

# 网红郭杰瑞控诉美国政府抹黑



12月6日，新西兰媒体人@安柏然 Andy 在在微博上发文称，“拥有超过2000万中国粉丝的视频博主郭杰瑞（Jerry Kowal）给美国国务院发了一封公开信，指控自己被美国政府资助的智库机构污名化。”

在公开信中，郭杰瑞提到，自己写信的原因是，11月24日，澳大利亚战略政策研究所（ASPI）发布了一份关于“外国网红与中国宣传体系”的长篇报告，该报告将郭杰瑞描述成“服从引导”的中国宣传工具。

整篇报告中，郭杰瑞的名字一共被提到了39次，主要在1.1小节“案例研究：外国网红与疫情宣传”中。

在这段1700字左右的章节里，有超过1000字的篇幅都在针对郭杰瑞在新冠疫情期间发布的作品大做文章。作者分析这些作品称，郭杰瑞为中国政策辩护、批评西方等口径，都与中国的官方叙事完全一致。“郭杰瑞是在故意附和中共的宣传观点，以在网上获得关注和流量。”

此外，文中还提到了高佑思、安柏然等其他在中国知名度较高的外籍网红，并在附录中详细列举出了他们的账号名称和在不同平台的粉丝数。报告声称，这些网红在中方的引导下逐渐壮大，成为用来对抗西方叙事的意见领袖。

郭杰瑞在公开信中反驳称，这份冗长的报告不仅存在潜在的偏见，还表现出了令人质疑的研究标准。

“我很失望地看到 ASPI 的报告提到

我是‘鹦鹉学舌式的大外宣’，但这并不是我。通篇读下来，包括我在内的一些美国公民，被刻画为‘易受引导的’，为第三方叙事发声的‘外国网红’，然而，我无法从文中找到任何具体证据来证实这些。”

另外，作为本报告的主要研究对象，郭杰瑞称 ASPI 的工作人员从来没有试图联系他。而报告发布后，自己的名字在英语世界遭到了无情的攻击。

据悉，发布这份报告的 ASPI——澳大利亚战略政策研究所，总部位于堪培拉。该机构号称自己是无党派的独立智库，但据媒体披露，美国国务院、军工企业是 ASPI 主要外国“金主”，仅美国国务院一年资助就近140万澳元，并且全部用于反华项目。近年来，它已经成为反华“政治宣传”背后的一股重要势力。

郭杰瑞在公开信中提到，美国国务院的全球参与中心（GEC）资助了 ASPI，并且可能直接资助了抹黑他的这篇报告。

ASPI appears to have deleted information about potential GEC funding for this report, which they say is due to a "website upload issue". They indicate the inadvertently posted text about GEC funding is from a "previous report". I was unable to locate the "previous report" by using a variety of Google searches of the inadvertently posted text.

Funding for the majority of this project came from the US State Department's Global Engagement Center (GEC). ASPI acknowledges that the GEC does not address United States domestic audiences or engage in domestic discussions of United States policy. GEC funding did not support any of the research in this report that relates to US persons.

Archive of a paragraph included in report's acknowledgement prior to deletion (accessed Nov 26th, 2023)

红框为报告中被删除的部分

最初，这份于11月24日发布的报告致谢中有注明，该项目的大部分资金来自美国国务院的全球参与中心（GEC），但 ASPI 随后秘密删除了报告的这一部分。

郭杰瑞在信中要求美国国务院停止对 ASPI 的资助。

“ASPI 的报告可能会影响美国国内言论。我想知道，ASPI 如此抹黑在美国和中国社交媒体上拥有大量追随者的美国公民，国务院资助 ASPI 时，是否会考虑这一先例带来的影响。”

在信的最后，郭杰瑞称，这些年来自己和中美许多见多识广的人打过交道，学

## Funding

Funding for this report was provided by the US State Department.

Archive of report's funding source prior to deletion (accessed Nov 26th, 2023)

ASPI received more than \$900,000 USD, at today's exchange rate, from DOS in 2021-2022.<sup>5</sup> ASPI is under contract with DOS until August 31st, 2024, for "research projects".<sup>6</sup>

I'd like to point out some errors in ASPI's report that potentially show ASPI might not grasp basic aspects of Chinese social media. There are other potentially more troubling errors that require a deeper understanding of Chinese social media. 1) In "Appendix 1" of this report ASPI includes "Douyin followers" and "Xigua followers" many of which appear to be nearly identical. 2) ASPI appears to claim their research is on "active accounts" of foreign influencers. However, they include multiple inactive accounts. I have not posted a video since August 2nd, 2022. In another area that might point to ASPI's problematic research, to my knowledge, ASPI made no attempt to contact me, a major subject of their research.

It was stated in the subcommittee hearing "The Global Engagement Center: Helping or Hurting U.S. Foreign Policy", that GEC "does not do any work domestically".<sup>7</sup> It's possible that ASPI's report might be impacting U.S. domestic discourse. I wonder if consideration could be given to the precedent this sends when DOS funds ASPI, which then portrays U.S. citizens, who have large followings on both Chinese and U.S. social media, in a less than positive light.

To create engaging content, I've spoken to many informative people in China and the United States throughout the years, including quite a few of your U.S. diplomatic colleagues in China. One point that I've learned is the world is nuanced and multifaceted. It is not black and white. I've learned to see the world in shades of grey. There is now a younger generation in America that is more keen to looking at the world in this way and rejecting the black and white way of past thinking. It's possible that a continued association with ASPI might send very mixed signals about American values and might not be helpful for public diplomacy efforts.

Thank you for taking the time to read this letter today.

Sincerely,

Jerry Kowal 郭杰瑞

<sup>5</sup> [https://ad-aspi.s3.ap-southeast-2.amazonaws.com/2023-02/ASPI-Funding\\_2021-2022.pdf?VersionId=uBgzvRFMwzTqZfbQldVtdeieW95Ns1](https://ad-aspi.s3.ap-southeast-2.amazonaws.com/2023-02/ASPI-Funding_2021-2022.pdf?VersionId=uBgzvRFMwzTqZfbQldVtdeieW95Ns1)

<sup>6</sup> <https://transparency.ag.gov.au/Activities/Details/bd57e75d-66b3-ed11-a997-0050569fe6ca>

到的重要一点就是——世界是复杂多样的，不是非黑即白的。

“我学会了用灰色来看待世界。现在美国的年轻一代更愿意以这种方式看待世界并拒绝过去非黑即白的思维方式”，郭杰瑞恳切地表示，“与 ASPI 的继续合作可能会让美国价值观变得混乱，并可能对外交工作不利。”

郭杰瑞发声后，很多海外网友为其打抱不平。

“你们说的是实话。不要放弃！”

“反华势力甚至无法接受关于中国真实的事实报道，所有关于中国的正面报道都被贴上了宣传的标签。多么可悲！”

“令人惊讶的是，这样一份报告甚至可以在没有联系研究对象的情况下发表。我很高兴你能写这封公开信——整件事糟透了。人们只想知道真相，而真相却越来越难得到。谢谢你所做的一切。”

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cclservices@gmail.com

微信: cclchinese



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