive character of Chinese civilization—being open and inclusive—but also provide Chinese wisdom and solutions for addressing the civilizational conflicts and cultural divides facing today's world.

深入考察文明交流互鉴理念在全球范围内的认知状况、实践特征和传播效果，对推动构建人类命运共同体、促进世界文明和谐发展具有重要的理论价值和现实意义。

A thorough examination of the global understanding of the concept of mutual learning among civilizations, characteristics of its practice, and its communication holds theoretical significance and practical importance for advancing the building of a community with a shared future for mankind and promoting the harmonious development of world civilizations.

本报告基于大规模全球调查数据，系统探究了海外受访者对文明交流互鉴理念的认知态度、对中华文明的整体评价及跨文化交流的实践状况。调查委托中国人民大学全球民意调查中心于2025年3月至6月实施，共收集有效样本12,302份，覆盖亚洲、欧洲、非洲、南美洲、北美洲、大洋洲六大洲41个国家和地区，受访者年龄涵盖18-65岁成年人群，性别分布基本均衡。调查涵盖了文明交流的多个维度：从日常性文化接触到深层价值观认同，从传统文化传承到现代科技传播，从个体文化体验到全球治理理念，全面反映了当代国际社会对文明交流互鉴的理解和实践。

Based on a large-scale global survey, this study systematically examines international respondents' cognitions of and attitudes toward the concept of exchanges and mutual learning among civilizations, their overall assessment of Chinese civilization, and the practices of cross-cultural exchanges. The survey collected 12,302 valid responses covering six continents, including Asia, Europe, Africa, South America, North America, and Oceania. Respondents ranged from 18 to 65 years of age, with a generally balanced gender distribution. The survey encompasses multiple dimensions of cultural exchanges: from everyday cultural contact to social value identification, from traditional cultural inheritance to modern technological proliferation, from individual-level cultural experiences to principles of global governance, comprehensively reflecting international society's understanding and practice of cultural exchanges between civilizations/countries.

本报告共分为六个部分：第一部分考察文明交流互鉴理念的认知程度，第二部分聚焦全球民众文明交流实践的基本状况，第三部分评估中华文明与中国文化的全球影响认知，第四部分探讨中国传统文化的全球认知状况，第五部分关注中国现代文化与文明的国际传播，第六部分深入总结提炼文明交流互鉴的深层密码。通过这一系统性的研究框架，报告力图全面呈现文明交流互鉴在新时代的理论内涵和实践特征，为推动构建人类命运共同体贡献学术智慧。

This report consists of six sections: the first section examines the level of understanding of the concept of cultural exchanges and mutual learning among civilizations; the second section focuses on global public engagement in cultural exchanges; the third section assesses the perception of the influence of Chinese civilization and culture; the fourth section explores the global understanding of traditional Chinese culture; the fifth section addresses the perceptions of modern Chinese culture and civilization; and the sixth section discusses the key findings of the study. Through a systematic approach, the report seeks to comprehensively present the theoretical connotations and practical characteristics of mutual learning among civilizations.

面向未来，文明交流互鉴将在更广阔的时空范围内展开，为人类社会的和谐发展注入更强劲的精神动力。正如习近平主席所指出的，“对历史最好的继承就是创造新的历史，对人类文明最大的礼敬就是创造人类文明新形态”。在构建人类命运共同体的伟大进程中，文明交流互鉴必将发挥日益重要的作用，为建设持久和平、普遍安全、共同繁荣、开放包容、清洁美丽的世界贡献不竭的文明力量。

Looking toward the future, mutual learning among civilizations will unfold across broader temporal and spatial dimensions, injecting more robust spiritual impetus into the harmonious development of human society. As President Xi Jinping has pointed out, "The best way to honor history is to create new history, and the greatest tribute to human civilization is to create new forms of human civilization." In the endeavor of building a community with a shared future for mankind, mutual learning among civilizations will inevitably play an increasingly important role, contributing inexhaustible civilizational strength to building a world of lasting peace, universal security, common prosperity, openness and inclusiveness, cleanliness and beauty.

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■ 全球文明倡议的“四个共同倡导”获得实证支撑

The "Four Common Advocacies" of the Global Civilization Initiative Receive Empirical Support

本报告的研究发现与习近平主席提出的全球文明倡议高度契合。“共同倡导尊重世界文明多样性、共同倡导弘扬全人类共同价值、共同倡导重视文明传承和创新、共同倡导加强国际人文交流合作”这四个“共同倡导”在调查数据中都得到了强有力的实证支撑，表明全球文明倡议具有广泛的国际认同度和深厚的民意基础。

The research findings of this report are highly aligned with the Global Civilization Initiative proposed by President Xi Jinping. The four "common advocacies"—"jointly advocating respect for the diversity of world civilizations, jointly advocating the promotion of common values of all humanity, jointly advocating attention to civilizational inheritance and innovation, and jointly advocating the strengthening of international people-to-people exchanges and cooperation"—have all received strong empirical support in the survey data, demonstrating that the Global Civilization Initiative enjoys broad international recognition and a solid foundation of public opinion.

■ 文明交流互鉴理念获得广泛国际认同

The Concept of Mutual Learning Among Civilizations Gains Widespread International Recognition

本次研究发现，文明交流互鉴理念在国际社会获得了高度认同，为构建人类命运共同体奠定了坚实的民意基础。90.8% 的受访者同意“尊重多样性是全球社会应遵循的基本原则”，91.8% 的受访者同意“不同文化之间的关系应主要是合作而非对抗”，90.2% 的受访者认同“全球挑战需要各国共同努力，没有国家可以独善其身”。这些数据充分表明，文明多样性、平等对话、合作共赢等核心理念已成为国际社会普遍共识。

This study finds that the concept of mutual learning among civilizations has gained high recognition in the international community, laying a solid foundation of public opinion for building a community with a shared future for mankind. 90.8% of the respondents agree that "respecting diversity is a fundamental principle that global society should follow," 91.8% agree that "relations between different cultures should primarily be cooperative rather than confrontational," and 90.2% recognize that "global challenges require joint efforts from all countries, and no country can remain aloof." These data fully demonstrate that core concepts such as civilizational diversity, equal dialogue, and win-win cooperation have become universal consensus in the international community.

■ 技术文化成为跨文化传播的“超级载体”

Technology and its Applications Become "Super Vehicles" for Cross-Cultural Communication

在文化传播实践层面，技术文化展现出独特的“超级传播力”。77.2% 的受访者关注中国技术及其应用，72.6% 的受访者表示理解中国技术，显示出科技创新在文明交流中的突出作用。智能手机以 61.3% 的关注度位居首位，人工智能技术获得 47.9% 的关注度，电动车技术关注度达 42.1%。这种功能驱动的文化认同模式，突破了传统文化传播中的价值观壁垒，为文明交流开辟了新路径。

In the practice of cultural communication, technology demonstrates a unique "super communicative power." 77.2% of respondents pay attention to Chinese technology and its applications, while 72.6% express an understanding of Chinese technology, highlighting the prominent role of technologies in cultural exchange. Smartphones rank first with 61.3% attention, artificial intelligence technology receives 47.9% attention, and electric vehicles garner 42.1% attention. This function-driven cultural identification model breaks through ideological barriers in traditional cultural transmission, opening new pathways for cultural exchanges.

■ 中华文明展现“守正创新”的独特魅力

Chinese Civilization Demonstrates the Unique Appeal of "Upholding Tradition While Being Innovative"

中国文化在全球范围内获得积极认知。66.5% 的受访者表示关注中国文化，78.6% 的受访者认为中国文化具有吸引力，82.8% 的受访者对中国传统文化持积极评价。在中国文化特征认知中，“创新特征”获得最高认同度（60.6%），“连续性特征”紧随其后（45.8%），体现了国际社会对中华文明“守正创新”发展模式的深度认知。这一发现打破了“传统与现代二元对立”的思维定式，展现了中国式现代化道路的独特价值。

Chinese culture has gained positive recognition globally. 66.5% of respondents express interest in Chinese culture, 78.6% find Chinese culture attractive, and 82.8% hold positive views of traditional Chinese culture. In the perception of Chinese cultural characteristics, "being innovative" receives the highest recognition (60.6%), followed closely by "continuity" (45.8%), reflecting the international community's profound understanding of Chinese civilization's development model of "upholding tradition while being innovative." This finding breaks the rigid mindset of "binary opposition between tradition and modernity," demonstrating the unique value of the Chinese path to modernization.

■ 饮食文化成为文化交流的“亲和力之王”

Culinary Culture Becomes the "King of Affinity" in Cultural Exchange

在具体文化元素中，中餐以 78.4% 的兴趣度位居各文化类别之首，体现了生活化文化要素的跨文化亲和力。调查揭示了文化亲和力的“洋葱层结构”：从感官体验层（饮食文化、技术文化）到生活实践层（中医、节日庆典、传统艺术），再到文化认知层（语言学习、文学作品），最后到价值理念层（哲学价值观），呈现出从具象到抽象、从功能到价值的渐进式认同模式。

Among specific cultural elements, Chinese cuisine ranks first across all cultural elements with 78.4% interest, demonstrating the cross-cultural affinity of everyday cultural elements. The survey reveals an "onion-layer structure" of cultural affinity: from the sensory experience layer (culinary culture, technological culture) to the life practice layer (traditional Chinese medicine, festivals and celebrations, traditional arts), then to the cultural cognition layer (language learning, literary works), and finally to the values and beliefs layer (philosophical values), presenting a progressive identification model that moves from concrete to abstract, from functional to value-oriented.

■ 数字化传播引发“去中心化革命”

Digital Communication Triggers a "Decentralization Revolution"

数字化时代为文明交流带来新机遇。社交媒体成为了解中国文化的最主要途径(53.4%)，中国社交媒体平台的接触率高达44.1%，标志着文明传播领域“去中心化革命”的兴起。这种以普通用户、个体创作者为主体的平民化叙事，具有真实性强、亲和力高、互动性强的独特优势，为文明交流互鉴提供了新的实现路径。

The digital era brings new opportunities for cultural exchange. Social media has become the primary channel for understanding Chinese culture (53.4%), with Chinese social media platforms achieving a contact rate as high as 44.1%, marking the emergence of a "decentralization revolution" in the field of civilizational communication. This grassroots narrative, driven primarily by ordinary users and individual content creators, possesses unique advantages of high authenticity, strong affinity, and enhanced interactivity, providing new pathways for mutual learning and exchange between civilizations.

■ 认知悖论反映媒体建构与真实体验的分离

Cognitive Paradox Reflects the Disconnect Between Media Construction and Authentic Experience

调查发现了一个值得深思的“认知悖论”现象：一方面，72.1%的受访者承认许多人对中国文化存在偏见；另一方面，在具体的文化接触和体验中，受访者却表现出高度的积极态度和开放精神。这种现象反映了媒体建构认知与直接体验认知的深层分离。52%的受访者认为政治意识形态偏见是造成文化偏见的主要原因，46.2%的受访者认为误导性媒体报道是重要因素，这提示我们需要通过扩大直接接触、加强人文交流来化解误解、增进理解。

The survey reveals a "cognitive paradox": on one hand, 72.1% of respondents acknowledge that many people harbor prejudices against Chinese culture; on the other hand, when it comes to specific cultural contact and experience, respondents demonstrate highly positive attitudes and an open mindset. This phenomenon reflects a profound disconnect between media-constructed perceptions and direct experiential understanding. 52% of respondents identify political ideological bias as the primary cause of cultural prejudice, while 46.2% consider misleading media coverage a significant factor. This suggests that we need to expand direct contact and strengthen people-to-people exchanges to dispel misunderstandings and enhance mutual understanding.

■ “一带一路”理念的民心认同基础坚实

The Belt and Road Initiative Enjoys a Solid Foundation of Popular Support

调查未直接涉及“一带一路”话题，但间接验证了相关理念。87.3% 的受访者认为国际交通和基础设施建设有助于促进不同国家间的文化交流，体现设施联通促进民心相通的深层逻辑。中国在基础设施、技术创新等领域的成就，不仅提升了物质联通水平，更为文化交流创造了新的载体和平台。

While the survey did not directly address the Belt and Road Initiative, it indirectly validates its underlying principles. 87.3% of respondents believe that international transportation and infrastructure development help promote cultural exchanges between different countries, reflecting the profound logic that connectivity in facilities fosters connectivity between peoples. China's achievements in infrastructure, technological innovation, and other fields have not only enhanced the level of physical connectivity but also created new vehicles and platforms for cultural exchange.

01 PART

文明交流互鉴理念的全球认同

Global Recognition of the Concept of Mutual Learning Among Civilizations

作为推动人类文明进步和世界和平发展的重要动力，文明交流互鉴在当今世界面临百年未有之大变局的背景下具有特殊时代意义。本部分围绕全球受访者对文明多样性、全人类共同价值、文明传承创新及国际人文交流合作等理念的态度展开，探析国际社会对文明交流互鉴相关观念的接受程度和价值认同，从而深入了解不同文明和谐共处的观念基础。

As an important driving force for advancing human civilization and promoting world peace and development, mutual learning among civilizations holds special significance in our times, as the world faces unprecedented changes unseen in a century. This section examines global respondents' attitudes toward concepts such as civilizational diversity, common values of all humanity, civilizational inheritance and innovation, and international people-to-people exchanges and cooperation. It analyzes the international community's acceptance and value recognition of ideas related to mutual learning among civilizations, thereby providing deeper insights into the conceptual foundation for harmonious coexistence among different civilizations.

一、全球视野下的文明多样性认知

I.Global Perspectives on Civilizational Diversity

受访者普遍认同文化多元化的价值理念和平等性原则。数据显示，90%的受访者认同世界文化的多样性是人类社会的重要财富，87.7%认同各种文化应当被平等对待、不存在先进落后之分，85.4%认为文化多样性对人类进步的意义如同生物多样性对生态系统的意义。与此同时，80.6%认为将自己的文化置于优于他国文化的位置不利于国际交往，86.6%也认为试图强制改变其他国家的文化传统是缺乏尊重的表现，88.1%同意任何国家都不应将自己的价值观强加于其他国家。

Respondents generally embrace the value concept of cultural pluralism and the principle of equality. The data shows that 90% of respondents recognize that the diversity of world cultures constitutes an important treasure of human society, while 87.7% agree that all cultures should be treated equally without labeling some as advanced and others as backward. Additionally, 85.4% believe that cultural diversity is as significant to human progress as biodiversity is to ecosystems. Meanwhile, 80.6% consider that positioning one's own culture as superior to others is detrimental to international relations, 86.6% view attempts to forcibly change other countries' cultural traditions as disrespectful, and 88.1% agree that no country should impose its values on others.

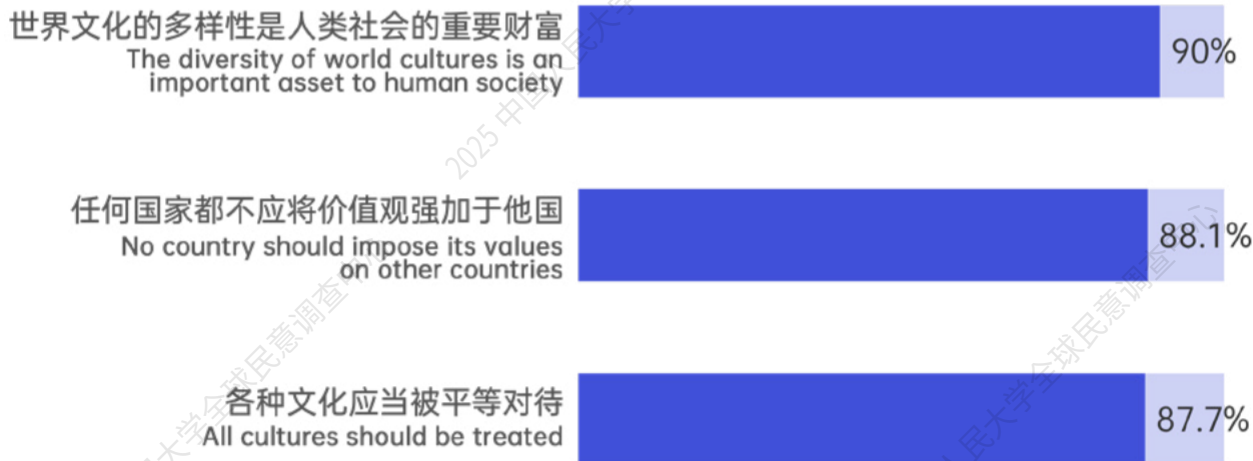


图 1.1 文明多样性观点认同度

Figure 1.1 Level of Agreement with Views on Civilizational Diversity

受访者对各国发展道路选择权和文化差异处理方式表现出高度认同。88.8%认为各国有权选择适合自己国情的发展道路和社会制度，91.2%认为国际关系应尊重文化差异和传统，87.7%认为文化与价值观的差异不应成为国际冲突的理由。关于全球化进程中的文化保护问题，85.7%认为全球化应保护文化多样性而非导致文化单一化，90.8%同意尊重多样性是全球社会应当遵循的基本原则，80%认为将世界划分为对立阵营及以价值观来区分敌友的做法会阻碍国际交流与合作。

Respondents demonstrate strong agreement regarding countries' right to choose their development paths and approaches to handling cultural differences. 88.8% believe that all countries have the right to choose development paths and social systems suited to their national conditions, 91.2% consider that international relations should respect cultural differences and traditions, and 87.7% believe that differences in culture and values should not serve as grounds for international conflicts. Regarding cultural protection in the process of globalization, 85.7% believe that globalization should protect cultural diversity rather than lead to cultural homogenization, 90.8% agree that respecting diversity is a fundamental principle that global society should follow, and 80% believe that dividing the world into opposing camps and distinguishing between friends and foes based on values will hinder international exchanges and cooperation.

这些发现反映出全球民众重视文明多样性，认识到每种文明都扎根于特定的生存土壤、凝聚着一个国家和民族的非凡智慧与精神追求，任何类型的文明与文化均有其存在的价值。全球民众已经普遍摒弃了文明优越论和文明冲突论观念，认同世界上没有普遍适用的文明标准，任何通过强制性手段解决文明差异的做法都是有害的，应当对文明产生土壤及其独特性、文明创造主体及其思维方式、文明历史作用及其影响持续性保持全面尊重。

These findings reflect that people worldwide value civilizational diversity and recognize that each civilization is rooted in specific conditions, embodying the extraordinary wisdom and spiritual pursuits of a nation and its people, with every type of civilization and culture possessing inherent value. The global public has generally rejected theories of civilizational superiority and civilizational clash, acknowledging that there are no universally applicable civilizational standards and that any attempt to resolve civilizational differences through coercive means is harmful. Comprehensive respect should be maintained for the soil from which civilizations emerge and their uniqueness, the creators of civilizations and their ways of thinking, as well as the historical role of civilizations and the continuity of their influence.

二、全人类共同价值的全球共识

II. Global Consensus on Common Values for All Humanity

全球民众对和平、发展等全人类共同价值也表现出广泛认同。87.7% 认同和平发展是各国人民的共同愿望，84.5% 认为各国应避免零和博弈思维、追求共同发展，90.2% 同意全球性挑战需要各国共同面对、没有国家能独善其身。

The global public also demonstrates widespread agreement with common values for all humanity such as peace and development. 87.7% agree that peaceful development is a shared aspiration of peoples across all nations, 84.5% believe that countries should avoid zero-sum thinking and pursue common development, and 90.2% agree that global challenges require a collective response from all nations, with no country able to remain unaffected.

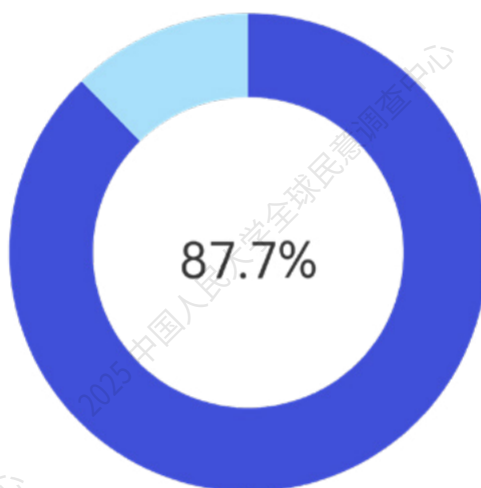


图 1.2 认同和平发展是各国人民共同愿望的比例

Figure 1.2 Proportion of Respondents Who Agree That Peaceful Development Is a Shared Aspiration of All Peoples

为实现全人类共同价值，受访者认为需要超越意识形态分歧、推动文明交流互鉴。91.8% 认为不同文化之间的关系应以合作共赢为主而非对抗，81% 认同应放下意识形态偏见、尊重文化多样性的必要性，88.7% 认为平等对话是解决国际分歧的最佳途径，体现了受访者对超越意识形态分歧、寻求共同价值基础的理性认知。88.6% 认为文化间的差异可以成为互相学习、共同进步的动力，89.5% 认为文化交流为建立国际合作提供了重要基础，87.3% 认为国际交通和基础设施建设有助于促进不同国家间的文化交流，87.4% 认为文化对话能够有效减少国际冲突、促进世界和平。

To achieve common values for all humanity, respondents believe it is necessary to transcend ideological differences and promote mutual learning among civilizations.

91.8% believe that relations between different cultures should be primarily based on win-win cooperation rather than confrontation, 81% recognize the necessity of setting aside ideological prejudices and respecting cultural diversity, and 88.7% consider equal dialogue to be the best approach for resolving international differences, reflecting respondents' rational understanding of transcending ideological divisions and seeking common ground in values. 88.6% believe that differences between cultures can serve as motivation for mutual learning and common progress, 89.5% consider cultural exchanges to provide an important foundation for establishing international cooperation, 87.3% believe that international transportation and infrastructure development help promote cultural exchanges between different countries, and 87.4% believe that cultural dialogue can effectively reduce international conflicts and promote world peace.

上述发现表明，尽管各国历史文化和社会制度存在差异，但对和平、发展、公平、正义、民主、自由等全人类共同价值的追求具有广泛共识。受访者深刻认识到这些价值凝聚了不同文明的共识，代表了普遍认同的价值理念的最大公约数，超越了意识形态、社会制度和发展水平差异，为国际社会实现最广泛团结提供了价值纽带，体现了构建人类命运共同体所需要的价值基础和精神支撑。

The aforementioned findings indicate that despite differences in historical cultures and social systems among nations, there exists broad consensus in the pursuit of common values for all humanity such as peace, development, equity, justice, democracy, and freedom. Respondents profoundly recognize that these values embody the consensus of different civilizations and represent the greatest common denominator of universally recognized value concepts, transcending differences in ideology, social systems, and development levels. They provide a value bond for achieving the broadest unity in the international community and reflect the value foundation and spiritual support needed for building a community with a shared future for mankind.

三、文明传承与创新的全球认知图景

III. Global Cognitive Landscape of Civilizational Heritage and Innovation

受访者高度认同文明发展的动态性和创新性特征，深刻理解传承与创新的辩证关系。88.5% 认为文化创新与传统保护同样重要，87.1% 认为现代化不意味着放弃传统而是对传统的创新发展，80.9% 同意定期更新文化传统是文化持续发展的必要条件。受访者对文明创新发展的认同还体现在对国家文化自信的理解上：88.3% 认为当一个国家真正重视自己的文化时会创造出促进其成长与发展的强大精神力量。

Respondents highly recognize the dynamic and innovative characteristics of civilizational development and profoundly understand the dialectical relationship between heritage and innovation. 88.5% believe that cultural innovation is as important as traditional preservation, 87.1% consider that modernization does not mean abandoning tradition but rather represents innovative development of tradition, and 80.9% agree that regular renewal of cultural traditions is a necessary condition for sustained cultural development. Respondents' recognition of civilizational innovation and development is also reflected in their understanding of national cultural confidence: 88.3% believe that when a country truly values its own culture, it creates powerful spiritual forces that promote its growth and development.



图 1.3 文明传承与创新观点认同度

Figure 1.3 Level of Agreement with Views on Civilizational Heritage and Innovation

受访者对现代化与文化传统结合表示高度认同。82.9% 认为现代发展理论应当与本国文化传统相结合, 85.2% 认为不同发展理念与本国文化传统之间可能存在契合点, 82.2% 认为理论与传统的结合对一个国家的发展道路至关重要, 80.6% 认为这种结合应创造性地形成新的文化生命力。受访者对现代化道路多样性的认同度同样较高, 83.4% 认为每个国家的现代化道路应基于自身文化传统, 85.9% 认为不同国家的现代化实践丰富了人类文明多样性。

Respondents express high recognition for the integration of modernization with cultural traditions. 82.9% believe that modern development theories should be integrated with their country's cultural traditions, 85.2% consider that there may be points of convergence between different development concepts and their national cultural traditions, 82.2% believe that the integration of theory and tradition is crucial to a country's development path, and 80.6% believe that such integration should creatively generate new cultural vitality. Respondents also show high recognition for the diversity of modernization paths, with 83.4% believing that each country's modernization path should be based on its own cultural traditions, and 85.9% believing that different countries' modernization practices enrich the diversity of human civilization.

这些发现表明受访者对文明传承发展规律的深刻认识, 理解任何文明都要与时偕行、不断吸纳时代精华的发展要求。受访者普遍认识到文明交流互鉴既要继承发扬本民族优秀传统文化, 又要与时俱进推陈出新, 通过创造性转化和创新性发展实现文明的持续繁荣。这种认知反映了对中华优秀传统文化传承发展工程等实践的理解, 体现了文明因创新而发展、因传承而延续的基本规律。

These findings demonstrate respondents' profound understanding of the laws governing civilizational heritage and development, recognizing that any civilization must keep pace with the times and continuously absorb the essence of each era. Respondents generally recognize that cultural exchanges and mutual learning require both inheriting and promoting the excellent traditional culture of one's own nation and advancing with the times through innovation, achieving sustained civilizational prosperity through creative transformation and innovative development. This understanding reflects comprehension of practices such as the project for inheriting and developing excellent traditional Chinese culture, embodying the fundamental law that civilizations develop through innovation and endure through heritage.

四、全球民众期待加强国际人文交流合作

IV. Global Public Expectations for Strengthening International Humanities Exchange and Cooperation

全球受访者对人文交流的重要性和作为促进文明互鉴的实践路径表现出高度认同。89.8% 认为不同文化之间的交流互动能促进人类共同进步，89.5% 认为文化交流为建立国际合作提供了重要基础，89.4% 同意国际人文交流有助于增进各国人民相互理解。

Global respondents demonstrate high recognition of the importance of humanities exchanges and their role as practical pathways for promoting mutual learning among civilizations. 89.8% believe that exchanges and interactions between different cultures can promote common human progress, 89.5% consider that cultural exchanges provide an important foundation for establishing international cooperation, and 89.4% agree that international humanities exchanges help enhance mutual understanding among peoples of different countries.



图 1.4 加强国际人文交流合作观点认同度

Figure 1.4 Level of Agreement with Views on Strengthening International Humanities Exchange and Cooperation

受访者对文化交流的积极效果存在高度共识。87.9% 认为欣赏和学习其他文化的优点有助于丰富自身文化，87.5% 认为文化间的开放交流比文明间的隔绝更有利于社会发展，84.6% 认为人与人之间的深入交往能有效减少文化误解与偏见。

Respondents demonstrate high consensus regarding the positive effects of cultural exchanges. 87.9% believe that appreciating and learning from the strengths of other cultures helps enrich one's own culture, 87.5% consider that open exchanges between cultures are more conducive to social development than isolation between civilizations, and 84.6% believe that in-depth interpersonal interactions can effectively reduce cultural misunderstandings and prejudices.

这些数据反映出受访者深刻理解“文明因交流而多彩，文明因互鉴而丰富”的基本规律，认识到人文交流作为消除隔阂误解、促进民心相通的重要途径具有基础性、广泛性、先导性和持久性特征。受访者普遍认同人是文明交流互鉴最好载体，通过教育、文化、体育、卫生等领域的广泛合作能够有效推动各种形式的人文交流走深走实，为推动文明交流互鉴创造更好条件，体现了对构建全球文明对话合作网络、促进各国人民相知相亲的深刻理解和积极期待。

These data reflect respondents' profound understanding of the fundamental principle that "civilizations become colorful through exchanges and enriched through mutual learning," recognizing that humanities exchanges, as an important pathway for eliminating barriers and misunderstandings while promoting people-to-people connectivity, possess foundational, extensive, pioneering, and enduring characteristics. Respondents generally acknowledge that people serve as the best vehicles for cultural exchanges and mutual learning, and that extensive cooperation in education, culture, sports, health, and other fields can effectively advance various forms of humanities exchanges to greater depth and substance, creating better conditions for promoting cultural exchanges and mutual learning. This reflects their profound understanding and positive expectations for building a global network of civilizational dialogue and cooperation and fostering mutual understanding and affinity among peoples of all countries.

02 PART

全球民众的文明交流实践

Global Public Practices in Cultural Exchanges

在人类历史发展长河中，文明交流与融合始终是推动社会进步的重要力量。随着全球化进程的不断深化与当代世界互联互通格局的逐步建立，不同文明间的接触与对话日益频繁，文明交流不仅展现于宏观的国家层面或抽象的理论引导层面，更深入到微观的个体层面和具体的生活实践层面，交流的主体也从传统的精英群体扩展到广大普通民众。深入了解全球民众如何参与文明交流、如何认知跨文化接触、如何选择和吸收外来文化要素，对于把握文明交流的现实状况、趋势特征和内在机制具有重要意义。民众层面的文明交流实践不仅反映了全球化时代跨文化传播的新特点，更为构建更加包容、开放、互鉴的文明发展格局提供了重要的社会基础。

Throughout the long course of human historical development, cultural exchanges and integration have consistently served as vital forces driving social progress. With the continuous deepening of globalization and the gradual establishment of an interconnected global framework in the contemporary world, contact and dialogue between different civilizations have become increasingly frequent. Cultural exchanges are no longer confined to the macro level of nations or abstract theoretical guidance, but have penetrated into the micro level of individuals and concrete life practices, with participants expanding from traditional elite groups to the broader general public. A thorough understanding of how global populations participate in cultural exchanges, perceive cross-cultural contact, and select and absorb foreign cultural elements is of great significance for grasping the current state, trending characteristics, and inherent mechanisms of cultural exchanges. Public-level practices in cultural exchanges not only reflect the new features of cross-cultural communication in the era of globalization, but also provide an important social foundation for building a more inclusive, open, and mutually enriching framework for civilizational development.

一、日常性跨文化接触行为特征

I. Characteristics of Daily Cross-Cultural Contact Behaviors

全球民众的日常文化接触行为展现出高度的跨文化参与性。调查显示，57.4% 的受访者高频使用外国技术。这是最普遍的跨文化接触行为，反映了全球化时代技术传播的深度渗透性。高频关注国际新闻紧随其后，占比达 56.2%，展现了受访者对全球事务的高度关注和相关信息获取的主动性。高频使用外国产品或服务占比为 53%，30.7% 的受访者表示偶尔使用，表明消费行为的国际化趋势和物质文化交流的广泛性。

The daily cultural contact behaviors of global populations demonstrate high levels of cross-cultural engagement. The survey reveals that 57.4% of respondents frequently use foreign technologies. This represents the most prevalent form of cross-cultural contact behavior, reflecting the profound penetration of technological dissemination in the era of globalization. Frequent attention to international news follows closely, accounting for 56.2%, demonstrating respondents' high level of concern for global affairs and their proactive approach to acquiring relevant information. Frequent use of foreign products or services accounts for 53%, with 30.7% of respondents indicating occasional use, illustrating the internationalization trend in consumer behavior and the extensive nature of material cultural exchanges.

跨文化人际交往和异域饮食文化接触位居第二阵列。43.5% 的受访者拥有与其他文化民众高频交流的体验，展现出跨文化人际交往在当今社会生活中的重要地位。42.7% 的受访者表示自己高频消费外国餐饮，37.4% 的受访者表示自己偶尔尝试，合计比例达 80%。

Cross-cultural interpersonal interactions and exposure to foreign culinary cultures constitute the second tier. 43.5% of respondents have experienced frequent exchanges with people from other cultures, demonstrating the significant role of cross-cultural interpersonal interactions in contemporary social life. 42.7% of respondents indicate they frequently consume foreign cuisine, while 37.4% report occasional experimentation, with a combined proportion reaching 80%.

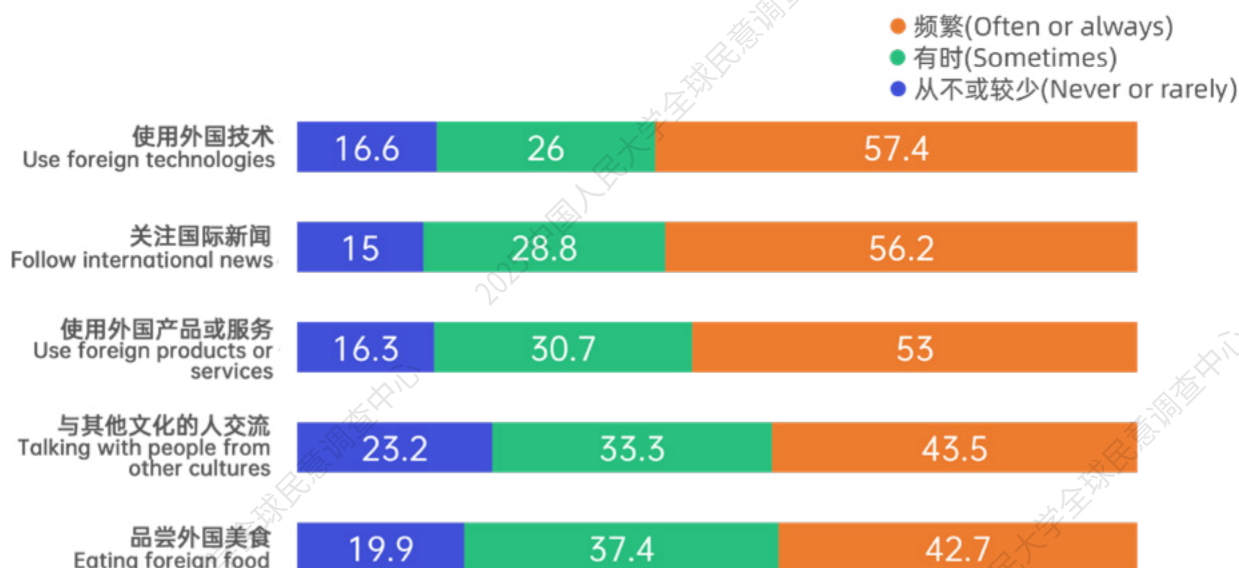


图 2.1 日常性跨文化接触行为频率

Figure 2.1 Frequency of Daily Cross-Cultural Contact Behaviors

调查进一步发现，多数受访者曾经深度、直接体验过其他文化。过去五年间曾访问外国的比例达 65.2%。64% 在过去五年内有学习外语的经历，体现出主动获取跨文化交流工具的积极态度。62.4% 表示参与过庆祝其他文化节日的活动，显示出一定程度对异域文化传统的兴趣与包容。

The survey further reveals that the majority of respondents have experienced profound and direct exposure to other cultures. The proportion of those who visited foreign countries in the past five years reached 65.2%. 64% had experience learning foreign languages within the past five years, reflecting a proactive attitude toward acquiring tools for cross-cultural communication. 62.4% indicated participation in celebrations of festivals from other cultures, demonstrating a certain degree of interest in and tolerance for foreign cultural traditions.

调查显示，受访者的跨文化接触行为呈现显著的区域差异和年龄差异，且这些差异在不同维度的跨文化交往活动中表现出相对一致的特征。从区域差异看，欧洲地区受访者过去五年访问外国的积极性最高，达 71.9%；亚洲地区紧随其后，为 67.3%；北美地区相对较低，仅为 47.5%。在庆祝其他文化节日、外语学习和国际新闻关注的问题上，非洲地区民众表现出更强的参与热情，庆祝其他文化节日比例高达 75.5%，学习外语比例为 78.2%，频繁关注国际新闻的比例达到 66.3%。相比之下，北美区域受访者较为保守，庆祝其他文化节日的仅占 51.5%，学习外语的比例为 38.5%，频繁关注国际新闻的比例为 43.3%。

The survey reveals that respondents' cross-cultural contact behaviors exhibit significant regional and age-related differences, with these disparities demonstrating relatively consistent patterns across different dimensions of cross-cultural exchange activities. From a regional perspective, European respondents showed the highest propensity for visiting foreign countries over the past five years at 71.9%, followed closely by Asian regions at 67.3%, while North America registered relatively lower participation at 47.5%. Regarding the celebration of festivals from other cultures, foreign language learning, and attention to international news, African populations demonstrated stronger engagement enthusiasm, with celebration of other cultural festivals reaching as high as 75.5%, foreign language learning at 78.2%, and frequent attention to international news at 66.3%. **In contrast, North American respondents appeared more conservative, with only 51.5% celebrating festivals from other cultures, 38.5% learning foreign languages, and 43.3% frequently following international news.**

区域差异可能与各区域的历史文化传统和经济社会发展水平相关。欧洲地区在国际旅行行为上的领先源于其经济发达程度和区域一体化进程的深入推进，非洲受访者在外国文化学习和信息获取上的积极则反映了发展中国家对外部世界的强烈关注和学习意愿，而北美民众的相对保守行为则可能与该区域自二战以来一直是世界经济和文化中心有关。

Regional differences may be correlated with the historical cultural traditions and levels of economic and social development in each region. Europe's leading position in international travel behavior stems from its advanced economic development and the profound advancement of regional integration processes. The enthusiasm of African respondents in learning foreign cultures and acquiring information reflects developing countries' strong interest in and willingness to learn from the external world. Meanwhile, the relatively conservative behavior of North American populations may be associated with the region's status as a global economic and cultural center since World War II.

从年龄差异看，年轻群体的跨文化活动参与度明显超越年长群体。这一趋势在外语学习中表现尤为明显，18-24 岁年龄组的比例高达 81.8%，而 55-65 岁年龄组仅为 46%。25-34 岁群体在多数跨文化活动中表现最为积极，访问外国的比例达 70.4%，庆祝其他文化节日的比例为 72.4%，外语学习比例为 74.8%。相比之下，年长群体在国际新闻消费维度却呈现出相反的模式，55-65 岁群体中频繁关注国际新闻的比例达到 62%，显著高于 18-24 岁群体的 44.1%。

From an age-based perspective, younger demographics demonstrate significantly higher participation in cross-cultural activities compared to older groups. This trend is particularly pronounced in foreign language learning, where the 18-24 age group reaches as high as 81.8%, while the 55-65 age group accounts for only 46%. The 25-34 demographic shows the greatest enthusiasm across most cross-cultural activities, with foreign travel at 70.4%, participation in celebrations of other cultural festivals at 72.4%, and foreign language learning at 74.8%. In contrast, older groups exhibit an inverse pattern in international news consumption, with the 55-65 age group frequently following international news at 62%, significantly higher than the 44.1% recorded for the 18-24 demographic.

年轻一代与年长群体的差异则可能反映了不同代际群体的外部成长环境变迁。年轻群体的高频跨文化活动参与度，体现了全球化背景下成长起来的新生代对多元文化的天然接受和开放心态，也与他们身处数字化时代有关。年轻一代自幼接触互联网和社交媒体，习惯于在虚拟空间中进行跨文化交流，同时也更容易通过各类平台获得外语学习资源和跨文化体验机会。

The differences between younger and older generations may reflect the changing external environments in which different generational cohorts have grown up. The high-frequency participation of younger groups in cross-cultural activities demonstrates the natural acceptance and open-mindedness toward multiculturalism among the new generation raised in a globalized context, which is also related to their existence in the digital age. The younger generation has been exposed to the internet and social media from an early age, becoming accustomed to engaging in cross-cultural communication within virtual spaces, while also having greater access to foreign language learning resources and cross-cultural experience opportunities through various platforms.

二、对跨文化交流的态度与意愿

II. Attitudes and Willingness Toward Cross-Cultural Exchange

全球民众既展现出强烈的文化自信，也具有较为开放包容的价值观念。调查显示，受访者的文化自豪感高达 90.7%，充分体现了受访者对本土文化的高度认同和自信。同时，受访者对异国文化体验的积极评价占比也高达 93.4%，对外国文化影响的积极评价占比为 79.4%，而持消极态度的受访者仅占 9.8%。

Global populations demonstrate both strong cultural confidence and relatively open and inclusive values. The survey reveals that respondents' cultural pride reaches as high as 90.7%, fully reflecting their profound identification with and confidence in their indigenous cultures. Simultaneously, respondents who positively evaluate foreign cultural experiences account for as much as 93.4%, while those who positively assess the influence of foreign cultures comprise 79.4%, with only 9.8% of respondents holding negative attitudes.

就文化开放意愿而言，受访者整体上展现出积极的跨文化适应性、国际化取向和多元文化价值观。谈及跨文化语言环境的适应体验，54.9% 的受访者表示感觉舒适，仅有 14.1% 的受访者感到不适，表明多数受访者具备较强的跨文化语言环境适应能力。受访者前往海外生活的意愿达 74.9%，体现了受访者对跨文化生活体验的强烈向往和开放心态。受访者对多元文化教育重要性的认同度高达 81.2%，表明其对文化教育多样性价值的深刻认识和支持态度。相比之下，受访者对接受移民的态度则相对保守：仅 41.1% 表示认同，29% 持中立态度，意味着文化开放意愿在涉及具体社会政策和利益分配问题时呈现出复杂的考量机制。

Regarding willingness toward cultural openness, respondents demonstrate overall positive cross-cultural adaptability, international orientation, and multicultural values. When discussing adaptation experiences in cross-cultural linguistic environments, 54.9% of respondents report feeling comfortable, while only 14.1% express discomfort, indicating that most respondents possess strong adaptive capacity in cross-cultural linguistic settings. Respondents' willingness to live overseas reaches 74.9%, reflecting their strong aspiration for cross-cultural living experiences and open-minded attitudes. Recognition of the importance of multicultural education among respondents reaches as high as 81.2%, demonstrating their profound understanding of and supportive stance toward the value of diversity in cultural education. **In contrast, respondents' attitudes toward accepting immigrants are relatively conservative: only 41.1% express agreement, while 29% maintain neutral positions, suggesting that willingness toward cultural openness reveals complex consideration mechanisms when involving specific social policies and resource allocation issues.**

对于全球文化未来发展变化趋势的预期，受访者态度呈现明显分化：45% 认为世界文化将趋向相似，30.3% 的受访者预期文化将更加多样化，20.3% 的受访者认为基本不变。这可能反映了全球化进程中文化同质化与多元化并存的复杂现实，也体现了受访者对文化变迁趋势判断的多元化特点。这一分化态势表明，当代全球民众对文化发展趋势的认知既受到全球化、同质化力量的影响，又体现出对文化多样性价值的坚持，同时还包含着对文化传统延续性的期待，形成了复杂多元的文化前景预期结构。

Regarding expectations for future trends in global cultural development, respondents' attitudes demonstrate clear polarization: 45% believe world cultures will become increasingly similar, 30.3% of respondents anticipate cultures will become more diverse, and 20.3% consider them to remain essentially unchanged. This may reflect the complex reality of coexisting cultural homogenization and diversification within the globalization process, while also embodying the pluralistic characteristics of respondents' assessments of cultural transformation trends. This polarized pattern indicates that contemporary global populations' perceptions of cultural development trends are influenced by globalizing and homogenizing forces, while simultaneously reflecting adherence to the value of cultural diversity and encompassing expectations for the continuity of cultural traditions, thereby forming a complex and pluralistic structure of cultural prospect expectations.

综合来看，受访者的文化态度呈现出“高自信、强开放、多包容”的基本特征，既保持对本土文化的深度认同，又对外来文化和跨文化体验持积极开放态度。这种社会心态为不同文明间的交流互鉴提供了良好的心理基础和社会土壤，体现出现代社会在全球化背景下文化认同与文化开放的平衡发展态势。但是，在移民接受问题上的相对保守态度揭示了文化开放意愿的复杂性，表明当文化交流从抽象理念转向具体社会实践时，民众的态度受到利益分配、社会稳定等现实因素的影响，反映出理想与现实之间的内在张力。

Taken comprehensively, respondents' cultural attitudes exhibit fundamental characteristics of "high confidence, strong openness, and broad inclusiveness," maintaining profound identification with indigenous cultures while holding positive and open attitudes toward foreign cultures and cross-cultural experiences. This social mindset provides favorable psychological foundations and social conditions for mutual exchange and learning among different civilizations, reflecting the balanced development trajectory between cultural identity and cultural openness in modern society under globalization. However, the relatively conservative attitude toward immigrant acceptance reveals the complexity of willingness toward cultural openness, indicating that when cultural exchange transitions from abstract concepts to concrete social practices, public attitudes are influenced by practical factors such as resource allocation and social stability, reflecting the inherent tension between ideals and reality.

三、外国文化要素接受与融合偏好

III. Acceptance and Integration Preferences for Foreign Cultural Elements

全球民众的跨文化要素接受与融合偏好表现出明显的实用性和生活化导向。调查显示，技术成为受访者最期待吸收的外国文化要素，占比达 63.9%，与接触行为保持一致。美食紧随其后，为 52.9%，反映出饮食文化作为日常生活重要组成部分在跨文化交流中的独特魅力和普遍吸引力。音乐和艺术的吸收偏好占比达 47.4%；生活方式呈现类似情况，为 46.4%，这两项数据显示出受访者对精神文化和生活实践层面的外来文化要素同样持有较高的接受度和兴趣。

Global populations' acceptance and integration preferences for cross-cultural elements demonstrate clear practical and life-oriented orientations. The survey reveals that technology becomes the foreign cultural element respondents most anticipate absorbing, accounting for 63.9%, which remains consistent with contact behaviors. Cuisine follows closely at 52.9%, reflecting the unique appeal and universal attraction of culinary culture as an essential component of daily life in cross-cultural exchanges. Absorption preferences for music and arts reach 47.4%, while lifestyle presents a similar pattern at 46.4%. These two sets of data indicate that respondents maintain equally high levels of acceptance and interest toward foreign cultural elements at both spiritual-cultural and life-practice dimensions.

受访者对外国文化的吸收呈现出从物质层面向精神层面递减的特点。语言学习、建筑风格、价值观和哲学、节日文化等认同比例分别为 37%、37.7%、35.6% 和 34.7%，均保持在三成以上的相对较高水平。相比之下，流行文化和历史文化的吸引力相对较弱，占比分别为 29.9% 和 28.2%。

Respondents' absorption of foreign cultures demonstrates a declining pattern from material to spiritual dimensions. The acceptance rates for language learning, architectural styles, values and philosophy, and festival culture stand at 37%, 37.7%, 35.6%, and 34.7% respectively, all maintaining relatively high levels above thirty percent. In contrast, popular culture and historical culture exhibit relatively weaker appeal, accounting for 29.9% and 28.2% respectively.

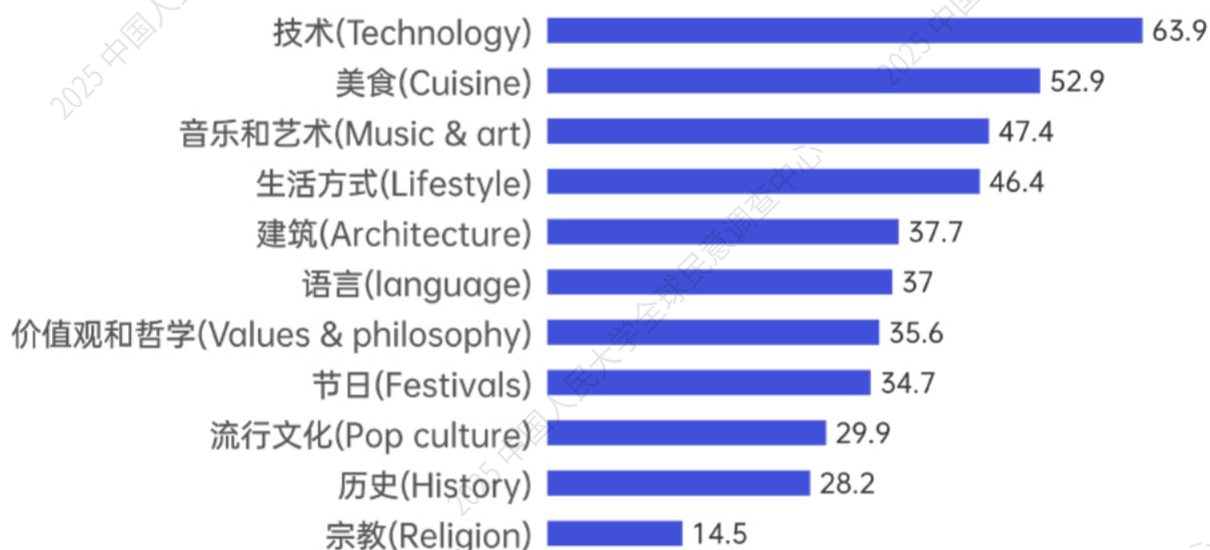


图 2.2 外国文化吸收偏好排序

Figure 2.2 Ranking of Foreign Cultural Absorption Preferences

区域比较分析显示，受访者的文化吸收偏好呈现三种模式：以巴西、印度、尼日利亚等 23 个发展中国家为代表的“技术优先型”，对技术的关注度高达 76.2%，体现了新兴经济体对科技进步的强烈渴望；以美国、德国、澳大利亚为代表的 12 个西方发达国家关注前三的包括美食（63%）、音乐（48.3%）和技术（47.9%）；法国、意大利、日本等 6 个发达国家最关注美食文化（52.3%），其次关注技术（46.7%），第三关注生活方式（38.2%）。尽管以法国和意大利为代表的群组国家受众的文化吸收偏好与以美国为首的国家群组类似，但是，该组受众的各个文化吸收意愿明显更低，可能与这 6 个国家拥有深厚文化底蕴，对外来文化保持审慎和选择性的态度有关。

Regional comparative analysis reveals that respondents' cultural absorption preferences present three distinct patterns: the "technology-first" model represented by 23 developing countries including Brazil, India, and Nigeria, with attention to technology reaching as high as 76.2%, reflecting emerging economies' strong aspiration for technological advancement; the top three concerns of 12 Western developed countries represented by the United States, Germany, and Australia include cuisine (63%), music (48.3%), and technology (47.9%); six developed countries including France, Italy, and Japan focus most on culinary culture (52.3%), followed by technology (46.7%), and lifestyle in third place (38.2%). Although the cultural absorption preferences of audiences from the country group represented by France and Italy resemble those of the country group led by the United States, this group's willingness toward various cultural absorptions is notably lower, which may be related to these six countries' profound cultural heritage and their maintenance of prudent and selective attitudes toward foreign cultures.

年龄比较分析揭示了文化吸收意愿随年龄变化的规律性特征。技术领域在各年龄组中均保持最高认同度，其中 25-34 岁群体达 67%，18-24 岁群体为 64.7%，显示出年轻群体对技术创新的高度关注。**美食文化的吸引力随年龄增长而递增**，从 18-24 岁群体的 46.8% 上升至 55-65 岁群体的 58.6%，反映出成熟群体对生活品质的更高追求。**语言学习的热情呈现明显的年龄递减趋势**，从青年群体的 41.3% 下降至中老年群体的 29.9%，体现了语言学习能力和动机的年龄差异。**生活方式的吸引力同样呈现年龄递减特征**，从青年群体的 52.2% 降至中老年群体的 37.4%，反映出不同年龄群体对生活方式改变的开放程度差异。

Age-based comparative analysis reveals systematic patterns in cultural absorption willingness across different age groups. Technology maintains the highest recognition across all age groups, with the 25-34 age group reaching 67% and the 18-24 age group at 64.7%, demonstrating younger demographics' heightened attention to technological innovation. **The appeal of culinary culture increases progressively with age**, rising from 46.8% among the 18-24 age group to 58.6% among the 55-65 age group, reflecting mature demographics' higher pursuit of quality of life. **Enthusiasm for language learning presents a clear age-declining trend**, decreasing from 41.3% among younger demographics to 29.9% among middle-aged and older demographics, embodying age-related differences in language learning capacity and motivation. **The appeal of lifestyle similarly demonstrates age-declining characteristics**, dropping from 52.2% among younger demographics to 37.4% among middle-aged and older demographics, reflecting varying degrees of openness to lifestyle changes across different age groups.

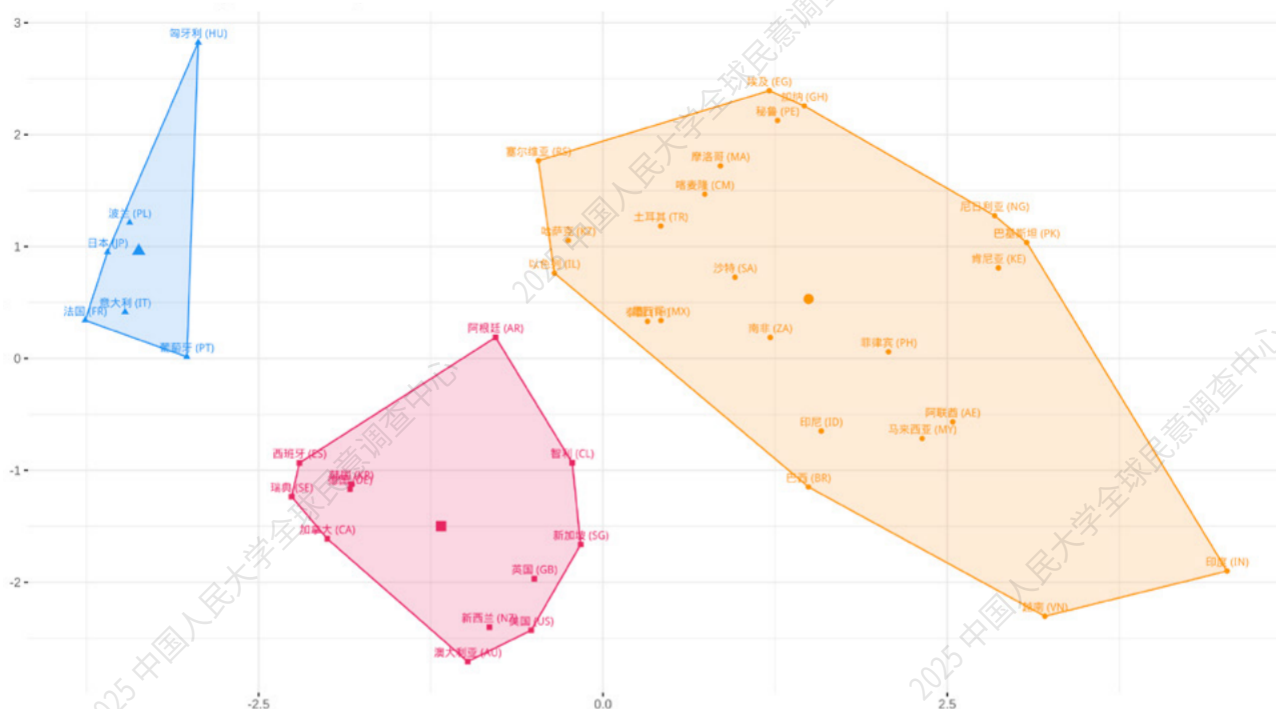


图 2.3 文化吸收偏好聚类分析（以国家为分析单位）

Figure 2.3 Cluster Analysis of Cultural Absorption Preferences (by Country)

调查结果显示，受访者在地域文化偏好方面呈现出多元化和均衡化的分布特点。西欧文化获得最高的喜爱度，占比 39.4%，彰显了在全球文化影响力方面的显著地位。北美（30.8%）和东亚文化（28.1%）分别位居第二和第三位，这一排序反映出受访者对经济发达地区文化的关注度相对较高。南美洲文化、北欧文化和东欧文化的偏好比例分别为 25.3%、24.8% 和 24.5%，三者比例相近。尽管整体排序在不同年龄群体间差异较小，但相较年长群体，低年龄群体对南美洲、南亚、东亚、中东文化的偏好更高，体现了年轻人文化偏好的多元取向。

Survey results indicate that respondents demonstrate diversified and balanced distribution characteristics in regional cultural preferences. **Western European culture receives the highest favorability at 39.4%, demonstrating its prominent position in global cultural influence.** North American (30.8%) and East Asian cultures (28.1%) rank second and third respectively, with this ranking reflecting respondents' relatively higher attention to cultures from economically developed regions. The preference proportions for South American, Northern European, and Eastern European cultures are 25.3%, 24.8%, and 24.5% respectively, with these three showing similar proportions. **Although the overall ranking shows minimal variation across different age groups, younger demographics demonstrate higher preferences for South American, South Asian, East Asian, and Middle Eastern cultures compared to older groups, reflecting young people's pluralistic orientation in cultural preferences.**

调查结果反映出受访者的文化吸收偏好体现出“技术优先、生活导向、精神关注”的基本特征，既注重实用性强的技术和生活文化要素，又对艺术、哲学等精神文化内容保持开放态度。地域文化偏好的相对均衡分布，反映出全球化背景下不同文明圈文化影响力的多极化趋势，及受访者文化视野的国际化 and 包容性。这种多元化的文化吸收偏好为跨文明交流互鉴提供了广阔的合作空间和发展潜力。

Survey results reflect that respondents' cultural absorption preferences embody the fundamental characteristics of being "technology-first, life-oriented, and spiritually attentive," emphasizing both highly practical technological and lifestyle cultural elements while maintaining an open attitude toward spiritual and cultural content such as arts and philosophy. The relatively balanced distribution of regional cultural preferences reflects the multipolarization trend of cultural influence among different civilizational spheres under globalization, as well as the internationalization and inclusiveness of respondents' cultural perspectives. Such diversified cultural absorption preferences provide extensive collaborative space and development potential for cross-cultural exchange and mutual learning.

03 PART

中国文化与全球影响整体认知

Overall Perception of Chinese Culture and Global Influence

全球民众对异域文明与文化要素持开放接纳态度，并基于实用导向进行选择吸收。在此背景下，中华文明与中国文化在当代多元文化交流格局中的认知地位与实际影响力值得深入考察。本部分通过系统呈现全球民众对中国文化的认知、理解和态度，探寻中华文明在国际文化认知体系中的真实图景，揭示其在跨文化传播中呈现的多维特征与认知复杂性。

Global populations maintain an open and receptive attitude toward foreign civilizations and cultural elements, engaging in selective absorption based on practical considerations. Against this backdrop, the cognitive status and actual influence of Chinese civilization and culture within the contemporary multicultural exchange framework merit thorough examination. This section systematically presents global populations' cognition, understanding, and attitudes toward Chinese culture, exploring the authentic landscape of Chinese civilization within the international cultural cognitive system and revealing its multidimensional characteristics and cognitive complexity in cross-cultural communication.

一、中国文化的全球关注与认知

I. Global Attention and Cognition of Chinese Culture

有三分之二的全球受访者对中华文明与中国文化表示关注，表明中国文化在国际社会中已建立起相当广泛的影响力。从中国文化细分领域关注度来看，77.2% 的受访者关注中国技术或其应用，显示出近年来中国科技企业出海的国际影响力。非洲地区受访者对中国技术的关注度为 91.2%，位居各区域之首，北美位居最后；35 岁以下群体关注度约 80%。传统文化和生活方式的关注度相对接近，分别为 63.8% 和 63%，而流行文化的关注度略低，为 59.1%。这一关注度分布格局反映出，中国技术文化海外传播的突出优势，同时也显示出传统文化、生活方式和流行文化在跨文化交流中具有稳定的吸引力。

Two-thirds of global respondents express interest in Chinese civilization and culture, indicating that Chinese culture has established considerable influence within the international community. Examining attention to specific domains of Chinese culture, 77.2% of respondents show interest in Chinese technology or its applications, demonstrating the international impact of Chinese technology companies' global expansion in recent years. African respondents show the highest attention to Chinese technology at 91.2%, ranking first among all regions, while North America ranks last; approximately 80% of those under 35 years old show such interest. Traditional culture and lifestyle receive relatively similar levels of attention at 63.8% and 63%, respectively, while popular culture receives slightly lower attention at 59.1%. This distribution pattern of attention reflects the outstanding advantages of Chinese technological culture in overseas dissemination, while also demonstrating that traditional culture, lifestyle, and popular culture maintain stable appeal in cross-cultural exchange.

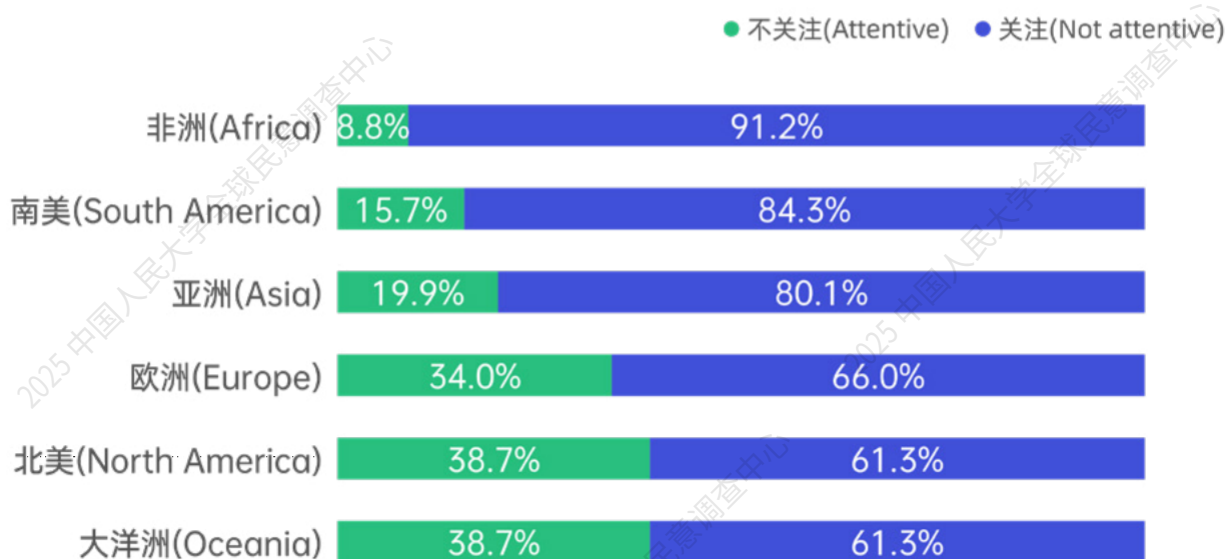


图 3.1 中国技术关注度区域差异

Figure 3.1 Regional Differences in Attention to Chinese Technology

仅 52.8% 的受访者认为自己理解中国文化，47.2% 表示不理解。可以发现，中国文化理解度比关注度降低 13.7 个百分点，揭示了从文化关注到深度理解转化过程中存在一定程度的认知壁垒。细分领域理解度的比较显示，技术领域同样保持领先地位，72.6% 表示理解中国技术或应用，且中国技术关注度与理解度的差距仅为 4.6 个百分点，显示出技术文化传播的高效性。中国生活方式的理解度达到 59.1%，超越传统文化的 57.3%，位居第二，而流行文化的理解度为 54.5%。值得注意的是，传统文化领域关注度与理解度的差距达 6.5 个百分点，高于其他维度，反映出不同文化领域跨文化认知转化的差异性。

Only 52.8% of respondents consider themselves to understand Chinese culture, while 47.2% express a lack of understanding. It can be observed that the understanding of Chinese culture is 13.7 percentage points lower than the level of attention, revealing the existence of certain cognitive barriers in the transformation process from cultural attention to deep understanding. Comparison of understanding levels across specific domains shows that the technology sector maintains its leading position, with 72.6% expressing understanding of Chinese technology or applications, and the gap between attention and understanding of Chinese technology being merely 4.6 percentage points, demonstrating the high efficiency of technological culture dissemination. Understanding of Chinese lifestyle reaches 59.1%, surpassing traditional culture at 57.3% to rank second, while understanding of popular culture stands at 54.5%. Notably, the gap between attention and understanding in the traditional culture domain reaches 6.5 percentage points, higher than other dimensions, reflecting the variability in cross-cultural cognitive transformation across different cultural fields.



图 3.2 中国文化细分领域关注与理解度比较

Figure 3.2 Comparison of Attention and Understanding Levels across Chinese Cultural Sub-domains

全球受访者对中华文明与中国文化特征呈现出多元化的认知图谱。创新特征获得最高认同，60.6% 将其视为中国文化的重要特点，这与当代中国科技发展和社会变革高度吻合。连续性特征位居第二，获得 45.8% 的受访者认同，体现了中华文明历史传承得到全球民众的广泛认可。统一性特征获得 40.5% 的认同，和平性特征获得 33.7% 的认同，而包容性特征的认同度相对较低，为 26.1%。这一分布显示出国际社会对中国文化创新能力和历史传承特质的高度认可，同时也揭示了中国文化包容性特征的理解仍需进一步强化。

Global respondents present a diversified cognitive landscape regarding the characteristics of Chinese civilization and culture. Being innovative receives the highest recognition, with 60.6% viewing it as an important feature of Chinese culture, which highly corresponds with contemporary China's technological development and social transformation. Continuity ranks second, gaining recognition from 45.8% of respondents, reflecting the widespread global acknowledgment of the historical heritage of Chinese civilization. Unity receives 40.5% recognition, peacefulness gains 33.7% recognition, while inclusiveness receives relatively lower recognition at 26.1%. This distribution demonstrates the international community's high recognition of Chinese culture's innovative capacity and historical heritage characteristics, while also revealing that understanding of Chinese culture's inclusive nature requires further strengthening.

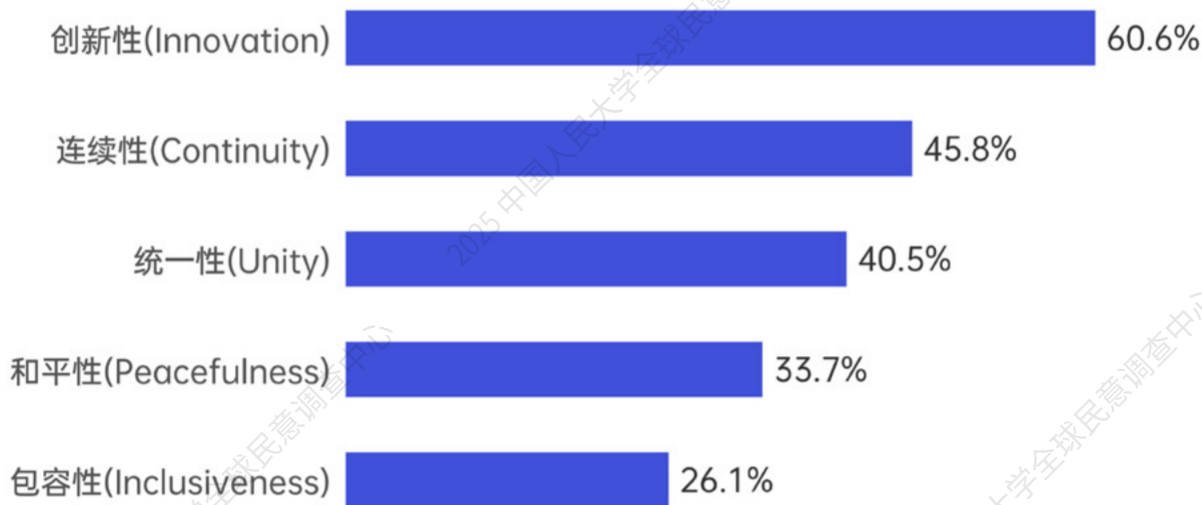


图 3.3 中国文化特性认知

Figure 3.3 Perception of Chinese Cultural Characteristics

中国文化相关信息获取渠道的多元选择显示，数字化媒体平台处于主导地位。社交媒体成为受访者了解中国文化的最主要途径，占比为 53.4%，充分体现了新媒体时代文化传播格局的深刻变革。电影和电视媒体紧随其后，占比为 46%，显示出影视文化产品跨文化传播的重要作用。使用中国产品和服务作为文化认知渠道的比例达到 35.9%，反映出消费体验对文化传播的实际影响力。本国的中国公司作为信息渠道占 18.5%，体现出中国企业海外经营过程中承载的文化传播功能。

The diverse choices of channels for obtaining information about Chinese culture demonstrate that digital media platforms hold a dominant position. Social media has become the primary avenue for respondents to learn about Chinese culture, accounting for 53.4%, fully reflecting the profound transformation in cultural dissemination patterns in the new media era. Film and television media follow closely behind at 46%, demonstrating the significant role of audiovisual cultural products in cross-cultural communication. The proportion using Chinese products and services as channels for cultural understanding reaches 35.9%, reflecting the practical influence of consumer experience on cultural transmission. Chinese companies in their home countries serve as information channels at 18.5%, embodying the cultural dissemination function carried by Chinese enterprises in their overseas operations.

传统渠道的影响力相对有限。其中，本国文化活动占 16.6%，阅读书籍占 16.7%，中国朋友或同事占 15.6%，中国旅游经历占 14.7%，博物馆或文化遗产参观占 12.5%，亲友推荐占 11.3%，学校教育占 10.6%。这一渠道分布特征凸显了数字媒体和影视文化产品在中国文化国际传播中的核心地位，同时也反映出传统文化交流方式在新媒体环境下面临的挑战与转型需求。

The influence of traditional channels remains relatively limited. Among these, cultural activities in their home countries account for 16.6%, reading books 16.7%, Chinese friends or colleagues 15.6%, travel experiences to China 14.7%, museum or cultural heritage visits 12.5%, recommendations from friends and family 11.3%, and school education 10.6%. This distribution pattern of channels highlights the central position of digital media and audiovisual cultural products in the international dissemination of Chinese culture, while also reflecting the challenges and transformation needs that traditional cultural exchange methods face in the new media environment.

二、中国文明交流与贡献的国际认知

II. International Perception of Chinese Cultural Exchange and Contributions

全球受访者高度肯定中华文明与中国文化的全球影响力。调查结果显示，81.6% 的受访者认为中国全球文化影响力和软实力正在增长，亦有 78.6% 认为中国文化具有吸引力，表明中国文化在海外具有广泛的认同基础和积极影响力，为中国文化的进一步全球传播奠定了良好的基础。

Global respondents highly affirm the global influence of Chinese civilization and culture. Survey results indicate that 81.6% of respondents believe China's global cultural influence and soft power are growing, while 78.6% consider Chinese culture attractive. This demonstrates that Chinese culture enjoys broad recognition and positive influence overseas, laying a solid foundation for the further global dissemination of Chinese culture.

全球受访者对中国的跨文化交流实践也普遍持积极评价。近四分之三的受访者（74.1%）认为中国与其他国家的文明和文化交流遵循互惠互利原则，69.6% 的受访者认为中国促进了全球文化交流，65.8% 的受访者承认中国价值观对多元文化共识构建的贡献。

Global respondents also generally hold positive views regarding China's cross-cultural exchange practices. Nearly three-quarters of respondents (74.1%) believe that China's civilizational and cultural exchanges with other countries follow the principle of mutual benefit, 69.6% of respondents consider that China has promoted global cultural exchange, and 65.8% of respondents acknowledge the contribution of Chinese values to building multicultural consensus.

全球受访者对中国在文化交流上的开放性持高度认同。64.3% 的受访者认为中国文化对外开放且乐于学习其他文化，64.8% 的受访者认为中国的签证政策促进了国际合作与交流，64.5% 的受访者认为中国从不强加自身文化或价值观于他人。

Global respondents highly recognize China's openness in cultural exchange. 64.3% of respondents believe that Chinese culture is open to the outside world and eager to learn from other cultures, 64.8% of respondents consider that China's visa policies have promoted international cooperation and exchange, and 64.5% of respondents believe that China never imposes its own culture or values on others.

全球受访者对中华文明本身对世界文明文化发展的整体贡献持高度评价。75.4% 的受访者认为中华文明对世界文明发展有所贡献，70.1% 的受访者认为中国促进了文明间交流互鉴，70.6% 的受访者认为中华文明为全球治理提供了新视角，70.3% 的受访者认为中国价值观对南方国家具有一定的借鉴意义。

Global respondents hold Chinese civilization itself in high regard for its overall contribution to the development of world civilization and culture. 75.4% of respondents believe that Chinese civilization has contributed to the development of world civilization, 70.1% of respondents consider that China has promoted mutual learning and exchange among civilizations, 70.6% of respondents believe that Chinese civilization has provided new perspectives for global governance, and 70.3% of respondents consider that Chinese values offer certain reference value for countries of the Global South.

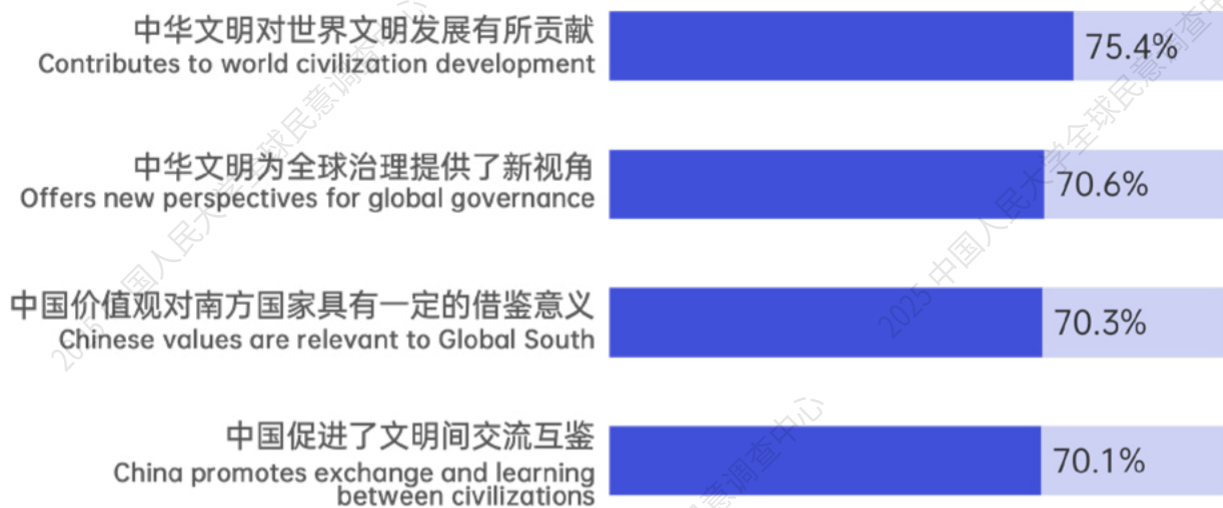


图 3.4 中华文明贡献评价

Figure 3.4 Assessment of Chinese Civilization's Contributions

与前述中国文化元素关注度和认可度数据一致，全球受访者对中国文明具体贡献领域的认知呈现出类似的差异化分布。51.3% 的受访者将科学、技术和发明视为中国文明对世界的重要贡献，体现了中国在科技创新方面的国际影响力。经济发展模式以 33.8% 位居第二，饮食文化获得 31% 的受访者的认同，医学和健康理念获得 25.6% 的认同。

Consistent with the aforementioned data on attention to and recognition of Chinese cultural elements, global respondents' perceptions of specific areas of Chinese civilization's contributions show a similar differentiated distribution. 51.3% of respondents regard science, technology, and inventions as important contributions of Chinese civilization to the world, reflecting China's international influence in technological innovation. Economic development models rank second at 33.8%, culinary culture receives recognition from 31% of respondents, and medical and health concepts gain acknowledgment from 25.6% of respondents.

但是，抽象理念的贡献认知相对较低。哲学和价值观为 16.2%，重视教育的传统为 16.1%，和谐共处的理念获得 14.3% 认同，文学和艺术为 14%。

However, recognition of contributions in abstract concepts remains relatively low. Philosophy and values account for 16.2%, the tradition of valuing education for 16.1%, the concept of harmonious coexistence receives 14.3% recognition, and literature and arts account for 14%.

从上述发现看，全球受访者对中华文明与中国文化的国际影响力展现出显著的认同态度，充分体现了中华文明在国际社会的广泛影响力和感召力。受访者普遍认可中国在跨文化交流中坚持互惠互利原则，高度评价中国对全球文化交流的促进作用及中国价值观对多元文化共识构建的贡献，同时对中国文化交流的开放性特征给予积极评价，认为中国文化对外开放且乐于学习其他文化，从不强加自身文化或价值观于他人。

Based on the aforementioned findings, global respondents demonstrate significant recognition of the international influence of Chinese civilization and Chinese culture, fully reflecting the extensive influence and appeal of Chinese civilization in the international community. Respondents generally acknowledge China's adherence to the principle of mutual benefit in cross-cultural exchanges, highly commend China's role in promoting global cultural exchange and the contribution of Chinese values to building multicultural consensus, while positively evaluating the openness of Chinese cultural exchange, believing that Chinese culture is open to the outside world and eager to learn from other cultures, never imposing its own culture or values on others.

然而，受访者对中华文明具体贡献领域的认知呈现出明显的差异化特征，科学技术等物质文化贡献获得了更为直观的认知和广泛认同，而哲学价值观、和谐共处理念等抽象文化理念的国际认知度相对较低，这一现象提示中国在与各文明在深化交流互鉴的过程中需要更加注重精神文化内涵的传播与理解，更好地促进中国与不同文明间的深层对话。

However, respondents' perceptions of specific areas of Chinese civilization's contributions exhibit distinctly differentiated characteristics. Material cultural contributions such as science and technology have gained more intuitive recognition and widespread acknowledgment, while international awareness of abstract cultural concepts such as philosophical values and the concept of harmonious coexistence remains relatively low. This phenomenon suggests that China needs to place greater emphasis on the dissemination and understanding of spiritual and cultural connotations in the process of deepening exchanges and mutual learning with civilizations around the world, so as to better facilitate profound dialogue between China and different civilizations.

三、对中国文化的偏见

III. Prejudices Against Chinese Culture

与对中国文化影响力的普遍认同形成对比的是,受访者在文化相似性认知上出现了分化。调查结果显示,43.8%的受访者认为中国文化与自己所在国家文化存在显著差异,28.7%的受访者认为两种文化既有相似又有不同,仅有24.2%认为两种文化相似。这种差异化认知揭示了中国文化国际传播的复杂性,即需要在承认文化差异的基础上寻求交流共识。

In contrast to the widespread recognition of Chinese cultural influence, respondents showed divergent perceptions regarding cultural similarities. Survey results indicate that 43.8% of respondents believe there are significant differences between Chinese culture and their own national culture, 28.7% consider the two cultures to have both similarities and differences, while only 24.2% regard the two cultures as similar. This differentiated perception reveals the complexity of international dissemination of Chinese culture, namely the need to seek consensus in exchanges while acknowledging cultural differences.

文化差异的客观存在往往容易演化为主观偏见。数据表明,72.1%的受访者同意许多人对中国文化存在偏见。这些数据揭示了西方话语体系中对中国文化的刻板化认知模式,特别是政治制度和个人权利等议题上的误读。

The objective existence of cultural differences often tends to evolve into subjective prejudices. Data shows that 72.1% of respondents agree that many people hold prejudices against Chinese culture. These findings reveal stereotypical cognitive patterns toward Chinese culture within Western discourse systems, particularly misinterpretations regarding issues such as political systems and individual rights.

关于偏见产生原因,受访者具有相对清晰的认识。数据显示,52%的受访者认为意识形态偏见是造成中国文化偏见的主要原因,51.8%的受访者选择文化差异,46.2%的受访者认为误导性媒体报道是重要因素,36.3%指出历史叙事差异的影响。这一结果反映出当前国际舆论环境中政治化倾向和媒体偏见对文化认知的深刻影响。

Regarding the causes of prejudice, respondents demonstrate relatively clear understanding. Data shows that 52% of respondents consider ideological bias as the primary cause of prejudice against Chinese culture, 51.8% of respondents cite cultural differences, 46.2% regard misleading media coverage as a significant factor, and 36.3% point to the influence of differences in historical narratives. These results reflect the profound impact of politicization tendencies and media bias on cultural perception within the current international public opinion environment.

对此，受访者认为多元化交流方式是消除偏见的最重要手段。48.3% 的受访者认为学术交流与合作是消除偏见的有效方式，46.4% 支持促进人际交流，45.7% 主张中国开展更多文化活动。同时，39.3% 的受访者认为商业和国际组织倡议具有重要作用，38.6% 重视学校教育的功能，35.8% 支持更多使用社交媒体。这些发现体现了平等对话、开放包容、互学互鉴是全球民众广泛认同的化解文化隔阂、消除偏见的实践路径，同时也印证了加强各国公众对中华文明理解需要通过多层次、多维度的人文交流来实现突破。

In this regard, respondents consider diversified exchange approaches as the most important means of eliminating prejudice. 48.3% of respondents believe academic exchanges and cooperation constitute an effective way to eliminate prejudice, 46.4% support promoting interpersonal exchanges, and 45.7% advocate for China to conduct more cultural activities. Meanwhile, 39.3% of respondents consider business and international organizational initiatives to play important roles, 38.6% value the function of school education, and 35.8% support greater use of social media. These findings demonstrate that equal dialogue, openness and inclusiveness, and mutual learning constitute practical pathways widely endorsed by global populations for bridging cultural divides and eliminating prejudice. They also confirm that strengthening public understanding of Chinese civilization across nations requires breakthroughs through multi-level and multi-dimensional people-to-people exchanges.

04 PART

中国传统文化全球认知 Global Perception of Traditional Chinese Culture

中华文明与中国文化延绵五千年，既承载着深厚的历史传统，又展现出鲜明的现代特征。在全球受访者对中华文明整体影响力和文化交流实践给予高度认同的基础上，本部分内容深入探索海外民众对中国传统文化细分领域的认知与态度，有助于更全面了解中华文明与文化的国际传播效果和接受程度。

Chinese civilization and culture have endured for five millennia, carrying profound historical traditions while demonstrating distinctive modern characteristics. Building upon the high recognition given by global respondents to the overall influence of Chinese civilization and cultural exchange practices, this section delves into overseas populations' perceptions and attitudes toward specific domains of traditional Chinese culture, contributing to a more comprehensive understanding of the international dissemination effects and acceptance levels of Chinese civilization and culture.

一、对中国传统文化的兴趣

I. Interest in Traditional Chinese Culture

海外受访者对中国传统文化的元素表现出不同程度的兴趣，层次性分布格局明显。调查数据表明，在中国传统文化各元素中，中餐的兴趣度达 78.4%，显著超越其他元素。中医、中国节日庆典、中国传统艺术、中国功夫、中国影视娱乐内容和中文学习等元素的兴趣度位居第二阵营，兴趣度在 60% 到 75% 之间。中国宗教文化的兴趣度相对较低，仅有 40.1% 的受访者表示感兴趣。

Overseas respondents demonstrate varying degrees of interest in elements of traditional Chinese culture, with a distinct hierarchical distribution pattern. Survey data indicates that among various elements of traditional Chinese culture, Chinese cuisine achieves an interest level of 78.4%, significantly surpassing other elements. Traditional Chinese medicine, Chinese festivals and celebrations, traditional Chinese arts, Chinese martial arts, Chinese film and entertainment content, and Chinese language learning constitute the second tier, with interest levels ranging between 60% and 75%. Interest in Chinese religious culture is relatively low, with only 40.1% of respondents expressing interest.

区域差异分析显示，南美洲和非洲地区受访者对中华文化各元素的兴趣度更高。非洲受访者对中国电影电视的兴趣最为浓厚，达 83%，显著高于欧洲的 45.6% 和大洋洲的 43%；南美洲受访者对中国菜表现出最高的兴趣度，达 82.5%。

Comparative analysis reveals that respondents from South America and Africa demonstrate higher levels of interest in various elements of Chinese culture. African respondents show the strongest interest in Chinese films and television, reaching 83%, significantly higher than Europe's 45.6% and Oceania's 43%. South American respondents exhibit the highest level of interest in Chinese cuisine, at 82.5%.



图 4.1 中国传统文化兴趣偏好 (%)

Figure 4.1 Preferences in Traditional Chinese Culture (%)

年龄段差异比较显示，25-34 岁的年轻受访者对中华文化表现出最高兴趣度，多个文化维度上的兴趣均达到峰值。具体而言，该年龄段对中国菜的兴趣最高，达 79.8%，对中国电影、音乐、文学作品、节日庆典、中国功夫、传统艺术、中文、宗教的兴趣度均超过其他年龄群体。随着年龄增长，受访者对中华文化的兴趣度呈现递减趋势，55-65 岁群体在多数文化项目上的兴趣度最低，对中国功夫的兴趣仅为 54.1%，对中国电影电视的兴趣为 56.8%。中医较为特殊，35-44 岁群体表现出对中医的最高兴趣，达 73%。

Age group comparisons reveal that younger respondents aged 25-34 demonstrate the highest level of interest in Chinese culture, with interest peaking across multiple cultural dimensions. Specifically, this age group shows the highest interest in Chinese cuisine at 79.8%, and their interest in Chinese films, music, literature, festivals and celebrations, martial arts, traditional arts, Chinese language, and religion all exceed those of other age groups. As age increases, respondents' interest in Chinese culture shows a declining trend, with the 55-65 age group displaying the lowest interest levels across most cultural categories, showing only 54.1% interest in Chinese martial arts and 56.8% interest in Chinese films and television. Traditional Chinese medicine presents a unique pattern, with the 35-44 age group demonstrating the highest interest in TCM at 73%.

中餐的高兴趣度与中餐馆遍布全球存在密切关系。中餐馆伴随着中国海外移民的辛勤工作遍布全球，从纽约、伦敦等国际大都市到南美、非洲的偏远小镇均可见其身影。因此，在受访者本地中国文化活动的接触渠道中，中餐馆以 58.4% 的比例远超其他各类场合。唐人街（23.9%）、中文学校课程（23.1%）、中国武术中心课程（23.1%）、中国传统节日庆祝活动（20.3%）构成第二梯队的接触渠道，中国电影放映活动（17.8%）、中国艺术展览（16.6%）、中国文化中心（15.7%）等则为相对较低但仍具一定规模的文化接触方式。

The high level of interest in Chinese cuisine is closely related to the global presence of Chinese restaurants. Chinese restaurants have spread worldwide through the dedicated efforts of Chinese overseas immigrants, with their presence visible from international metropolises such as New York and London to remote towns in South America and Africa. Consequently, among respondents' channels for accessing local Chinese cultural activities, Chinese restaurants account for 58.4%, far exceeding all other venues. Chinatowns (23.9%), Chinese language school programs (23.1%), Chinese martial arts center courses (23.1%), and traditional Chinese festival celebrations (20.3%) constitute the second tier of access channels, while Chinese film screenings (17.8%), Chinese art exhibitions (16.6%), and Chinese cultural centers (15.7%) represent relatively lower but still substantial means of cultural engagement.

二、中国传统文化看法

II. Perceptions of Traditional Chinese Culture

调查结果显示，海外受访者对中国传统文化整体、现代化转型、对现代的积极影响展现出高度认同。82.8% 的海外受访者对中国传统文化总体持积极评价，75.2% 认同中国传统文化成功实现了现代化，75.8% 认为传统中国文化对现代中国文化产生了影响。

The results indicate that overseas respondents demonstrate high levels of recognition regarding traditional Chinese culture as a whole, its modernization transformation, and its positive influence on contemporary society. 82.8% of overseas respondents hold positive views toward traditional Chinese culture overall, 75.2% acknowledge that traditional Chinese culture has successfully achieved modernization, and 75.8% believe that traditional Chinese culture has exerted influence on modern Chinese culture.

在中国传统文化符号的认知联想中，长城作为代表性文化符号引发多维度联想。56.5% 的受访者将长城与悠久历史关联，47.1% 联想到中国旅游，40.6% 认为其体现了中国的工程建设能力，39% 强调其壮丽景观特征。此外，36.1% 将长城与中国人民的勤劳和努力关联，29.5% 认为其代表了中国的智慧和 innovation，26% 联想到基础设施建设雄心。

In the cognitive associations with traditional Chinese cultural symbols, the Great Wall as a representative cultural symbol evokes multidimensional associations. 56.5% of respondents associate the Great Wall with ancient history, 47.1% connect it with Chinese tourism, 40.6% believe it demonstrates China's engineering and construction capabilities, and 39% emphasize its magnificent landscape characteristics. Additionally, 36.1% associate the Great Wall with the diligence and hard work of the Chinese people, 29.5% consider it representative of Chinese wisdom and innovation, and 26% connect it with ambitious infrastructure development.

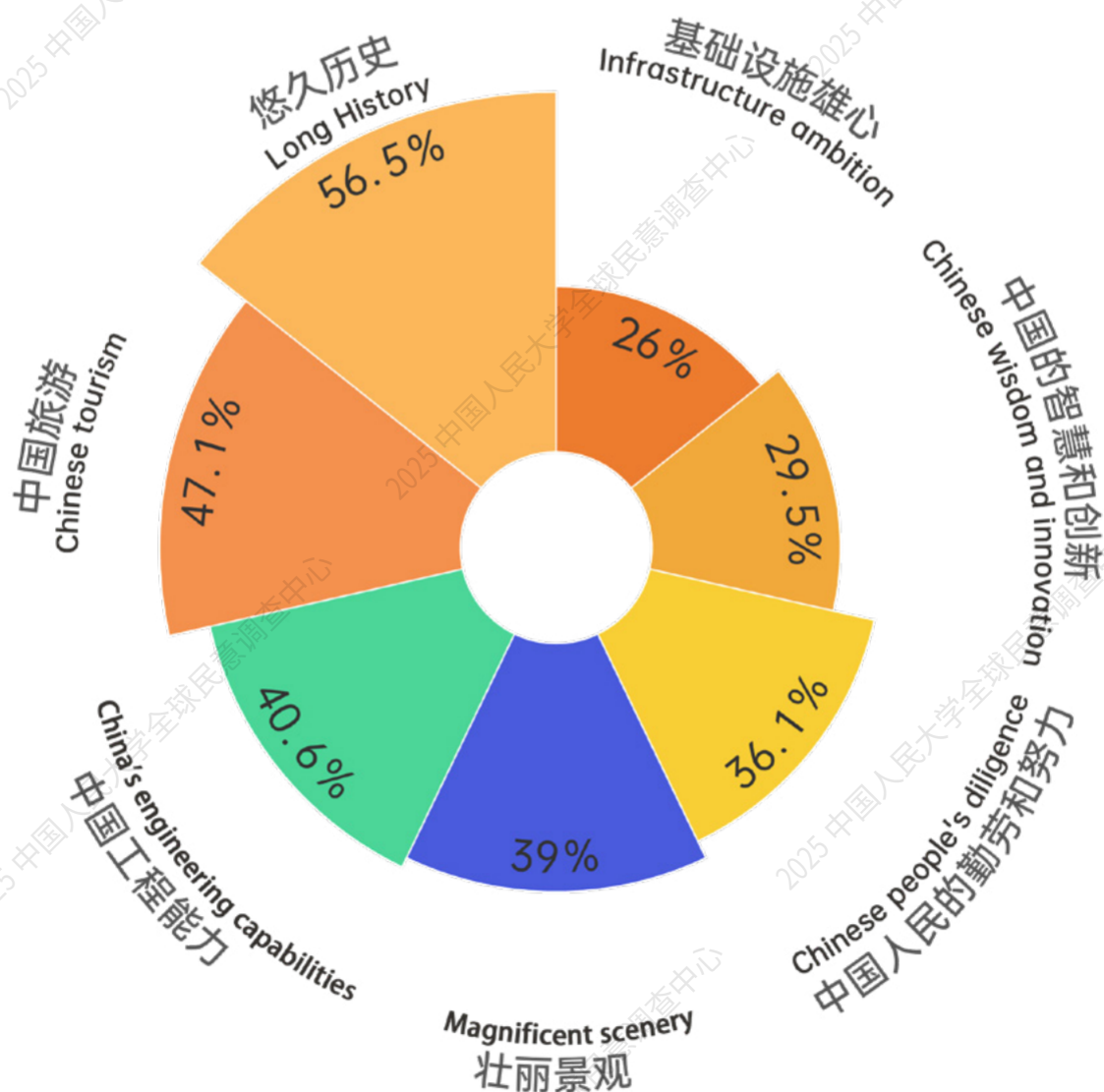


图 4.2 长城的认知联想

Figure 4.2 Cognitive Associations with the Great Wall

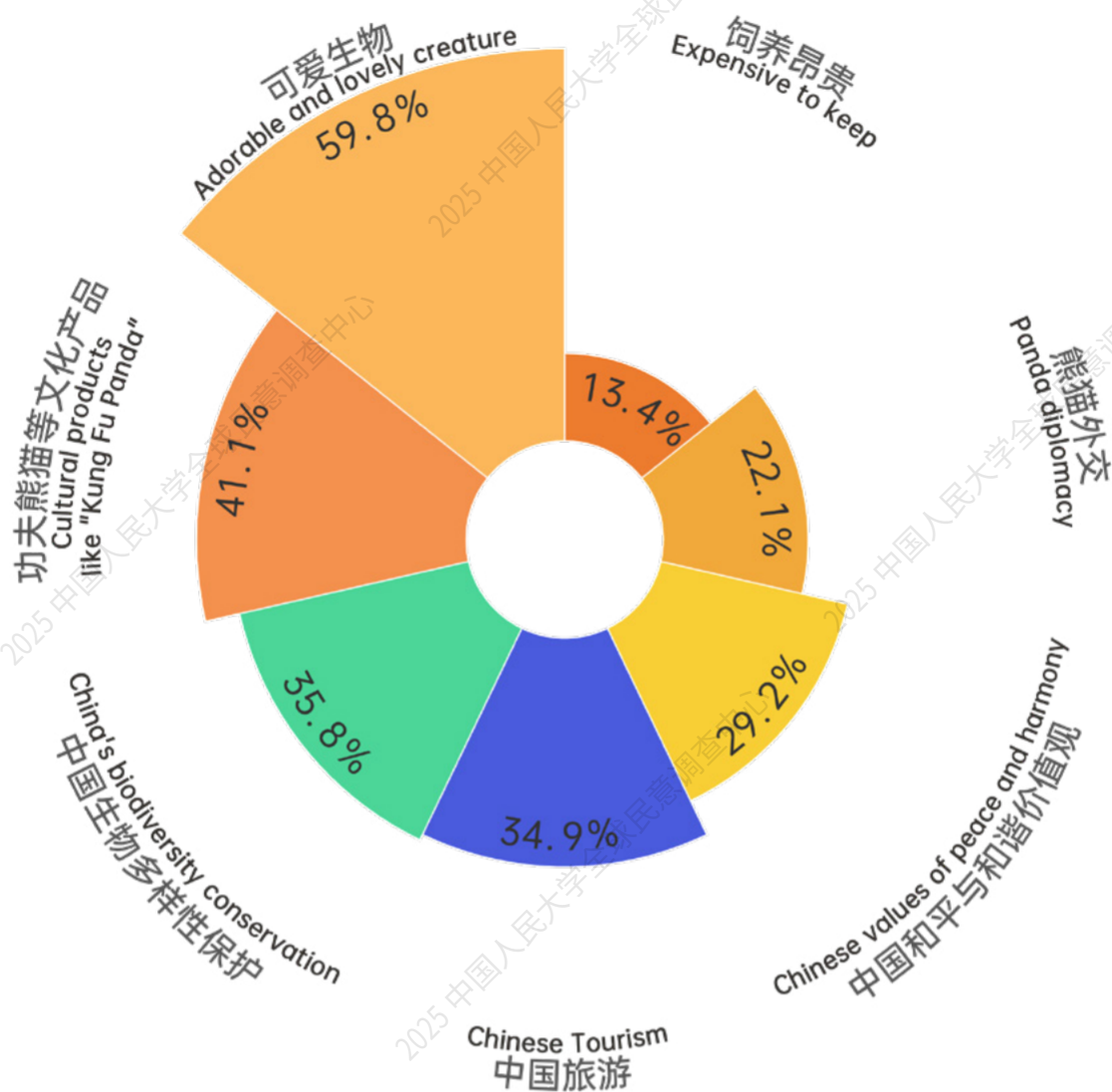


图 4.3 熊猫认知联想

Figure 4.3 Cognitive Associations with Pandas

熊猫作为中国文化符号呈现出鲜明的亲和力特征。59.8% 的受访者将其视为可爱的动物，41.1% 联想到《功夫熊猫》等大众文化产品，35.8% 认为其代表了中国生物多样性保护，34.9% 将其与中国旅游相关联。同时，29.2% 认为熊猫体现了中国和平与和谐价值观，22.1% 了解熊猫外交概念。

As a Chinese cultural symbol, the panda exhibits distinctly endearing characteristics. 59.8% of respondents view it as an adorable animal, 41.1% associate it with popular cultural products such as "Kung Fu Panda," 35.8% consider it representative of China's biodiversity conservation efforts, and 34.9% connect it with Chinese tourism. Meanwhile, 29.2% believe the panda embodies Chinese values of peace and harmony, and 22.1% are familiar with the concept of panda diplomacy.

前述数据显示，中餐是中华文化的重要载体。然而，提及中餐，受访者的第一联想是**绝佳口味（46%）**。位居第二阵列的联想包括中国几千年的烹饪文化传统（35.7%）、丰富多样的选择（31.9%）和健康餐饮选择（31%）。此外，29.2% 联想到幸运饼干（Fortune Cookie），27.3% 认为中餐具有精湛的烹饪技术，25.4% 联想到其在全球流行。

The aforementioned data demonstrates that Chinese cuisine serves as an important vehicle for Chinese culture. However, when Chinese cuisine is mentioned, respondents' **primary association is exceptional taste (46%)**. The second tier of associations includes China's millennia-old culinary traditions (35.7%), diverse and varied options (31.9%), and healthy dining choices (31%). Furthermore, 29.2% associate it with fortune cookies, 27.3% consider Chinese cuisine to possess exquisite culinary techniques, and 25.4% connect it with its global popularity.

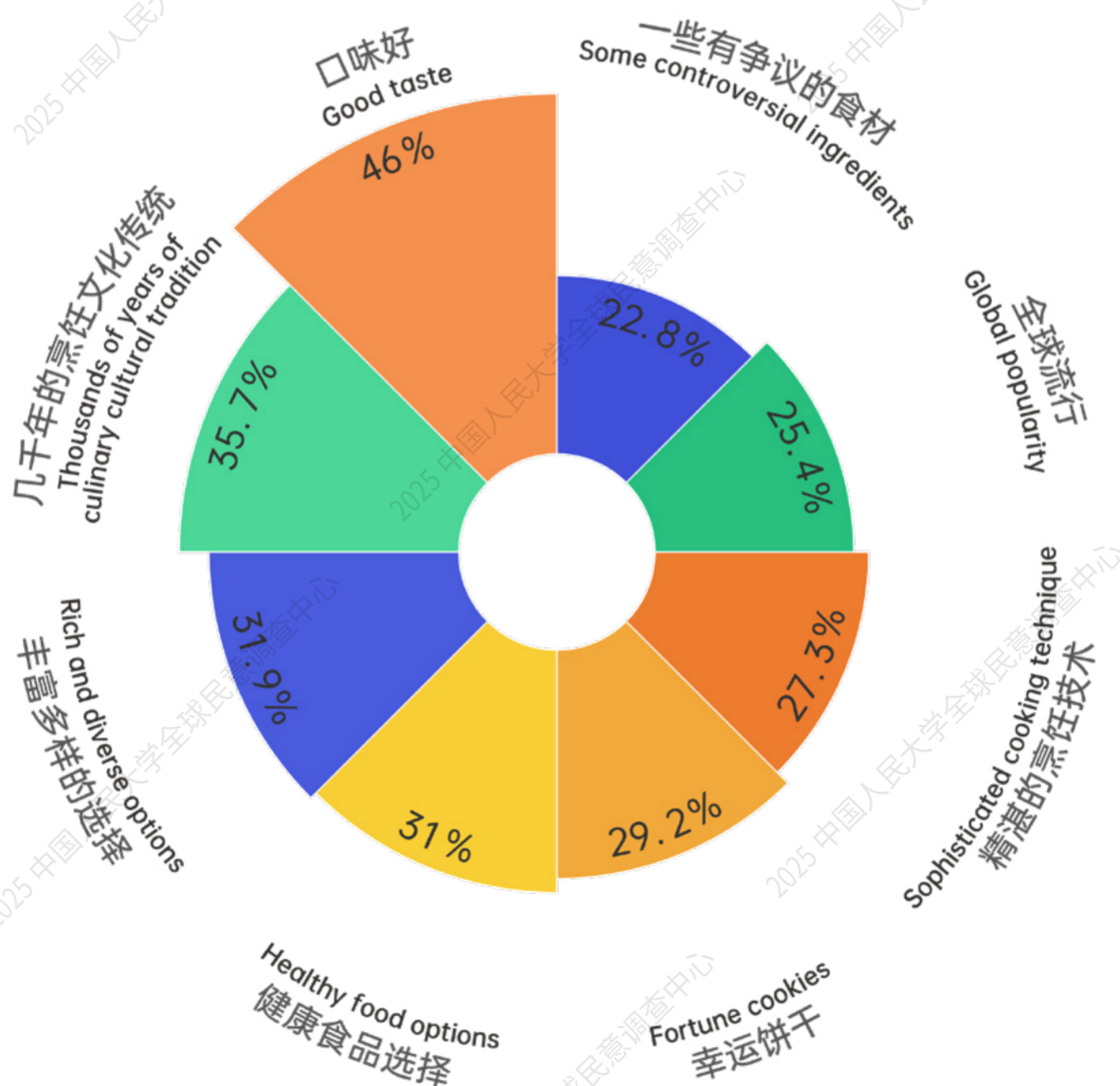


图 4.4 中餐认知联想

Figure 4.4 Cognitive Associations with Chinese Cuisine

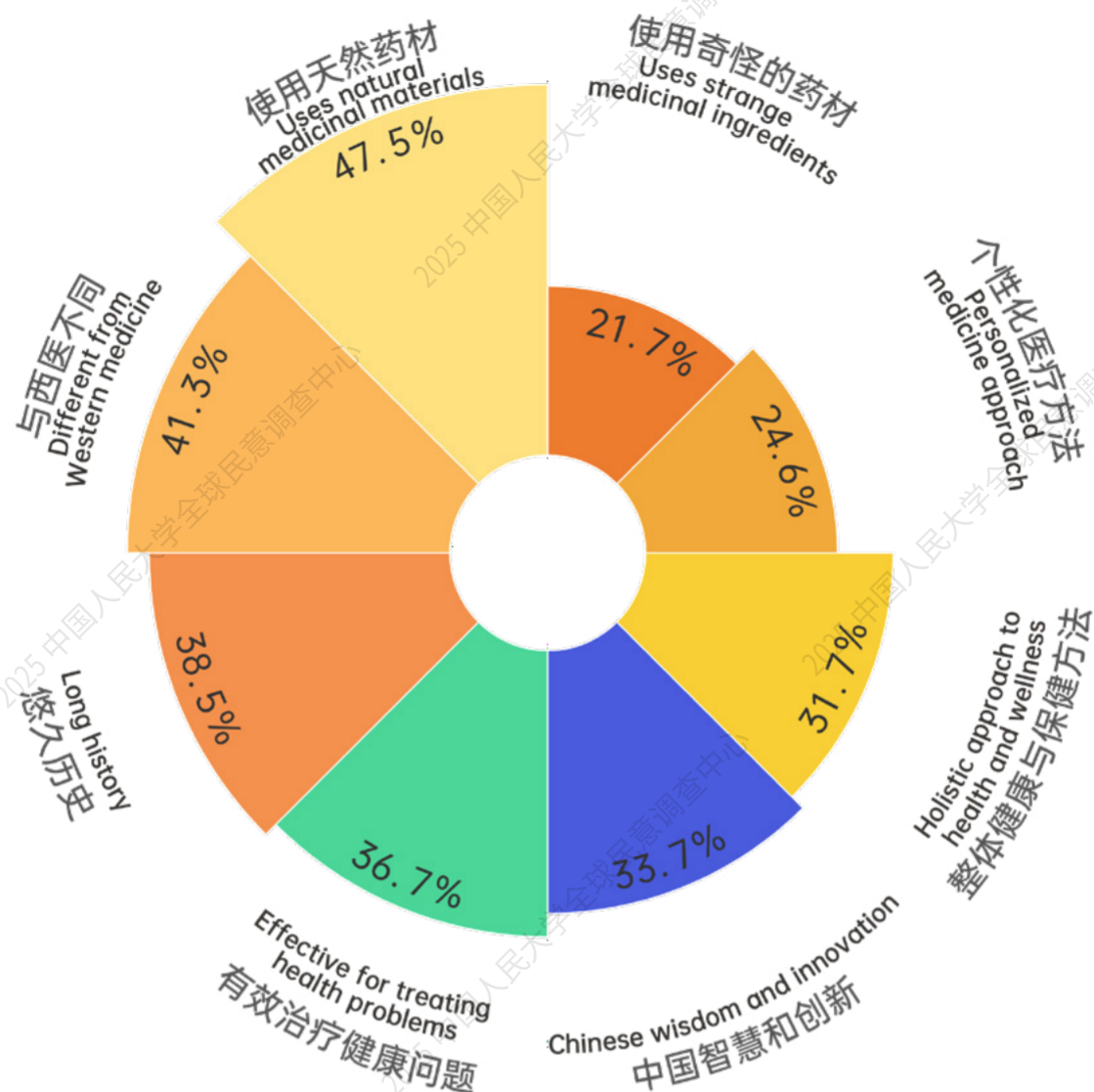


图 4.5 中医认知联想

Figure 4.5 Cognitive Associations with Traditional Chinese Medicine

中医作为传统医学文化获得相对平衡的联想。47.5% 的受访者认为其使用天然药材，41.3% 强调其与西医存在差异，38.5% 认识到其悠久历史，36.7% 认为其能有效治疗健康问题。同时，33.7% 认为中医体现了中国的智慧和创新，31.7% 能够联想到其整体思维，24.6% 认为其提供个性化诊疗方法。

Traditional Chinese Medicine, as a traditional medical culture, receives relatively balanced associations. 47.5% of respondents believe it utilizes natural medicinal materials, 41.3% emphasize its differences from Western medicine, 38.5% recognize its long history, and 36.7% consider it effective in treating health problems. Meanwhile, 33.7% believe Traditional Chinese Medicine embodies Chinese wisdom and innovation, 31.7% associate it with holistic thinking, and 24.6% consider it to provide personalized treatment approaches.

整体而言，中国传统文化在海外具有良好的整体形象和广泛认知度。长城展现出中华文明的厚重底蕴，在海外受访者心中既是历史文化的象征，也是现代中国实力的体现，其联想维度涵盖了从历史传承到现代发展多个层面。熊猫则以其独特的亲和力成为中华文化的温和使者，不仅承载着生态保护理念，更传递出和平友好的价值观念。值得注意的是，中餐虽然作为文化载体广受认可，但海外受访者的认知仍主要停留在感官体验层面，对其深层文化内涵的理解相对有限。中医的海外认知则呈现出较为理性和多元的特点，既有对其传统价值的肯定，也体现出与现代医学体系的对比思考。可见，尽管中华传统文化符号在海外传播中已形成较为积极正面的认知格局，但在文化内涵的深度传播方面仍有进一步提升的空间。

Overall, traditional Chinese culture enjoys a positive image and widespread recognition overseas. The Great Wall demonstrates the profound heritage of Chinese civilization, serving in the minds of overseas respondents as both a symbol of historical culture and an embodiment of modern China's strength, with associative dimensions spanning multiple levels from historical inheritance to contemporary development. The panda, with its distinctive appeal, has become a gentle ambassador of Chinese culture, not only embodying ecological conservation concepts but also conveying values of peace and friendship. It is noteworthy that while Chinese cuisine is widely recognized as a cultural vehicle, overseas respondents' understanding remains primarily at the sensory experience level, with relatively limited comprehension of its deeper cultural connotations. Overseas perception of Traditional Chinese Medicine presents rather rational and diverse characteristics, encompassing both affirmation of its traditional values and comparative reflection with modern medical systems. **It is evident that although traditional Chinese cultural symbols have established a relatively positive cognitive framework in overseas dissemination, there remains room for further enhancement in the depth of cultural connotation transmission.**

三、中国传统文化发展前景认知

III. Perceptions of the Development Prospects of Traditional Chinese Culture

中国传统文化并非静止不变，而是在现代化进程中不断创新发展，主动适应现代社会。调查显示，海外受访者对中国传统文化的现代价值和发展前景普遍持积极态度，充分体现了中国传统文化在当代社会中的持续影响力和适应性。调查显示，82.2% 认为了解中国传统文化有助于理解当代中国。67.7% 认为中国传统文化对个人生活具有价值，显示其实用价值和生活指导意义得到相当程度的认可。73.5% 认为中国传统文化能够适应现代文化，体现了中国传统文化现代转型获得了较高的认可度。

Traditional Chinese culture is not static but continuously evolves and develops through innovation in the process of modernization, actively adapting to modern society. The survey reveals that overseas respondents generally hold positive attitudes toward the contemporary value and development prospects of traditional Chinese culture, fully demonstrating the enduring influence and adaptability of traditional Chinese culture in contemporary society. The survey shows that 82.2% believe that understanding traditional Chinese culture helps in comprehending contemporary China. 67.7% consider traditional Chinese culture valuable to personal life, indicating considerable recognition of its practical value and life guidance significance. 73.5% believe that traditional Chinese culture can adapt to modern culture, reflecting high recognition of the modern transformation of traditional Chinese culture.

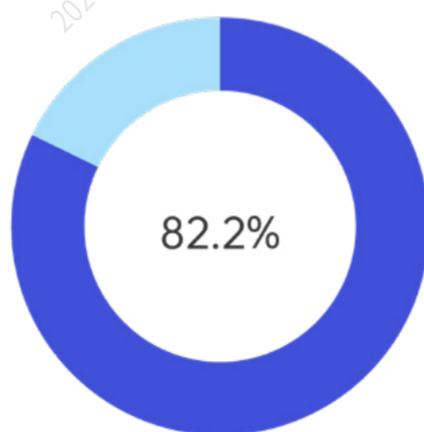


图 4.6 认为了解中国传统文化有助于理解当代中国的比例

Figure 4.6 Proportion of Respondents Who Believe Understanding Traditional Chinese Culture Helps in Comprehending Contemporary China

全球受访者对中国传统文化与现代化融合表现出高度兴趣。73.6% 对中西医结合感兴趣，72.8% 关注中国传统与现代建筑风格的融合，72% 对传统工艺的现代设计应用感兴趣，70% 对传统故事的现代改编（如《花木兰》电影等）表示关注。但是，仅 53.6% 表示对中国传统音乐元素在流行音乐中的应用有一定兴趣。

Global respondents demonstrate high interest in the integration of traditional Chinese culture with modernization. 73.6% express interest in the combination of Traditional Chinese Medicine and Western medicine, 72.8% show concern for the fusion of traditional and modern Chinese architectural styles, 72% are interested in the modern design applications of traditional crafts, and 70% express attention to modern adaptations of traditional stories (such as the film "Mulan"). However, only 53.6% indicate some interest in the application of traditional Chinese musical elements in popular music.

针对中国传统文化面临的现代挑战，受访者识别出多重影响因素和发展障碍。52.2% 将西方价值观对中国传统文化的影响视为主要挑战，45.7% 认为现代文化和时尚趋势可能冲击中国传统文化。此外，38.5% 的受访者对中国传统文化的过度商业化问题表示关注，30.1% 认为中国传统文化的传播不足也是一个挑战。

Regarding the modern challenges facing traditional Chinese culture, respondents have identified multiple influencing factors and developmental obstacles. 52.2% view the influence of Western values on traditional Chinese culture as a primary challenge, while 45.7% believe that modern culture and fashion trends may pose a threat to traditional Chinese culture. Additionally, 38.5% of respondents express concern about the excessive commercialization of traditional Chinese culture, and 30.1% consider insufficient dissemination of traditional Chinese culture to be another challenge.

上述结果表明中国传统文化海外传播呈现出积极态势。传统文化的现代价值获得海外受访者普遍认同，特别是在实用性领域的现代化融合展现出强劲的市场需求和文化吸引力。然而，中国传统文化的发展也面临着复杂的挑战格局。在全球受访者看来，外部文化冲击与现代文化挑战并存，既有来自不同文化价值体系的竞争压力，也需适应现代文化和时尚。如何在保持文化根本特色的基础上，增强现代表达能力和传播效能，将是中国传统文化实现创造性转化和创新性发展的关键所在。

The aforementioned results indicate that the overseas dissemination of traditional Chinese culture presents a positive trajectory. The contemporary value of traditional culture has gained widespread recognition among overseas respondents, particularly in practical fields where modernized integration demonstrates strong market demand and cultural appeal. However, the development of traditional Chinese culture also faces a complex landscape of challenges. From the perspective of global respondents, external cultural impacts coexist with modern cultural challenges, encompassing both competitive pressures from different cultural value systems and the need to adapt to modern culture and fashion trends. How to enhance modern expression capabilities and dissemination effectiveness while preserving fundamental cultural characteristics will be the key to achieving creative transformation and innovative development of traditional Chinese culture.

05 PART

中国现代文化与文明认知

Perceptions of Contemporary Chinese Culture and Civilization

传统文化展现了中华文明的深厚底蕴，流行文化和科技成就则彰显了当代中国的创新活力与时代风貌。中国现代文化的接触面广泛多元，从社交媒体到数字游戏，从时尚品牌到影视作品，现代中国流行文化正以前所未有的速度和规模走向世界。与此同时，作为中国现代文明的重要组成部分，中国科技的全球影响力也日益凸显，智能手机、人工智能、电动车等技术产品不仅改变着人们的生活方式，更成为海外民众认知当代中国的重要窗口。本部分围绕中国流行文化与中国科技的海外认知和态度展开，深入探析现代中国文明如何通过流行文化与科技的双重载体，在全球范围内构建起新的认知图景和情感联系，进而为中华文明的国际传播开辟出更加广阔的发展空间。

While traditional culture demonstrates the profound heritage of Chinese civilization, popular culture and technological achievements showcase the innovative vitality and contemporary character of modern China. Contemporary Chinese culture encompasses a broad and diverse range of touchpoints, from social media to digital gaming, from fashion brands to film and television productions—modern Chinese popular culture is reaching the world at unprecedented speed and scale. Simultaneously, as a vital component of modern Chinese civilization, China's global technological influence has become increasingly prominent. Technological products such as smartphones, artificial intelligence, and electric vehicles are not only transforming people's lifestyles but also serving as important windows through which overseas populations perceive contemporary China. This section focuses on overseas perceptions and attitudes toward Chinese popular culture and Chinese technology, conducting an in-depth analysis of how modern Chinese civilization constructs new cognitive landscapes and emotional connections on a global scale through the dual vehicles of popular culture and technology, thereby opening broader developmental horizons for the international dissemination of Chinese civilization.

一、中国流行文化促进民心相通

I. Chinese Popular Culture Fosters People-to-People Connectivity

调查结果显示，中国流行文化在海外的影响力正在显著提升。高达 86.2% 的受访者表示曾经接触过现代中国流行文化，这一数据充分反映了中国流行文化在全球范围内的渗透程度。更值得注意的是，59.1% 表示关注中国流行文化，表明这种接触已经转化为实质性的兴趣。从地域分布来看，亚洲、南美洲和非洲地区受访者对中国流行文化的关注程度尤为突出，均超过 60%，明显高于其他区域。

The results indicate that the influence of Chinese popular culture overseas is experiencing significant growth. A remarkable 86.2% of respondents reported having encountered modern Chinese popular culture, a figure that fully reflects the penetration of Chinese popular culture on a global scale. More notably, 59.1% expressed interest in Chinese popular culture, demonstrating that such exposure has translated into substantive engagement. From a regional distribution perspective, respondents from Asia, South America, and Africa show particularly pronounced interest in Chinese popular culture, all exceeding 60%, which is markedly higher than other regions.

全球民众所接触的中国流行文化呈现多元化特征。中国社交媒体平台（如 TikTok）以 44.1% 的比例位居首位，中国电影以 40.9% 紧随其后，其他流行文化形式也占据重要地位：中国时尚品牌（32.9%）、中国电视剧（32.8%）和中国动画（32.3%）均超过三成。此外，中国企业出品的数字游戏的接触率也达到 28.9%，而中国流行音乐（21.7%）和中国网络小说（16.1%）的接触率相对较低，但仍具有一定的影响力。

The Chinese popular culture encountered by global audiences demonstrates diversified characteristics. Chinese social media platforms (such as TikTok) rank first with 44.1%, followed closely by Chinese films at 40.9%. Other forms of popular culture also occupy significant positions: Chinese fashion brands (32.9%), Chinese television dramas (32.8%), and Chinese animation (32.3%) all exceed thirty percent. Additionally, digital games produced by Chinese companies achieve an exposure rate of 28.9%, while Chinese popular music (21.7%) and Chinese online novels (16.1%) have relatively lower exposure rates but still maintain considerable influence.

在受访者看来，现代中国流行文化的魅力主要体现在三个方面。制作/技术质量（46.3%）、视觉/审美风格（46.2%）构成了现代中国流行文化吸引力的两大核心要素，几乎并驾齐驱。同时，中国传统文化元素的现代表达也成为重要的吸引因素，占比达到 41.4%，反映出中国流行文化融合传统与现代要素的独特魅力。创新表达形式的吸引力为 35.5%，而故事情节/内容的吸引力相对较低，为 30.3%，这一数据值得深入思考。

In the view of respondents, the appeal of modern Chinese popular culture is primarily manifested in three aspects. **Production/technical quality (46.3%) and visual/aesthetic style (46.2%) constitute the two core elements of modern Chinese popular culture's attractiveness, running virtually neck and neck.** Meanwhile, the modern expression of traditional Chinese cultural elements has also become a significant attraction factor, accounting for 41.4%, reflecting the unique charm of Chinese popular culture in integrating traditional and contemporary elements. The appeal of innovative forms of expression stands at 35.5%, while the attractiveness of storylines/content is relatively lower at 30.3%—a finding that merits deeper consideration.

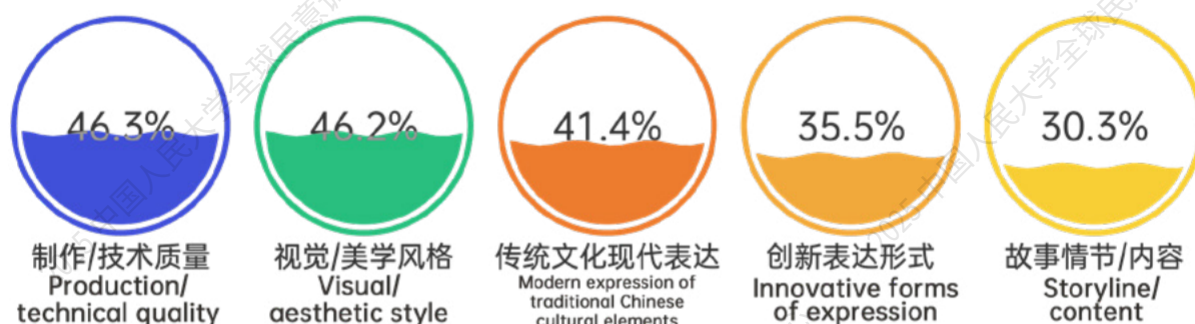


图 5.1 现代中国流行文化吸引力来源

Figure 5.1 Sources of Appeal of Modern Chinese Popular Culture

中国流行文化不仅丰富了海外民众的精神生活，更成为他们了解和体验中国的重要窗口。调查显示，65.1% 的受访者认为中国流行文化丰富了他们的个人生活，77% 认为中国流行文化帮助他们更好地了解中国。这充分说明中国流行文化在促进文化交流和增进相互理解方面发挥的积极作用。

Chinese popular culture not only enriches the spiritual lives of overseas populations but has also become an important window through which they understand and experience China. The survey reveals that 65.1% of respondents believe Chinese popular culture has enriched their personal lives, while 77% consider that Chinese popular culture has helped them better understand China. This fully demonstrates the positive role that Chinese popular culture plays in promoting cultural exchange and enhancing mutual understanding.

中国流行文化获得海外认可，深刻体现了文明传承与创新相结合的重要意义。现代中国流行文化作为传统文化创造性转化和创新性发展的重要载体，在保持深厚文化根基的同时，积极适应时代发展需求。它既展现了中华文明的历史底蕴和文化厚度，又体现了与时俱进的时代特征和创新精神，成为构建人类命运共同体进程中促进民心相通的重要桥梁和纽带。

The overseas recognition of Chinese popular culture profoundly demonstrates the vital significance of combining cultural inheritance with innovation. Modern Chinese popular culture, serving as an important vehicle for the creative transformation and innovative development of traditional culture, actively adapts to the demands of contemporary development while maintaining profound cultural foundations. It not only showcases the historical depth and cultural richness of Chinese civilization but also embodies the contemporary characteristics and innovative spirit of keeping pace with the times, becoming an important bridge and bond for fostering people-to-people connectivity in the process of building a community with a shared future for mankind.

二、科技创新是现代中国文明的重要组成

II. Technological Innovation as an Important Component of Modern Chinese Civilization

本次调查发现，中国技术在海外的影响力呈现显著优势。整体而言，77.2% 的受访者关注中国技术或其应用，这一比例超过了对中国传统文化和流行文化的关注度，充分彰显了科技创新在文化传播中的独特作用。

This survey reveals that Chinese technology demonstrates significant influence overseas. Overall, 77.2% of respondents pay attention to Chinese technology or its applications, a proportion that exceeds the attention given to Chinese traditional culture and popular culture, fully highlighting the unique role of technological innovation in cultural dissemination.

海外民众对中国具体技术领域的关注呈现出明显的差异化特征。智能手机以 61.3% 的关注度位居首位，成为海外民众接触中国技术的主要入口。人工智能技术紧随其后，获得 47.9% 的关注度，反映了中国在这一前沿技术的全球影响力。电动车技术的关注度达到 42.1%，体现了绿色出行理念的国际共鸣。通信设备和 5G 技术的关注度为 37.3%，显示出中国在通信技术领域的领先地位。相比之下，电子游戏、短视频应用、跨境电商平台、无人机和移动支付系统的关注度相对均衡，在 20% 到 30% 之间，形成了多元化的技术关注格局。

Overseas populations demonstrate distinctly differentiated characteristics in their attention to specific Chinese technological fields. Smartphones rank first with 61.3% attention, serving as the primary gateway for overseas populations to engage with Chinese technology. Artificial intelligence technology follows closely with 47.9% attention, reflecting China's global influence in this cutting-edge technology. Electric vehicle technology receives 42.1% attention, embodying the international resonance of green mobility concepts. Communication equipment and 5G technology garner 37.3% attention, demonstrating China's leading position in the telecommunications sector. In contrast, electronic games, short video applications, cross-border e-commerce platforms, drones, and mobile payment systems receive relatively balanced attention, ranging between 20% and 30%, forming a diversified landscape of technological interest.

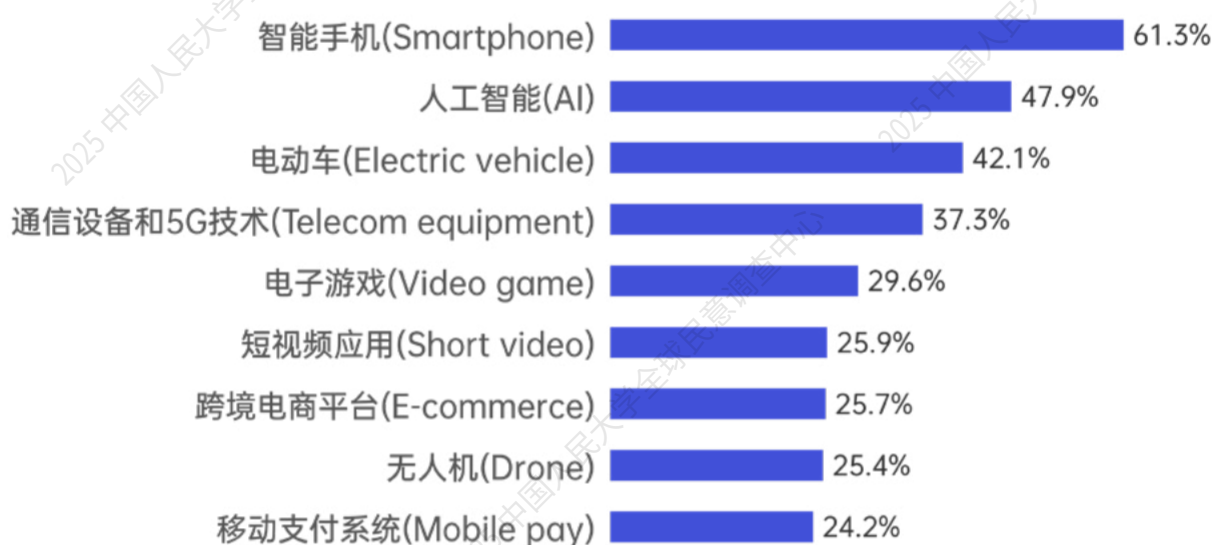


图 5.2 中国技术应用领域关注度排序

Figure 5.2 Ranking of Attention to Chinese Technology Application Fields

海外民众普遍认为中国技术赋能个人美好生活。其中，智能手机的正面评价最高，达 75.8%。通信设备和 5G 技术获得 71% 的正面评价。电子商务、人工智能、电动车、移动支付等技术的正面评价均在 65% 左右，显示出较高的认可度。即便是无人机、短视频应用和电子游戏等相对新兴的应用领域，积极评价也达到 54% 至 57% 的水平。

Overseas populations generally believe that Chinese technology empowers better personal lives. Among these, smartphones receive the highest positive evaluation at 75.8%. Communication equipment and 5G technology garner 71% positive evaluation. Technologies such as e-commerce, artificial intelligence, electric vehicles, and mobile payment systems all receive positive evaluations of approximately 65%, demonstrating high levels of recognition. Even in relatively emerging application fields such as drones, short video applications, and electronic games, positive evaluations reach levels of 54% to 57%.

更为重要的是，中国科技创新已经成为中国文化交流的重要载体。高达 77.2% 的受访者认为中国技术能够帮助他们更好地理解中国。通过对“中国制造”“中国基建”“中国电商”“中国电动车”等具体科技创新应用的联想分析，可以进一步揭示中国科技创新在海外的传播效果及其对“讲好中国故事”的重要贡献。

More importantly, Chinese technological innovation has become a vital vehicle for Chinese cultural exchange. As many as 77.2% of respondents believe that Chinese technology helps them better understand China. Through associative analysis of specific technological innovation applications such as "Made in China," "Chinese Infrastructure," "Chinese E-commerce," and "Chinese Electric Vehicles," the overseas dissemination effects of Chinese technological innovation and its significant contribution to "telling China's story well" can be further revealed.

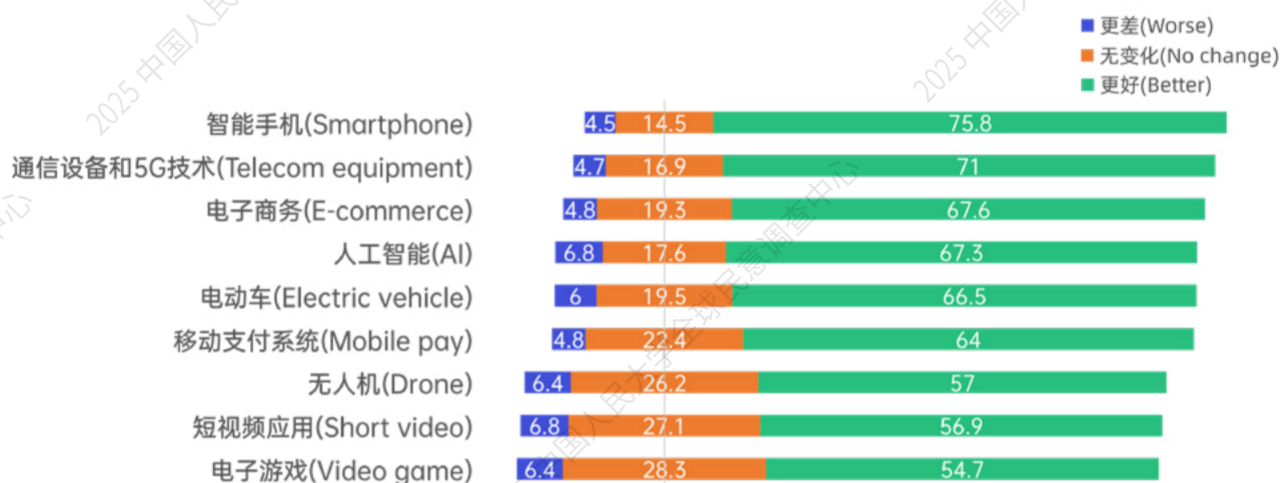


图 5.3 中国技术应用对生活的影响 (%)

Figure 5.3 Impact of Chinese Technology Applications on Life (%)

中国制造呈现出多元化的联想特征。价格优势成为最主要的联想要素，占比为 44.5%，体现了中国制造的**成本竞争力**。**中国技术创新的联想度达 40.5%，表明海外民众对中国从制造向“创造”转变的认知。**中国经济发展和中国工程制造能力的联想度分别为 36.7% 和 35.6%，反映了全球受访者对中国综合实力的认可。与西方技术市场竞争的联想占比为 35.2%，显示出中国制造在全球市场中的重要地位。世界工厂的联想占比为 31.8%，体现了传统认知的延续。值得关注的是，关于质量认知存在一定分化：23.7% 的受访者联想到高质量，而 17.3% 联想到低质量，这反映了海外对中国制造质量认知的复杂性和提升空间。

"Made in China" presents diversified associative characteristics. Price advantage emerges as the primary associative element at 44.5%, reflecting the cost competitiveness of Chinese manufacturing. The association with Chinese technological innovation reaches 40.5%, indicating overseas populations' recognition of China's transformation from "manufacturing" to "innovation." Associations with Chinese economic development and Chinese engineering manufacturing capabilities stand at 36.7% and 35.6% respectively, reflecting global respondents' acknowledgment of China's comprehensive strength. The association with competition against Western technology markets accounts for 35.2%, demonstrating the significant position of Chinese manufacturing in the global market. The association with "world factory" comprises 31.8%, embodying the continuation of traditional perceptions. Notably, there exists certain polarization regarding quality perception: 23.7% of respondents associate it with high quality, while 17.3% associate it with low quality, reflecting the complexity and room for improvement in overseas perceptions of Chinese manufacturing quality.



图 5.4 中国制造认知联想 (%)

Figure 5.4 Cognitive Associations with "Made in China" (%)



图 5.5 中国基建认知联想 (%)

Figure 5.5 Cognitive Associations with Chinese Infrastructure (%)

对于中国基建的海外印象，受访者的联想主要集中在效率速度和工程能力层面。效率和速度的联想达到 37.3%，体现了“中国速度”的国际影响力。中国工程制造能力的联想为 36.7%，展现了基建实力的海外认知。中国技术创新和中国经济发展的联想度分别为 36.3% 和 36.1%，反映了基建成就与国家发展的紧密关联。中国人民勤劳努力的联想占比为 30.2%，体现了对中国人民精神品质的认可。价格优势和与西方竞争的联想分别为 29.9% 和 29%，显示出中国基建的市场竞争力。特别值得注意的是，中国基建是现代版长城的文化联想占比 26.7%，体现了传统文化与现代基建相结合的独特认知。

Regarding overseas impressions of Chinese infrastructure, respondents' associations primarily focus on efficiency, speed, and engineering capabilities. Associations with efficiency and speed reach 37.3%, demonstrating the international influence of "China Speed." Associations with Chinese engineering and manufacturing capabilities account for 36.7%, showcasing overseas recognition of China's infrastructure prowess. Associations with Chinese technological innovation and Chinese economic development stand at 36.3% and 36.1% respectively, reflecting the close connection between infrastructure achievements and national development. Associations with the industrious and hardworking nature of the Chinese people comprise 30.2%, embodying recognition of the Chinese people's spiritual qualities. Price advantage and competition with the West account for 29.9% and 29% respectively, demonstrating the market competitiveness of Chinese infrastructure. **Particularly noteworthy is that cultural associations viewing Chinese infrastructure as a modern version of the Great Wall comprise 26.7%, reflecting a unique perception that combines traditional culture with modern infrastructure development.**

中国电商的联想分析结果与中国制造接近。价格优势依然是最突出的特征，占比为48.3%，体现了电商平台的成本效益。中国商品全球化的联想占比为42.5%，反映了电商推动的全球贸易一体化。快速配送的联想占比为36.8%，展现了物流效率的国际认知。中国技术创新和便利生活方式的联想均达到30.7%和30.3%，体现了电商对生活方式的改变。消费文化转型的联想占26.3%，显示出电商对消费模式的深刻影响。在质量认知方面同样呈现分化态势：22.7%的受访者联想到高质量，16%的受访者联想到较差质量。

The analysis results for Chinese e-commerce closely resemble those of "Made in China." Price advantage remains the most prominent characteristic at 48.3%, reflecting the cost-effectiveness of e-commerce platforms. Associations with the globalization of Chinese goods account for 42.5%, reflecting the global trade integration driven by e-commerce. Associations with rapid delivery comprise 36.8%, demonstrating international recognition of logistics efficiency. Associations with Chinese technological innovation and convenient lifestyle both reach 30.7% and 30.3% respectively, embodying e-commerce's transformation of lifestyles. Associations with consumer culture transformation account for 26.3%, indicating the profound impact of e-commerce on consumption patterns. Quality perception similarly presents a polarized trend: 22.7% of respondents associate it with high quality, while 16% associate it with poor quality.

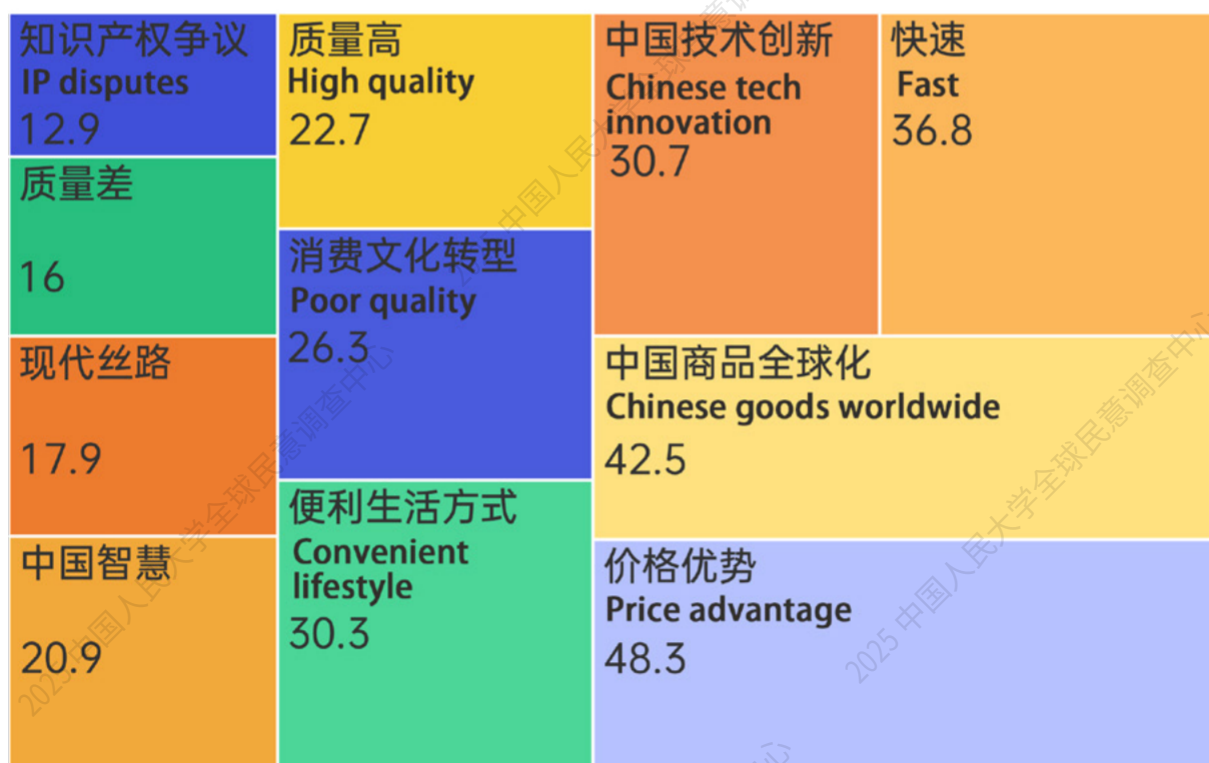


图 5.6 中国电商认知联想 (%)

Figure 5.6 Cognitive Associations with Chinese E-commerce (%)

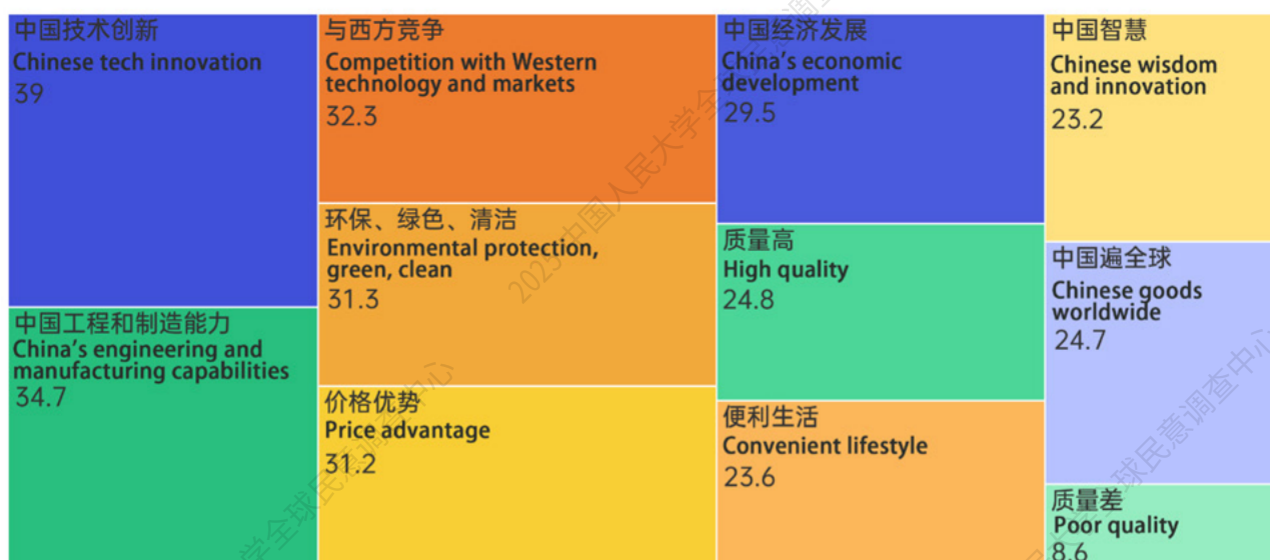


图 5.7 中国电动车认知联想 (%)

Figure 5.7 Cognitive Associations with Chinese Electric Vehicles (%)

最令人瞩目的是，全球受访者对中国电动车的联想突出体现在技术创新维度，而非价格低廉，彰显了这一新兴产业的技术领先优势。中国技术创新的联想度达到 39%，位居首位，体现了电动车产业的创新驱动特征。中国工程制造能力的联想为 34.7%，展现了制造实力。与西方技术市场竞争的联想占 32.3%，反映了电动车产业的国际竞争态势。环保绿色清洁和价格优势的联想分别为 31.3% 和 31.2%，体现了绿色发展理念和市场优势的结合。中国经济发展的联想为 29.5%，显示出电动车产业对经济发展的重要意义。与中国制造和中国电商不同，中国电动车在质量认知方面表现尤为积极：24.8% 的受访者联想到高质量，仅有 8.6% 的受访者联想到较差质量，显示出更为积极的质量认知和良好的产业形象。

Most remarkably, global respondents' associations with Chinese electric vehicles are prominently manifested in the dimension of technological innovation rather than low prices, highlighting the technological leadership advantages of this emerging industry. Associations with Chinese technological innovation reach 39%, ranking first, reflecting the innovation-driven characteristics of the electric vehicle industry. Associations with Chinese engineering and manufacturing capabilities account for 34.7%, demonstrating manufacturing prowess. Associations with competition against Western technology markets comprise 32.3%, reflecting the international competitive landscape of the electric vehicle industry. Associations with environmental protection, green technology, cleanliness, and price advantages account for 31.3% and 31.2% respectively, embodying the integration of green development concepts with market advantages. Associations with Chinese economic development stand at 29.5%, indicating the significant importance of the electric vehicle industry to economic development. Unlike "Made in China" and Chinese e-commerce, Chinese electric vehicles demonstrate particularly positive performance in quality perception: 24.8% of respondents associate them with high quality, while only 8.6% associate them with poor quality, indicating more positive quality recognition and a favorable industry image.

综合来看，智能手机、人工智能、电动车等技术产品在全球范围内的广泛应用，不仅充分展现了中国科技创新能力和制造实力，更成为海外民众了解当代中国发展成就的重要窗口。这种技术驱动的文化传播模式，深刻体现了“一带一路”倡议中民心相通的深层内涵，为构建人类命运共同体提供了坚实的技术支撑和文明交流的崭新途径。

Taken together, the widespread global application of technological products such as smartphones, artificial intelligence, and electric vehicles not only fully demonstrates China's technological innovation capabilities and manufacturing strength, but also serves as an important window for overseas populations to understand contemporary China's development achievements. This technology-driven cultural communication model profoundly embodies the deeper connotations of people-to-people connectivity within the Belt and Road Initiative, providing solid technological support and innovative pathways for cultural exchange in building a community with a shared future for mankind.

06 PART

文明交流互鉴的深层密码

The Underlying Code of Cultural Exchange and Mutual Learning

基于数据，我们发现了若干极具启发性的文明与文化交流现象，它们不仅为理解文明交流互鉴理念在全球范围内的深度实践提供了重要的实证窗口，更揭示了当代文明交流的内在机制。

Based on the survey data, we have identified several highly enlightening phenomena of civilizational and cultural exchange that not only provide an important empirical window for understanding the profound global practice of the concept of cultural exchange and mutual learning, but also reveal the inherent mechanisms of contemporary cultural exchange.

发现一：全球文明倡议的理念共鸣——“四个共同倡导”的实证基础

Finding One: Ideological Resonance of the Global Civilization Initiative—Empirical Foundation for the "Four Common Advocacies"

2023年3月，习近平主席提出的全球文明倡议，强调“共同倡导尊重世界文明多样性、共同倡导弘扬全人类共同价值、共同倡导重视文明传承和创新、共同倡导加强国际人文交流合作”。本次调查数据为这一重要倡议提供了强有力的实证支撑。

In March 2023, President Xi Jinping proposed the Global Civilization Initiative, emphasizing "jointly advocating respect for the diversity of world civilizations, jointly advocating the promotion of common values of all humanity, jointly advocating attention to civilizational inheritance and innovation, and jointly advocating the strengthening of international people-to-people exchanges and cooperation." The survey data from this study provides robust empirical support for this important initiative.

尊重世界文明多样性的理念在调查中得到压倒性支持。绝大多数受访者同意“尊重多样性是全球社会应遵循的基本原则”，认同“世界文化多样性是人类社会的重要财富”，支持“所有文化应当被平等对待”。相当比例的受访者认同“文化多样性对人类进步的重要性如同生物多样性对生态系统一样”。这些数据表明，文明多样性不仅是学术概念，更是全球共识。

The concept of respecting the diversity of world civilizations receives overwhelming support in the survey. The vast majority of respondents agree that "respecting diversity is a fundamental principle that global society should follow," acknowledge that "world cultural diversity is an important treasure of human society," and support the view that "all cultures should be treated equally." A considerable proportion of respondents recognize that "cultural diversity is as important to human progress as biodiversity is to ecosystems." These data demonstrate that civilizational diversity is not merely an academic concept, but rather a global consensus.

弘扬全人类共同价值的理念同样获得广泛认同。绝大多数受访者认为“和平发展是全球人民的共同愿望”，同意“文化对话能有效减少国际冲突并促进世界和平”。这些数据体现了人类对和平、发展等共同价值的普遍追求。

The concept of promoting common values of all humanity likewise receives widespread recognition. The vast majority of respondents believe that "peaceful development is the common aspiration of people worldwide" and agree that "cultural dialogue can effectively reduce international conflicts and promote world peace." These data reflect humanity's universal pursuit of common values such as peace and development.

重视文明传承和创新的理念在中国文化认知中得到充分体现。绝大多数受访者认为“文化创新与传统保护同等重要”，支持“现代化不是抛弃传统，而是创新性地发展传统”，认为中国传统文化和流行文化相互补充。创新特征与连续性特征获得高度认同，体现了传承与创新并重的发展模式获得国际认可。

The concept of valuing civilizational inheritance and innovation is fully manifested in the perception of Chinese culture. The vast majority of respondents believe that "cultural innovation and traditional preservation are equally important," support the view that "modernization does not mean abandoning tradition, but rather developing tradition through innovation," and consider Chinese traditional culture and popular culture to be mutually complementary. Both being innovative and maintaining continuity receive high recognition, demonstrating that the development model emphasizing both inheritance and innovation has gained international acceptance.

加强国际人文交流合作的理念在实践层面得到验证。绝大多数受访者认同“不同文化间的互动促进人类社会的发展”，同意“向其他文化学习丰富自身文化”，认为“开放的文化交流比隔绝更有利于社会发展”。在具体交流方式上，相当比例的受访者认为旅游是有效途径，选择文化艺术交流活动，认为学术交流与合作能消除偏见。

The concept of strengthening international people-to-people exchanges and cooperation is validated at the practical level. The vast majority of respondents acknowledge that "interactions between different cultures promote human social development," agree that "learning from other cultures enriches one's own culture," and believe that "open cultural exchange is more conducive to social development than isolation." Regarding specific modes of exchange, a considerable proportion of respondents consider tourism an effective avenue, favor cultural and artistic exchange activities, and believe that academic exchanges and cooperation can eliminate prejudice.

这些数据为全球文明倡议的推广实施提供了重要启示：

These data provide important insights for the promotion and implementation of the Global Civilization Initiative:

- 理念认同已经具备基础：调查显示，四个“共同倡导”的核心理念在国际社会已经具有广泛的认同基础，这为倡议的推广创造了有利条件。
- A foundation for ideological consensus already exists: The survey demonstrates that the four core concepts of "jointly advocating" have established a broad foundation of recognition in the international community, creating favorable conditions for promoting the initiative.
- 实践路径需要细化：虽然理念认同度高，但在具体实践路径上仍需要更多的探索和创新，特别是如何将抽象理念转化为具体项目和行动。

- Practical pathways require refinement: While ideological consensus runs high, more exploration and innovation are still needed in terms of specific practical pathways, particularly regarding how to transform abstract concepts into concrete projects and actions.
- 文化差异需要尊重：不同地区、不同群体对文明交流的理解和需求可能存在差异，需要因地制宜、因人制宜的实施策略。
- Cultural differences require respect: Different regions and groups may have varying understandings and needs regarding cultural exchanges, necessitating implementation strategies that are tailored to local conditions and specific audiences.
- 长期努力需要坚持：文明交流互鉴是长期过程，需要持续投入和努力，不能期望一蹴而就。
- Long-term commitment must be sustained: Mutual learning among civilizations is a long-term process that requires continuous investment and effort; one cannot expect overnight success.

发现二：技术文化的“超级传播力”——功能驱动的文明认同新模式

Finding Two: The "Super Communicative Power" of Technological Culture—A New Model of Civilization Recognition Driven by Functionality

数据呈现了一个令人瞩目的现象：在所有文化传播领域中，技术文化展现出了独特的“超级传播力”。这种传播力不仅体现在数量上的优势——技术领域获得了最高的关注度，更体现在质量上的高效转化。技术文化在关注度向理解度的转化过程中表现出惊人的效率，两者差距明显低于传统文化。

The data reveals a remarkable phenomenon: among all fields of cultural transmission, technological culture demonstrates a distinctive "super communicative power." This communicative power is manifested not only in quantitative advantages—with the technology sector receiving the highest level of attention—but also in highly efficient qualitative transformation. Technological culture exhibits remarkable efficiency in converting attention into understanding, with the gap between the two being significantly smaller than that of traditional culture.

这一现象的深层机制在于功能性驱动的文化认同模式。当全球民众透过中国技术创新应用理解中国时，我们看到了一种全新的文化传播逻辑：技术产品不再仅仅是工具，而成为了文化价值观的载体。当海外用户使用中国的智能手机体验人性化设计时，他们体验的是中国文化中“以人为本”的理念；当他们通过移动支付享受便捷生活时，他们感知的是中国对效率和创新的追求；当他们驾驶中国电动车时，他们接触的是中国对可持续发展的承诺。

The underlying mechanism of this phenomenon lies in a functionality-driven model of cultural identification. When global populations understand China through Chinese technological innovation applications, we observe an entirely new logic of cultural transmission: technological products are no longer merely tools, but have become carriers of cultural values. When overseas users experience human-centered design through Chinese smartphones, they are experiencing the "people-oriented" philosophy inherent in Chinese culture; when they enjoy convenient living through mobile payments, they perceive China's pursuit of efficiency and innovation; when they drive Chinese electric vehicles, they encounter China's commitment to sustainable development.

更为深刻的是，技术文化传播突破了传统文化传播中的“价值观壁垒”和“意识形态过滤”。在当前复杂的国际舆论环境中，技术产品的功能性价值创造了一个“中性空间”，让价值理念在潜移默化中得以分享。

More profoundly, technological cultural transmission has broken through the "value barriers" and "ideological filtering" inherent in traditional cultural transmission. In the current complex international public opinion environment, the functional value of technological products creates a "neutral space" that allows value concepts to be shared through subtle influence.

智能手机获得了较高的关注度和突出的正面生活影响评价，显示出中国智能手机不仅在技术层面获得认可，更在生活方式层面产生了积极影响。这种影响超越了单纯的产品使用，延伸到了对中国创新能力、制造水平、设计理念的整体认知。当用户日常频繁使用中国品牌手机时，实际上是在进行一种“沉浸式”的文化体验。

Smartphones have garnered significant attention and outstanding positive evaluations regarding their impact on daily life, demonstrating that Chinese smartphones have not only gained recognition at the technological level but have also generated positive influence at the lifestyle level. This influence transcends mere product usage, extending to comprehensive perceptions of China's innovation capabilities, manufacturing standards, and design philosophy. When users frequently use Chinese brand phones in their daily lives, they are essentially engaging in an "immersive" cultural experience.

人工智能技术也获得了相当的关注度和正面评价，反映出中国在前沿科技领域的国际影响力正在转化为文化软实力。人工智能不仅代表技术能力，更承载着对未来社会形态的想象和价值判断。中国在人工智能伦理、技术普惠等方面的理念，正通过技术产品向全球传播。

Artificial intelligence technology has also received considerable attention and positive evaluation, reflecting that China's international influence in cutting-edge technology fields is being transformed into cultural soft power. Artificial intelligence represents not only technological capabilities but also embodies visions and value judgments regarding future social structures. China's concepts in artificial intelligence ethics and technological inclusiveness are being disseminated globally through technological products.

这种技术文化传播模式的成功，为我们理解“一带一路”倡议的深层逻辑提供了新视角。“设施联通促进民心相通”不仅是基础设施的物理连接，更是文化理念的精神连接。当中国企业在海外建设高铁、港口、通信网络时，它们不仅在输出技术和资本，更在分享中国的发展理念、治理智慧和文明特质。

The success of this technological cultural transmission model provides a new perspective for understanding the underlying logic of the Belt and Road Initiative. "Connectivity of infrastructure promotes connectivity of hearts and minds" represents not only the physical connection of infrastructure but also the spiritual connection of cultural concepts. When Chinese enterprises construct high-speed railways, ports, and communication networks overseas, they are not merely exporting technology and capital, but are sharing China's development philosophy, governance wisdom, and civilizational characteristics.

发现三：文化亲和力的“洋葱层结构”——从感官体验到精神共鸣的渐进式认同

Finding Three: The "Onion Layer Structure" of Cultural Affinity—Progressive Identification from Sensory Experience to Spiritual Resonance

调查数据呈现出一个极其有趣的文化接受度分层现象，这种结构如同洋葱的层次，从外向内逐层深入（以中国为例）：

- 感官体验层（超高接受度 70%+）：饮食文化 78.4%、技术文化 77.2%
- 生活实践层（高接受度 60-70%）：中医 70.2%、节日庆典 67.5%、传统艺术 67.1%、功夫 64.2%、影视娱乐 63.7%
- 文化认知层（中等接受度 40-60%）：中文学习 60.1%、文学作品 56.9%、音乐 47.3%
- 价值理念层（相对较低接受度）：哲学价值观 35.6%、宗教文化 40.1%

The survey data reveals an extremely interesting stratified phenomenon of cultural acceptance, with a structure resembling the layers of an onion, penetrating progressively from the outside inward (taking China as an example):

- Sensory Experience Layer (Ultra-high acceptance 70%+): Culinary culture 78.4%, Technological culture 77.2%
- Life Practice Layer (High acceptance 60-70%): Traditional Chinese Medicine 70.2%, Festival celebrations 67.5%, Traditional arts 67.1%, Kung Fu 64.2%, Film and television entertainment 63.7%
- Cultural Cognition Layer (Moderate acceptance 40-60%): Chinese language learning 60.1%, Literary works 56.9%, Music 47.3%
- Value and Belief Layer (Relatively low acceptance): Philosophical values 35.6%, Religious culture 40.1%

这种“洋葱层结构”揭示了文化传播的内在规律：从具象到抽象，从功能到价值，从个体体验到集体认同。最容易被接受的是能够直接诉诸感官、满足实际需求的文化要素，而越是抽象、越涉及深层价值观和政治理念的内容，跨文化传播的阻力就越大。

This "onion-layer structure" reveals the inherent patterns of cultural transmission: from concrete to abstract, from functional to value-oriented, and from individual experience to collective identity. The cultural elements most readily accepted are those that directly appeal to the senses and fulfill practical needs, while the more abstract the content becomes—particularly when it involves deep-seated values and political concepts—the greater the resistance to cross-cultural transmission.

饮食文化的超高兴趣度具有特殊意义。食物是人类最基本的生存需求，也是文化认同的起点。当海外民众品尝中国菜时，他们不仅在满足味蕾，更在体验中华文明对和谐的追求——食材的搭配、口味的平衡、营养的互补，都体现着中华文化“中庸之道”的哲学智慧。相当比例的受访者强调中餐的“口味好”，认识到“几千年烹饪文化传统”，将其视为“健康食品选择”，这种认知层次的递进正体现了从感官享受到文化理解的转化过程。

The exceptionally high level of interest in culinary culture holds particular significance. Food represents humanity's most fundamental survival need and serves as the starting point for cultural identification. When overseas populations savor Chinese cuisine, they are not merely satisfying their palates but experiencing Chinese civilization's pursuit of "harmony"—the pairing of ingredients, the balance of flavors, and the complementarity of nutrition all embody the philosophical wisdom of the "Doctrine of the Mean" in Chinese culture. A considerable proportion of respondents emphasized the "delicious taste" of Chinese cuisine, recognized its "millennia-old culinary traditions," and regarded it as a "healthy food choice." This progressive deepening of cognitive understanding precisely reflects the transformative process from sensory enjoyment to cultural comprehension.

中医文化的认知更加复杂和深刻。中医获得了较高的兴趣度，但在具体认知中出现分化：相当比例的受访者认为中医“使用天然药材”，强调“与西医不同”，认识到“悠久历史”，认为“能有效治疗健康问题”。同时，也有部分受访者认为中医“使用奇怪药材”。这种认知分化反映了传统知识体系在现代语境下的适应性挑战，也体现了文明交流互鉴中求同存异的必要性。

The perception of Traditional Chinese Medicine culture is more complex and profound. While TCM has garnered considerable interest, specific perceptions reveal a divergence: a substantial proportion of respondents believe that TCM "uses natural medicinal materials," emphasize that it is "different from Western medicine," recognize its "long history," and consider it "effective in treating health problems." Simultaneously, some respondents view TCM as "using strange medicinal materials." This cognitive divergence reflects the adaptive challenges faced by traditional knowledge systems in contemporary contexts, and demonstrates the necessity of "seeking common ground while respecting differences" in cultural exchanges and mutual learning.

这种“洋葱层结构”为文明交流互鉴实践提供了重要启示：应当遵循“由表及里、由浅入深、由近及远”的传播策略。首先通过饮食、技术等容易产生共鸣的文化要素建立情感联系，创造“文化舒适区”；然后逐步深入到生活方式、思维习惯等文化实践层面，增进“文化理解度”；最后才触及哲学思想、价值理念等深层文化内容，实现“文化认同感”。这个过程不能急于求成，需要耐心细致的长期努力。

This "onion-layer structure" provides crucial insights for the practice of cultural exchanges and mutual learning: it necessitates following a communication strategy that proceeds "from surface to depth, from shallow to profound, from near to far." First, emotional connections should be established through easily resonant cultural elements such as cuisine and technology, creating a "cultural comfort zone." Then, gradual progression should be made into cultural practice dimensions such as lifestyles and thinking patterns, enhancing "cultural understanding." Finally, deeper cultural content involving philosophical thought and value concepts should be addressed to achieve "cultural identification." This process cannot be rushed and requires patient, meticulous, and sustained efforts over the long term.

发现四：现代与传统的“螺旋上升”发展模式——传承创新中的文明发展新范式

Finding Four: The "Spiral Ascent" Development Model of Modernity and Tradition—A New Paradigm of Civilizational Development Through Heritage and Innovation

一个特别引人深思的现象是，在中国文化特征认知中，“创新特征”获得了最高认同，而“连续性特征”紧随其后，“统一性特征”和“和平性特征”也获得了相当程度的认同。同时，绝大多数受访者认为中国传统文化和流行文化在文化推广中相互补充，认为“文化创新与传统保护同等重要”，支持“现代化不是抛弃传统，而是创新性地发展传统”。

A particularly thought-provoking phenomenon is that in the perception of Chinese cultural characteristics, "being innovative" received the highest level of recognition, followed closely by "continuity," while "unity" and "peacefulness" also garnered considerable recognition. Meanwhile, the vast majority of respondents believe that Chinese traditional culture and popular culture complement each other in cultural promotion, consider that "cultural innovation and traditional preservation are equally important," and support the view that "modernization does not mean abandoning tradition, but rather developing tradition through innovation."

这种认知结构呈现出“螺旋上升”的发展模式：不是简单的线性进步，也不是循环往复，而是在传承中创新、在创新中升华的螺旋式发展。

This cognitive structure presents a "spiral ascent" development model: neither simple linear progress nor cyclical repetition, but rather a spiral development that innovates through inheritance and achieves sublimation through innovation.

这一发现具有深远的理论和实践意义：

This finding holds profound theoretical and practical significance:

第一，它打破了西方学术界长期存在的“传统与现代二元对立”思维定式。在西方现代化叙事中，现代化往往被等同于西方化，传统文化被视为现代化的包袱和阻碍。但国际社会对中国的认知显示，现代化可以有不同的路径和模式，传统文化不仅不是现代化的障碍，反而可以成为现代化的重要资源和独特优势。

First, it breaks the long-standing "binary opposition between tradition and modernity" mindset prevalent in Western academia. In Western modernization narratives, modernization is often equated with Westernization, and traditional culture is regarded as a burden and impediment to modernization. However, the international community's perception of China demonstrates that modernization can follow different paths and models, and that traditional culture is not only not an obstacle to modernization, but can actually serve as an important resource and distinctive advantage for modernization.

第二，它体现了中华文明“守正创新”的独特发展逻辑。绝大多数受访者认同“不同国家的现代化实践丰富了人类文明的多样性”，支持“每个国家的现代化道路应基于其自身的文化传统”。这些数据表明，国际社会认识到了中国式现代化的独特价值：既不是对传统的简单复归，也不是对西方模式的亦步亦趋，而是在文明传承基础上的创新发展。

Second, it embodies the unique developmental logic of Chinese civilization characterized by "upholding fundamental principles while pursuing innovation." The vast majority of respondents agree that "modernization practices of different countries enrich the diversity of human civilization" and support the view that "each country's path to modernization should be based on its own cultural traditions." These data indicate that the international community recognizes the distinctive value of Chinese-style modernization: it is neither a simple return to tradition nor a slavish imitation of Western models, but rather innovative development built upon the foundation of civilizational inheritance.

传统文化现代转型的具体数据更加说明问题。相当比例的受访者对中医与西医结合感兴趣，对传统与现代建筑风格融合感兴趣，对传统工艺现代设计应用感兴趣，对传说故事现代改编感兴趣。这种对“传统 + 现代”融合模式的普遍兴趣，反映了全球对文化创新发展路径的认可和期待。

The specific data on the modern transformation of traditional culture further illustrates this point. A considerable proportion of respondents expressed interest in the integration of Traditional Chinese Medicine with Western medicine, in the fusion of traditional and modern architectural styles, in the modern design applications of traditional crafts, and in contemporary adaptations of legendary stories. This widespread interest in the "tradition plus modernity" integration model reflects global recognition of and expectations for pathways of cultural innovation and development.

现代中国流行文化的数据提供了另一个视角。绝大多数受访者同意中国流行文化帮助他们更好地了解中国，丰富了他们的生活。流行文化吸引力的分析显示，制作 / 技术质量、视觉 / 美学风格、中国传统文化元素的现代表达、创新表达形式等方面都获得了相当程度的认同。值得注意的是，“中国传统文化元素的现代表达”获得了较高认同，这说明传统文化不是流行文化的包袱，而是其独特魅力的重要来源。

Data on contemporary Chinese popular culture provides another perspective. The vast majority of respondents agree that Chinese popular culture helps them better understand China and enriches their lives. Analysis of popular culture's appeal shows that production/technical quality, visual/aesthetic style, modern expressions of traditional Chinese cultural elements, and innovative forms of expression have all received considerable recognition. It is noteworthy that "modern expressions of traditional Chinese cultural elements" received high recognition, indicating that traditional culture is not a burden for popular culture, but rather an important source of its distinctive appeal.

这种现象在具体的文化符号认知中也有体现。长城作为传统文化符号，相当比例的受访者联想到悠久历史，联想到中国工程能力，联想到中国智慧和创新，联想到基础设施雄心。这种认知将古代文明成就与现代建设能力联系起来，体现了传统与现代的有机统一。

This phenomenon is also reflected in the perception of specific cultural symbols. As a traditional cultural symbol, the Great Wall evokes associations with a long history, Chinese engineering capabilities, Chinese wisdom and innovation, and infrastructure ambitions among a considerable proportion of respondents. This perception connects ancient civilizational achievements with modern construction capabilities, demonstrating the organic unity of tradition and modernity.

更深层的意义在于，这种“螺旋上升”模式为全球南方国家探索现代化道路提供了重要启示。绝大多数受访者同意“现代发展理论应与一国文化传统相结合”，认为“理论与传统的融合对一国发展道路至关重要”。这些认知表明，国际社会愈发认识到，现代化不是标准化的工业流水线产品，而应是因地制宜、因文制宜的多样化实践。

The deeper significance lies in the fact that this "spiral ascent" model provides important insights for Global South countries exploring paths to modernization. The vast majority of respondents agree that "modern development theories should be integrated with a country's cultural traditions" and believe that "the fusion of theory and tradition is crucial to a country's development path." These perceptions indicate that the international community increasingly recognizes that modernization is not a standardized assembly-line product, but should be diversified practices tailored to local conditions and cultural contexts.

中国式现代化的成功实践正在改变全球对现代化的理解：现代化不必然意味着文化的断裂和传统的消解，而可以是文明的延续和文化的升华。这种认知的转变，对于维护世界文明多样性、促进不同文明和谐共存具有重要意义。

The successful practice of Chinese-style modernization is transforming global understanding of modernization: modernization does not necessarily entail cultural rupture and the dissolution of tradition, but can represent the continuation of civilization and the sublimation of culture. This shift in perception holds significant importance for preserving the diversity of world civilizations and promoting harmonious coexistence among different civilizations.

发现五：偏见与欣赏的“认知悖论”——媒体建构与真实体验的分离

Finding Five: The "Cognitive Paradox" of Prejudice and Appreciation—The Disconnect Between Media Construction and Authentic Experience

调查揭示了一个极其复杂和耐人寻味的认知悖论：一方面，相当比例的受访者承认许多人对中国文化存在偏见；另一方面，绝大多数受访者认为中国文化具有吸引力，对中国传统文化持积极评价，表示关注中国文化。

The survey reveals an extremely complex and thought-provoking cognitive paradox: on one hand, a considerable proportion of respondents acknowledge that many people harbor prejudices against Chinese culture; on the other hand, the vast majority of respondents find Chinese culture appealing, hold positive evaluations of traditional Chinese culture, and express interest in Chinese culture.

这种“认知悖论”不是简单的逻辑矛盾，而是反映了当代信息社会中媒体建构认知与直接体验认知的深层分离。它揭示了全球舆论环境的复杂性和文明交流互鉴面临的挑战与机遇。

This "cognitive paradox" is not a simple logical contradiction, but rather reflects the profound disconnect between media-constructed perceptions and direct experiential understanding in contemporary information society. It reveals the complexity of the global public opinion environment and the challenges and opportunities facing cultural exchanges and mutual learning.

偏见来源的数据分析提供了重要线索：相当比例的受访者认为政治意识形态偏见是主要原因，文化差异、误导性媒体报道、历史叙事差异的影响等多重原因并存，说明偏见不是单一因素造成的，而是政治、媒体、历史、文化等多重因素复杂交织的结果。

Data analysis of the sources of prejudice provides important insights: a considerable proportion of respondents identify political ideological bias as the primary cause, while multiple factors coexist including cultural differences, misleading media coverage, and the influence of divergent historical narratives. This indicates that prejudice is not caused by a single factor, but rather results from the complex interweaving of multiple elements including political, media, historical, and cultural factors.

政治意识形态偏见获得最高占比特别值得关注。这表明，在当前国际关系格局下，文化认知往往被政治化，文明交流被意识形态化。一些西方政治精英和媒体为了维护自身霸权地位，刻意放大文明差异，制造文明对立，将文化问题政治化。这种做法不仅扭曲了文化认知，也损害了文明交流互鉴的良好氛围。

The fact that political ideological bias accounts for the highest proportion is particularly noteworthy. This indicates that under the current international relations framework, cultural perceptions are often politicized, and cultural exchanges are subjected to ideological manipulation. Some Western political elites and media outlets, in order to maintain their hegemonic position, deliberately amplify civilizational differences, manufacture civilizational confrontations, and politicize cultural issues. Such practices not only distort cultural perceptions but also undermine the favorable atmosphere for cultural exchanges and mutual learning.

误导性媒体报道的高占比揭示了西方主流媒体在国际舆论中的话语权及其负面影响。长期以来，西方媒体在报道中国时往往携带有色眼镜，习惯于用西方标准衡量中国现象，用西方逻辑解读中国行为。这种报道不仅信息失真，更重要的是价值观倾向明显，在潜移默化中塑造了海外民众对中国的刻板印象。

The high proportion of misleading media coverage reveals the discourse power of Western mainstream media in international public opinion and its negative impact. For a long time, Western media have often approached China with tinted glasses, habitually measuring Chinese phenomena by Western standards and interpreting Chinese behavior through Western logic. Such reporting not only distorts information, but more importantly, exhibits obvious ideological bias, subtly shaping overseas public stereotypes about China.

然而，直接体验的数据呈现出完全不同的图景。在具体的文化接触中，中餐获得了很高的兴趣度，中医获得了相当关注，传统艺术获得了较高喜爱，中国技术更是获得了突出关注度。更重要的是，在文化交流态度认知方面，绝大多数受访者同意中外交流体现互惠互利，认为中国促进全球文化交流，认为中国文化开放、学习他人。

However, data from direct experience presents a completely different picture. In specific cultural encounters, Chinese cuisine has generated high levels of interest, Traditional Chinese Medicine has received considerable attention, traditional arts have gained substantial appreciation, and Chinese technology has attracted particularly prominent attention. More importantly, regarding perceptions of cultural exchange attitudes, the vast majority of respondents agree that China-foreign exchanges embody mutual benefit, believe that China promotes global cultural exchange, and view Chinese culture as open and receptive to learning from others.

这种分离现象的深层机制在于抽象标签与具体体验的认知差异。当受访者脱离具体语境谈论“中国文化偏见”时，他们往往受到主流话语和媒体叙事的影响；但当他们切身体验中国文化产品、接触中国文化现象时，却能够形成相对客观和积极的判断。这说明，直接体验具有突破偏见、消除误解的强大力量。

The underlying mechanism of this separation phenomenon lies in the cognitive difference between abstract labels and concrete experience. When respondents discuss "Chinese cultural prejudice" divorced from specific contexts, they are often influenced by mainstream discourse and media narratives; however, when they personally experience Chinese cultural products and encounter Chinese cultural phenomena, they are able to form relatively objective and positive judgments. This demonstrates that direct experience possesses a powerful capacity to break through prejudice and eliminate misunderstanding.

消除偏见的路径选择为文明交流互鉴提供了重要启示：相当比例的受访者认为学术交流与合作是有效方式，支持促进人际交流，主张中国开展更多文化活动，认为商业和国际组织倡议具有重要作用。这些数据表明，通过平等对话、开放包容、互学互鉴来化解文化隔阂是最有效的路径。这一发现对文明交流互鉴实践具有重要指导意义：

The pathway choices for eliminating prejudice provide important insights for cultural exchanges and mutual learning: a considerable proportion of respondents consider academic exchange and cooperation as effective approaches, support the promotion of interpersonal exchanges, advocate for China to conduct more cultural activities, and believe that commercial and international organizational initiatives play important roles. These data indicate that resolving cultural barriers through equal dialogue, openness and inclusiveness, and mutual learning represents the most effective pathway. This finding holds significant guiding implications for the practice of cultural exchanges and mutual learning:

- 要增强文化自信，保持长远眼光。偏见的存在是现实，但更重要的是看到积极体验的广泛性和深度影响。文明交流互鉴不是一蹴而就的过程，需要持之以恒的努力。
- It is essential to strengthen cultural confidence and maintain a long-term perspective. The existence of prejudice is a reality, but more importantly, we must recognize the extensive reach and profound impact of positive experiences. Cultural exchanges and mutual learning is not an overnight process, but requires sustained and persistent efforts.
- 要加强人文交流，扩大直接接触。数据显示，直接体验是消除偏见最有效的方式。应该通过教育交流、旅游往来、商务合作等多种渠道，让更多人有机会直接接触和体验中华文化。
- It is necessary to strengthen people-to-people exchanges and expand direct contact. Data shows that direct experience is the most effective way to eliminate prejudice. We should provide more people with opportunities to directly engage with and experience Chinese culture through various channels such as educational exchanges, tourism, and business cooperation.
- 要创新传播方式，讲好中国故事。在数字化时代，要充分利用新媒体平台，以海外民众喜闻乐见的方式传播中华文化，让文化交流更加生动、更有温度。

▪ It is essential to innovate communication methods and tell China's story well. In the digital age, we should make full use of new media platforms to disseminate Chinese culture in ways that resonate with overseas audiences, making cultural exchanges more vivid and engaging.

▪ 要推动媒体合作，改善舆论环境。加强与海外媒体的交流合作，提供更加客观真实的信息，逐步改变偏见叙事。

▪ It is necessary to promote media cooperation and improve the public opinion environment. We should strengthen exchanges and cooperation with overseas media, provide more objective and authentic information, and gradually transform biased narratives.

发现六：数字化传播的“去中心化革命”——平民化叙事与交互式体验

Finding Six: The "Decentralization Revolution" in Digital Communication—Grassroots Narratives and Interactive Experiences

数字化时代的文明传播呈现出前所未有的新特征。调查显示，社交媒体是了解中国文化的最主要途径，显著超过影视媒体和传统文化活动，成为现代中国文化传播的重要载体。

Civilizational communication in the digital age exhibits unprecedented new characteristics. The survey reveals that social media has become the primary channel for understanding Chinese culture, significantly surpassing film and television media as well as traditional cultural activities, and has emerged as a vital vehicle for modern Chinese cultural dissemination.

这一现象标志着文化传播领域的“去中心化革命”：文化传播的主导权从传统的官方机构、精英媒体、文化权威转向普通用户、个体创作者、草根群体。这种转变不仅改变了传播渠道和传播方式，更重要的是改变了传播逻辑和传播生态。

This phenomenon marks a "decentralization revolution" in the field of cultural communication: the dominance of cultural dissemination has shifted from traditional official institutions, elite media, and cultural authorities to ordinary users, individual creators, and grassroots communities. This transformation has not only changed communication channels and methods, but more importantly, has altered the logic and ecosystem of communication itself.

平民化叙事的兴起是这场革命的核心特征。在传统媒体时代，中华文化的海外传播主要依靠官方文化机构、主流媒体、学术精英等“把关人”，传播内容往往偏重宏大叙事、历史传承、政策解读等“宏观”主题。而在社交媒体时代，普通网民成为文化传播的主力军，他们通过分享日常生活、个人经历、兴趣爱好等“微观”内容展现真实的中国形象。这种平民化叙事具有独特的传播优势：

The rise of grassroots narratives constitutes the core characteristic of this revolution. In the traditional media era, the overseas dissemination of Chinese culture primarily relied on "gatekeepers" such as official cultural institutions, mainstream media, and academic elites, with content often emphasizing "macro" themes like grand narratives, historical heritage, and policy interpretations. In the social media era, however, ordinary netizens have become the main force in cultural communication, presenting an authentic image of China by sharing "micro" content such as daily life, personal experiences, and individual interests. This grassroots narrative approach possesses unique communicative advantages:

- 真实性更强：来自普通人的生活分享比官方宣传更有说服力。当网民看到年轻人在短视频中展示自己的日常生活和旅游经历时，他们感受到的是真实的社会状态，而不是被包装过的形象。
- Greater authenticity: Life sharing from ordinary people carries more persuasive power than official publicity. When netizens see young people showcasing their daily lives and travel experiences in short videos, they perceive genuine social realities rather than carefully crafted images.
- 亲和力更高：同龄人之间的交流更容易产生共鸣。一个大学生分享的校园生活视频，往往比正式的教育纪录片更能吸引同龄用户。
- Greater relatability: Communication between peers more readily generates resonance. A campus life video shared by a university student often attracts peer users more effectively than formal educational documentaries.
- 互动性更强：社交媒体的评论、点赞、转发等功能创造了双向互动的可能，让文化交流从单向传播变成双向对话。
- Enhanced interactivity: Social media features such as comments, likes, and shares create possibilities for bidirectional interaction, transforming cultural exchange from unidirectional dissemination into bidirectional dialogue.
- 病毒式传播：优质内容可以在短时间内实现全球传播，突破地理和语言限制。
- Viral dissemination: Quality content can achieve global reach within a short timeframe, transcending geographical and linguistic barriers.

中国社交媒体平台的全球成功，为去中心化传播提供了重要载体。社交媒体和短视频平台不仅是一个娱乐工具，更成为了文化交流的重要阵地。海外用户借此了解中国美食、风景、传统文化、现代生活，广大中国用户也通过中国的社交媒体平台了解世界各地的文化。这种双向流动的文化交流真正体现了文明交流互鉴应该是“对等的、平等的，多元的、多向的”。

The global success of Chinese social media platforms has provided crucial vehicles for decentralized communication. Social media and short video platforms serve not merely as entertainment tools, but have evolved into vital arenas for cultural exchange. Through these platforms, overseas users gain insights into Chinese cuisine, landscapes, traditional culture, and modern life, while Chinese users likewise explore cultures from around the world via Chinese social media platforms. This bidirectional flow of cultural exchange truly embodies the principle that civilizational dialogue and mutual learning should be "reciprocal and equal, diverse and multidirectional."

算法推荐机制为个性化文化传播提供了技术支撑。不同于传统媒体的大众传播模式，社交媒体可以根据用户的兴趣偏好、行为习惯、地理位置等因素，精准推送相关内容。这种个性化推荐大大提高了文化传播的效率和接受度。但是，这场去中心化革命也带来了新的挑战：

Algorithmic recommendation mechanisms provide technological support for personalized cultural dissemination. Unlike the mass communication model of traditional media, social media can precisely deliver relevant content based on users' interest preferences, behavioral patterns, geographical locations, and other factors. Such personalized recommendations significantly enhance the efficiency and acceptance of cultural transmission. However, this decentralized revolution also presents new challenges:

- 信息质量参差不齐：去中心化意味着缺乏统一的质量控制，可能导致低质甚至虚假信息的传播。
- Uneven information quality: Decentralization entails the absence of unified quality control, potentially leading to the dissemination of low-quality or even false information.
- 价值观冲突：不同传播主体可能传递不同甚至相互矛盾的价值观念，影响整体形象的一致性。
- Value conflicts: Different communication actors may convey varying or even contradictory values, undermining the consistency of the overall image.
- 商业化倾向：社交媒体的商业化运营可能导致文化传播过度商业化，影响文化内容的深度和品质。
- Commercial tendencies: The commercial operation of social media may lead to excessive commercialization of cultural transmission, compromising the depth and quality of cultural content.
- 算法偏见：算法推荐可能强化既有偏见，形成“信息茧房”，限制跨文化理解的深度。
- Algorithmic bias: Algorithmic recommendations may reinforce existing prejudices, creating "echo chambers" that limit the depth of cross-cultural understanding.

面对这些挑战，需要在保持“去中心化”活力的同时，加强引导和规范：

In addressing these challenges, it is necessary to strengthen guidance and regulation while maintaining the vitality of decentralization:

- 培育优质内容创作者：通过培训、激励等方式，提升个体创作者的文化素养和传播能力。
- Cultivating quality content creators: Enhance individual creators' cultural literacy and communication capabilities through training, incentives, and other measures.
- 搭建合作平台：官方机构与民间创作者合作，既保持内容的真实性，又确保价值导向的正确性。
- Building collaborative platforms: Official institutions collaborate with grassroots creators to maintain content authenticity while ensuring proper value orientation.

- 完善技术标准：推动算法公开透明，避免技术偏见，促进更加公平的文化传播环境。
- Improving technical standards: Promote algorithmic transparency and openness to avoid technical bias and foster a more equitable environment for cultural transmission.
- 加强国际合作：与海外平台和创作者合作，共同打造更加开放包容的数字文化空间。
- Strengthening international cooperation: Collaborate with overseas platforms and creators to jointly build a more open and inclusive digital cultural space.

发现七：“一带一路”理念的民心认同——基础设施与文化联通的深层逻辑

Finding Seven: Popular Support for the Belt and Road Initiative—The Underlying Logic of Infrastructure and Cultural Connectivity

虽然调查问卷没有直接涉及“一带一路”话题，但通过对技术传播、文化交流、国际合作等相关数据的深度分析，我们可以清晰地看到“一带一路”倡议在文明交流互鉴中的重要作用得到了间接但有力的验证。

Although the survey questionnaire did not directly address Belt and Road Initiative topics, through in-depth analysis of relevant data on technological dissemination, cultural exchanges, and international cooperation, we can clearly observe that the important role of the Belt and Road Initiative in promoting mutual learning among civilizations has received indirect yet compelling validation.

绝大多数受访者认同“国际交通和基础设施发展促进文化交流”，这一高比例认同直接呼应了“一带一路”倡议中“设施联通促进民心相通”的核心理念。数据表明，国际社会普遍认识到，基础设施不仅是经济发展的基础，更是文化交流的载体和桥梁。

The overwhelming majority of respondents agree that "international transportation and infrastructure development promote cultural exchanges," and this high level of consensus directly resonates with the core principle of "connectivity in infrastructure facilitating people-to-people bonds" within the Belt and Road Initiative. The data indicates that the international community widely recognizes that infrastructure serves not only as the foundation for economic development, but also as a vehicle and bridge for cultural exchange.

技术基础设施的文化功能在调查中得到突出体现。通信设备和 5G 技术获得了相当的关注度和正面评价，智能手机也获得了较高的关注度和积极影响认知。这些数据表明，中国在信息基础设施领域的建设不仅提升了技术水平，更重要的是为文化交流创造了新的可能性。当中国的 5G 技术帮助发展中国家建立现代通信网络时，它同时也在建立文化交流的数字桥梁。

The cultural function of technological infrastructure is prominently reflected in the survey. Communication equipment and 5G technology received considerable attention and positive evaluation, while smartphones also garnered high levels of attention and recognition for their positive impact. These data indicate that China's development in the information infrastructure sector has not only enhanced technological capabilities, but more importantly, has created new possibilities for cultural exchange. When China's 5G technology helps developing countries establish modern communication networks, it simultaneously builds digital bridges for cultural exchange.

交通基础设施的文明意义在受访者的认知中同样得到体现。中国基建的联想分析显示，相当比例的受访者联想到效率和速度、工程制造能力、技术创新。更有趣的是，部分受访者将现代基建视为“现代版长城”，这种文化联想表明，基础设施建设不仅是技术成就，更是文明传承的现代表达。

The civilizational significance of transportation infrastructure is equally reflected in respondents' perceptions. Analysis of associations with Chinese infrastructure development shows that a considerable proportion of respondents associate it with efficiency and speed, engineering and manufacturing capabilities, and technological innovation. More intriguingly, some respondents view modern infrastructure as a "modern-day Great Wall," and this cultural association demonstrates that infrastructure development is not merely a technological achievement, but also a contemporary expression of civilizational heritage.

经济合作的文化外溢效应在数据中也有所反映。相当比例的受访者认为“经济合作和贸易”是促进文化交流的有效途径，中国电商的联想分析显示，受访者联想到价格优势，联想到中国商品全球化，联想到便利生活方式。这些数据表明，经济合作不仅带来物质利益，更在改变生活方式、传播文化理念方面发挥着重要作用。

The cultural spillover effects of economic cooperation are also reflected in the data. A considerable proportion of respondents consider "economic cooperation and trade" as an effective avenue for promoting cultural exchanges. Analysis of associations with Chinese e-commerce shows that respondents associate it with price advantages, the globalization of Chinese products, and convenient lifestyles. These data indicate that economic cooperation not only brings material benefits, but also plays a significant role in transforming lifestyles and disseminating cultural concepts.

民心相通的深层机制在调查中得到多重验证。绝大多数受访者同意“跨文化人际交流减少文化误解和偏见”，同意“文化交流为国际合作提供重要基础”，支持“国际文化交流有助于促进各国人民相互理解”。这些认知表明，“一带一路”建设中的民心相通不是抽象的概念，而是具有实际功效的实践路径。

The underlying mechanisms of people-to-people connectivity receive multiple validations in the survey. The overwhelming majority of respondents agree that "cross-cultural interpersonal exchanges reduce cultural misunderstandings and prejudices," concur that "cultural exchanges provide an important foundation for international cooperation," and support the view that "international cultural exchanges help promote mutual understanding among peoples of all nations." These perceptions demonstrate that people-to-people connectivity in Belt and Road Initiative development is not an abstract concept, but rather a practical pathway with tangible effectiveness.

更深层的意义在于，这些数据揭示了“一带一路”倡议的文明价值：它不仅是经济合作倡议，更是文明交流互鉴的实践平台。通过基础设施建设、技术合作、贸易往来等具体项目，“一带一路”为不同文明之间的交流创造了物质条件和制度保障。

The deeper significance lies in the fact that these data reveal the civilizational value of the Belt and Road Initiative: it is not merely an economic cooperation initiative, but also a practical platform for mutual learning and exchange among civilizations. Through concrete projects such as infrastructure development, technological cooperation, and trade exchanges, the Belt and Road Initiative creates material conditions and institutional guarantees for exchanges between different civilizations.

“硬联通”与“软联通”的协同效应在数据中得到体现。技术文化的高关注度和理解度，反映了“硬联通”（基础设施、技术设备）如何转化为“软联通”（文化理解、民心相通）。当海外民众使用中国技术产品时，他们不仅享受到技术便利，更在潜移默化中了解中国文化、认同中国理念。

The synergistic effects between "hard connectivity" and "soft connectivity" are manifested in the data. The high levels of attention and understanding regarding technological culture reflect how "hard connectivity" (infrastructure and technological equipment) transforms into "soft connectivity" (cultural understanding and people-to-people bonds). When overseas populations use Chinese technological products, they not only enjoy technological convenience but also gradually come to understand Chinese culture and embrace Chinese concepts through subtle influence.

结语：从数据洞察到文明智慧的深层思考

Conclusion: From Data Insights to Deep Reflections on Civilizational Wisdom

本次研究的发现不仅是统计学意义上的数据分析,更是对人类文明发展规律的深刻洞察。它们共同描绘出一幅文明交流互鉴在全球化时代的生动图景,为我们理解文明交流互鉴理念的深刻内涵和全球价值提供了实证材料。

The findings of this study represent not merely statistical data analysis, but profound insights into the laws governing human civilizational development. Together, they paint a vivid picture of mutual learning among civilizations in the era of globalization, providing empirical evidence for our understanding of the profound connotations and global value of the concept of cultural exchange and mutual learning.

从技术文化的超级传播力到数字化传播的去中心化革命,我们看到科技进步如何为文明交流创造新的可能性和新的挑战。技术不仅是工具,更是文化的载体和文明的桥梁。这提醒我们,在推进科技创新的同时,要更加注重科技的文化内涵和文明价值。

From the super-communicative power of technological culture to the decentralized revolution of digital communication, we witness how technological advancement creates new possibilities and challenges for cultural exchange. Technology serves not merely as a tool, but as a carrier of culture and a bridge between civilizations. This reminds us that while advancing technological innovation, we must pay greater attention to the cultural connotations and civilizational values of technology.

从文化亲和力的洋葱层结构到偏见与欣赏的认知悖论,我们理解了文化传播的复杂机制和内在规律。文明交流不是简单的信息传递,而是涉及认知、情感、价值观等多个层面的深层互动。这要求我们在文明交流实践中要有足够的耐心、智慧和策略。

From the layered structure of cultural affinity to the cognitive paradox between prejudice and appreciation, we have come to understand the complex mechanisms and inherent laws of cultural transmission. Cultural exchange is not merely simple information transfer, but rather deep-level interaction involving multiple dimensions including cognition, emotion, and values. This requires us to possess sufficient patience, wisdom, and strategic thinking in the practice of cultural exchange.

从现代性与传统性的螺旋上升模式到全球文明倡议的理念共鸣,我们感受到中华文明独特发展路径的全球意义和普遍价值。中国式现代化不仅为中华民族伟大复兴开辟了光明前景,也为世界其他国家探索现代化道路提供了新的选择和启示。

From the spiral ascending model of modernity and tradition to the conceptual resonance of the Global Civilization Initiative, we perceive the global significance and universal value of Chinese civilization's unique development path. Chinese-style modernization not only opens bright prospects for the great rejuvenation of the Chinese nation, but also provides new options and insights for other countries worldwide in exploring their paths to modernization.

这些发现最终指向一个根本性的认识：文明交流互鉴不是抽象的理论概念，而是正在全球范围内发生的真实实践；不是遥远的理想目标，而是当下可以触摸的现实进程；不是单向的文化输出，而是双向乃至多向的文明互动。

These findings ultimately point to a fundamental understanding: mutual learning among civilizations is not an abstract theoretical concept, but a real practice taking place globally; it is not a distant ideal goal, but a tangible ongoing process in the present; it is not unidirectional cultural export, but bidirectional and even multidirectional cultural interaction.

构建人类命运共同体理念和文明交流互鉴思想，正在通过千千万万普通人的日常实践得以实现。每一次跨文化的产品使用，每一次跨国界的人员交流，每一次跨文明的对话互动，都在为构建人类命运共同体贡献力量。

The vision of building a community with a shared future for mankind and the concept of mutual learning among civilizations are being realized through the daily practices of millions of ordinary people. Every cross-cultural use of products, every cross-border exchange of personnel, and every cross-cultural dialogue and interaction contributes to building a community with a shared future for mankind.

面向未来，我们需要继续深化文明对话，拓展交流渠道，创新传播方式，以更加开放包容的心态、更加务实有效的方法、更加持久深入的努力，让文明交流互鉴成为推动人类社会进步的强大动力，为建设一个更加美好的世界贡献文明的智慧和力量。

Looking toward the future, we need to continue deepening cultural dialogue, expanding channels of exchange, and innovating communication methods. With a more open and inclusive mindset, more pragmatic and effective approaches, and more sustained and profound efforts, we must make mutual learning among civilizations a powerful driving force for human social progress, contributing the wisdom and strength of civilization to building a better world.

正如习近平主席所言：“文明因交流而多彩，文明因互鉴而丰富。”在这个充满挑战也充满希望的时代，让我们携手推进文明交流互鉴，共同谱写人类文明发展的新篇章。

As President Xi Jinping has stated: "Civilizations become colorful through exchange and are enriched through mutual learning." In this era filled with both challenges and hope, let us join hands to advance mutual learning among civilizations and together write a new chapter in the development of human civilization.

附录 Appendix: 样本描述 Sample Description

一、样本总体规模与抽样方式

I. Overall Sample Size and Sampling Method

本次调查共收集有效样本 12,302 份，覆盖全球 41 个国家和地区。本研究利用各国人口普查的年龄与性别数据进行配额设计，通过国际知名在线样本库抽样。

This survey collected a total of 12,302 valid samples, covering 41 countries and regions worldwide. The study employed quota design based on age and gender data from national censuses of respective countries, with sampling conducted through internationally renowned online sample databases.

二、地理分布

II. Geographic Distribution

调查涵盖六大洲 41 个国家和地区，每个国家收集约 300 份样本。

The survey encompasses 41 countries and regions across six continents, with approximately 300 samples collected from each country.

- 亚洲 (15 个国家)：印度、印尼、日本、韩国、马来西亚、菲律宾、泰国、越南、新加坡、以色列、土耳其、哈萨克斯坦、巴基斯坦、沙特阿拉伯、阿联酋。
- Asia (15 countries): India, Indonesia, Japan, South Korea, Malaysia, the Philippines, Thailand, Vietnam, Singapore, Israel, Turkey, Kazakhstan, Pakistan, Saudi Arabia, and the United Arab Emirates.
- 欧洲 (10 个国家)：法国、德国、意大利、英国、西班牙、瑞典、波兰、匈牙利、葡萄牙、塞尔维亚。
- Europe (10 countries): France, Germany, Italy, the United Kingdom, Spain, Sweden, Poland, Hungary, Portugal, and Serbia.
- 非洲 (7 个国家)：埃及、摩洛哥、南非、尼日利亚、加纳、喀麦隆、肯尼亚。
- Africa (7 countries): Egypt, Morocco, South Africa, Nigeria, Ghana, Cameroon, and Kenya.

- 南美洲（4 个国家）：巴西、阿根廷、智利、秘鲁。
- South America (4 countries): Brazil, Argentina, Chile, and Peru.
- 北美洲（3 个国家）：美国、加拿大、墨西哥。
- North America (3 countries): the United States, Canada, and Mexico.
- 大洋洲（2 个国家）：澳大利亚、新西兰。
- Oceania (2 countries): Australia and New Zealand.

三、人口学特征

III. Demographic Characteristics

样本性别分布基本均衡，男性 6,234 人，占 50.7%；女性 6,048 人，占 49.2%；其他性别 20 人，占 0.2%。

The sample demonstrates a relatively balanced gender distribution, with 6,234 male respondents accounting for 50.7%, 6,048 female respondents representing 49.2%, and 20 respondents of other genders comprising 0.2%.

样本年龄覆盖 18-65 岁成年人群。其中，18-24 岁年龄组 2,019 人，占 16.4%；25-34 岁年龄组 2,845 人，占 23.1%；35-44 岁年龄组 2,819 人，占 22.9%；45-54 岁年龄组 2,450 人，占 19.9%；55-65 岁年龄组 2,169 人，占 17.6%。

The sample encompasses adults aged 18 to 65 years. Specifically, the 18-24 age group comprises 2,019 respondents (16.4%); the 25-34 age group includes 2,845 respondents (23.1%); the 35-44 age group accounts for 2,819 respondents (22.9%); the 45-54 age group represents 2,450 respondents (19.9%); and the 55-65 age group consists of 2,169 respondents (17.6%).

受访者年度个人可支配收入水平分布情况为：高收入水平 981 人，占 8.0%；中上收入水平 2,861 人，占 23.3%；中等收入水平 5,700 人，占 46.3%；中下收入水平 1,832 人，占 14.9%；低收入水平 928 人，占 7.5%。

The distribution of respondents' annual personal disposable income levels is as follows: high-income level accounts for 981 respondents (8.0%); upper-middle income level comprises 2,861 respondents (23.3%); middle-income level represents 5,700 respondents (46.3%); lower-middle income level includes 1,832 respondents (14.9%); and low-income level consists of 928 respondents (7.5%).

受访者最高教育水平构成为：高中及以下学历 2,146 人，占 17.4%；大专 / 职业教育学历 1,901 人，占 15.5%；大学肄业 1,466 人，占 11.9%；学士学位 4,819 人，占 39.2%；硕士学位 1,672 人，占 13.6%；博士学位 298 人，占 2.4%。

The composition of respondents' highest educational attainment is as follows: high school education or below accounts for 2,146 respondents (17.4%); associate degree/vocational education comprises 1,901 respondents (15.5%); some college education represents 1,466 respondents (11.9%); bachelor's degree includes 4,819 respondents (39.2%); master's degree consists of 1,672 respondents (13.6%); and doctoral degree accounts for 298 respondents (2.4%).

受访者婚姻状况分布为：“处于婚姻中”6,493 人，占 52.8%；“未处于婚姻中”5,809 人，占 47.2%。

The distribution of respondents' marital status is as follows: "married" accounts for 6,493 respondents (52.8%); "unmarried" comprises 5,809 respondents (47.2%).

受访者过去三个月就业状况分布情况为：全职工作 7,490 人，占 60.9%；兼职工作 1,764 人，占 14.3%；失业且正在找工作 767 人，占 6.2%；学生 759 人，占 6.2%；家庭主妇 / 全职父母 627 人，占 5.1%；退休 591 人，占 4.8%；其他 304 人，占 2.5%。

The distribution of respondents' employment status over the past three months is as follows: full-time employment accounts for 7,490 respondents (60.9%); part-time employment comprises 1,764 respondents (14.3%); unemployed and actively seeking work represents 767 respondents (6.2%); students account for 759 respondents (6.2%); homemakers/stay-at-home parents comprise 627 respondents (5.1%); retired individuals represent 591 respondents (4.8%); and other categories account for 304 respondents (2.5%).

