

What is Weibo & how does it work?

Weibo is a microblogging application, launched by Sina Corporation in 2009, based on user relationships to share, disseminate and get information. As of Q4 2019, it has over 516 million monthly active users (compared to Twitter's 300 million), making it only the second largest social media platform in China after WeChat.

Can Weibo be used as a tool for Social Research?

In this post Shulin Hu describes how researchers have used data from Weibo, China's second most popular social media platform, to undertake a variety of research projects and provides resources for researchers looking to use Weibo as a tool for social research. Zoufan posted her last words on Weibo on 18, March, 2012.

What is a Weibo reposting level?

The reposting level also indicates a high penetration of Weibo content, from its targeted audience to potential audiences.

Will Weibo be archived for non-commercial use?

A sign of the social media platforms importance, in April 2019, the National Library of China announced that it will archive all public posts on Weibo for non-commercial uses.

What data visualization tools are available on Weibo?

Another tool for data visualisation, WeiboEvents, allows users to study the spread of information and how accounts gain their popularity on Weibo. Feng Xian used it to study @Yutu, the Weibo account for the rover that reached the Moon in December 2013.

How powerful is Weibo compared to other social media platforms?

The above cases make clear that compared to other social media platforms, Weibo has a powerful ability, due to its large sample size, to study and track sentiment, affective states, online behaviours, and communications within the Chinese socio-cultural context.

The data of this study consists of 1035 Weibo posts collected from nine influential official Weibo of Chinese universities in 2018. Through analysing the socio-semiotic processes represented in ...

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Relying solely on data from Sina Weibo might not fully encompass the sentiments and experiences of university students, as some may prefer other platforms or ...

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In 2012, Sina Weibo stood out from competing microblogging products and developed into the largest social media platform in China. However, in 2013, competition from WeChat, a lack of ...

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Weibo Cai received his BS degree from Nanjing University in 1995 and a PhD degree in Chemistry from the University of California at San Diego in 2004. After three years of post-doctoral training at the Molecular Imaging Program at ...

Professor at Nanyang Technological University &#183; No matter what you chose and what you will choose, being positive is most important. &#183; Experience: Nanyang Technological University ...

Purpose This study explores the intricate relationship between unemployment rates and emotional responses among Chinese university graduates, analyzing how these ...

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