

The logo for CapTV is displayed on a yellow background. It consists of a dark brown square containing the text 'CA:P' in large, white, sans-serif capital letters. Below this, a horizontal white line is positioned above the letters 'TV', which are also in large, white, sans-serif capital letters. The 'TV' is contained within a smaller dark brown square that overlaps the bottom right corner of the larger square.

CA:P

TV

**Has CapTV
increased the
followers' political
participation?**

Yu Yee Po 11550772239

Wong Ching Fung 1155056212

Wong Suet Ho 1155092250



Flow:

- Introduction
- Interview Question
- Interview Summary
- Response to the research title
- From **CapTV** to social media

Introduction

➤ Facebook page

➤ Types of video:

- Daily life
- Politics
- Society

➤ Characteristics:

- Ironic
- Humour
- Simplified particular events in few minutes

➤ Stance: Anti-government

➤ Re-creation: Using montage to combine clips from various movies

奇異種子的奇異進化篇



Examples of daily life video



Example of political/social sarcasm video:

還有很多隱藏人物未unlock。◦

See Translation



Interview Questions

❖ Interview objectives:

- To examine the influence of CapTV in enhancing followers' political participation
- To observe different influences on politically active and apathy audience

❖ Interviewee: “People who followed and political active” and “People who followed but political apathy”

❖ Interview questions:

1. What is your impression of CAPTV? (你印象中的CAPTV 是怎樣的?)
2. Do you think there is a political stand of CAPTV?(你認為CAPTV有沒有政治立場?)
3. Do you agree that CAPTV would deepen your understanding towards politics?(CAPTV會否加深你對政治的了解?)
4. Can CAPTV motivate you to engage in politics? (CAPTV能否推動你將不滿付諸行動)

Questions / Interviewees	For Active audience (June Cheng) ❖ CUHK (GPA)	For Passive audience (Amber Cheung) ❖ CITYU (CLT)
1. What is your impression of CAPTV?	Entertainment and sarcasm Sometimes critical	For Entertainment
2. Do you think there is a political stand of CAPTV?	YES	YES
3. Do you agree that CAPTV would deepen your understanding towards politics?	NO There are other ways to understand news immediatly, such as Apple daily and Maingpao	YES under different circumstances 1.know that news → watch the whole video→ provide another angle for her to understand that news → know more about politics 2.dont know that news originally → skip that video
4. Can CAPTV motivate you to engage in politics?	NO vibes rathan than motivate for take action → to share the information with friends	NO not familiar with social issues

Interview Summary

❖ ***Characteristic of CapTV: immediate, simplified, emphasized the conflicts and ridiculousness***

❖ **For active audience:**

- Use CapTV as a tool to persuade people who are not aware of politics
- Active user → vibes, not only receiver, but also make use of the social media to influence others

❖ **For passive audience:**

- Tend to skip the video which is related to politics
- Need someone to guide or introduce the politics-related video
- Lack fundamental knowledge

Has **CapTV** increased the followers' political participation?

- ❖ Acquainted audience with political affairs = increase one's political participation
- ❖ Participate through
 - Sharing and commenting their videos
 - Understanding/interpreting the meaning
- ❖ The response and interaction among audience are parts of the influence of social media



Kinam Kwok

我問伯伯：小王子有好多層樓嫁？
伯伯話：無，佢得一個星球

10月11日下午10:46 · 讚好 · 336 · 回覆

查看之前的回應.....



CapTV 擷電視

我問伯伯：一出世就有樓唔洗供？佢係男定係女呀？

伯伯話：係男係女都唔關你事啦！

10月13日下午1:53 · 讚好 · 15 · 回覆

From **CapTV** to Social Media...



❖ *Functions:*

- Infiltrate their ideas and political stance into the audience's mind
- Everyone can be an agent in the century of Web 2.0
- Take a role to mull over an atmosphere to against the social injustice in order to mobilize people

❖ *Limitations:*

- Easily controlled by money and power → transmitted to commodity
- Hard to foster a democratic and rational discussion habit
- Echoing effect → reinforce one's stances