

Is it useful for Weibo fans to see the power grid



Overview

Nowadays, fans speak in a ritualistic and phatic manner on Weibo. They interpret Weibo's popularity metrics and algorithms and use them for strategic communicative practices, aiming at boosting positive publicity and high media visibility for idols. This work is licensed under a Creative Commons. This paper takes the series 227 events of Zhan Xiao's fan as an example and collect relevant data on Weibo for analysis through quantitative research method. Over 850 million people in China have used Weibo in 2021 so far, making it the world's largest social media marketing platform. Emerging Communications look at the impact of Weibo and its usefulness in understanding the Chinese consumer's journey Its huge social outreach, loyal user base (over 500+. This poster presents preliminary findings on Chinese celebrity fans' information creating behaviors on the Weibo platform, which is one portion of a broader research project exploring online information behaviors and fandom un-derstandings across representative fan groups of musical actors Ayanga. called Sina Weibo to enhance the experience of fans. Through the survey of 100 fans in Henry Lau's fan community, combined with secondary research, this work comes to the conclusion that the hashtags, post-classification, and fan management in the Super Topics are helpful for fans to gain pleasant.

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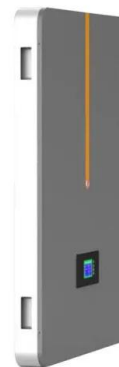


[HowDoesWeibo'sSuperTopicsEnhancetheExperience ofFans?](#)

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[The Characteristics and Effects of Fan Community Communication](#)

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Weibo = China's Twitter, but bigger, louder, and more influential for celebrities and brands. If you're a public figure, influencer, or fashion brand, Weibo is a must-have for visibility, fan ...



[What keeps Weibo winning in a rapidly changing digital landscape?](#)

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[Emotional Consumption of Micro-blog Fans Based on Big Data](#)

With the Combined Influence of social media, big data power and the Digital Economy, Fan circle girls are expressing their support for celebrities through ritual data labor and collective emotional ...



[Full article: 'Push-and-pull' for visibility: how do fans as users](#)

Fans do not regard the algorithmic system as running on its own but see their interactions with the system as gaming with the people behind - 'the capital,' such as the CEO, ...



[Chinese Celebrity Fans' Information Creating Behaviors on the ...](#)

Unobtrusive observation and semi-structured interviews have produced preliminary results that fans' celebrity-related information creating behaviors on Weibo--posting, reposting, comment-ing,



[The data indicators on Weibo. , Download Scientific Diagram](#)

Unlike most forms of data labor and fan activities, Chinese fans' online data-making behavior (zuoshuju) appears tedious, time- and money-consuming, and overwhelmingly irrational.

[How Brands Use Weibo for Public Relations and Trend Marketing](#)

With its unique mix of real-time discussions, celebrity influence, and social emotion, Weibo offers brands a powerful stage to shape narratives, respond to public sentiment, and amplify ...



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