

What Trends in Chinese Social Media



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Motivation

- In China, online social networks have become a major platform for youth to gather information and to make friends
- How do people share information in Chinese online social networks?
- What kinds of information gets shared?
- How are trends formed?
- Who are the trend-setters?

The Internet in China

- China's cyber space is dominated by urban students between 18-30
- "The Chinese government attaches great importance in protecting the safe flow of Internet information."



- We monitor the list of hourly trending keywords on Sina Weibo for 30 days
 - 4411 new trending keywords over the 30 days observation period
- We also obtained 16.32 million tweets on 3361 different trending topics over 40 days using the Twitter Search API
- We illustrate the top 20 most retweeted authors on Twitter and on Sina Weibo appearing in multiple trending topics

Top 20 Retweeted Users in At Least 10 Trending Topics

Author	Description (Translated)	Verified Account	Retweets	Tweets	Topics	Retweet-Ratio
Urban Fashion Magazine		Yes	1194999	37	12	99583.25
Fashion Brand VANCL		Yes	849404	21	13	65338.77
Online Travel Magazine		Yes	127737	123	21	57987.48
Gourmet Factory		No	553586	86	12	46132.17
Horoscopes		No	1545955	101	38	40683.13
Silly Jokes		No	3210130	258	81	39631.23
Good Movies		No	1497968	140	38	39420.21
Wonderful Quotes		No	602528	39	17	35442.82
Global Music		No	697308	116	22	31695.81
Funny Jokes Countdown		No	3667566	438	121	30310.46
Creative Ideas		No	742178	111	25	29687.12
Famous Chinese singer		Yes	284600	25	10	28460
Good Music		No	323022	52	12	26918.5
Movie Factory		No	1509003	230	59	25576.32
Strange Stories		No	1668910	250	66	25286.52
Beautiful Pictures		No	435312	33	18	24184
Global Music		No	432444	65	18	24024.67
Female Fashion		No	809440	87	34	23807.06
Useful Tips		No	735070	153	31	23711.94
Funny Quizzes		No	589477	77	25	23579.08

- The list of top 20 influential authors on Sina Weibo consist of 4 verified accounts. The influential authors have a strong focus on collecting user contributed jokes, movie trivia, quizzes, stories

- In comparison, the influential authors on Twitter are mostly news sources such as CNN, the New York Times and ESPN

Author	Retweets	Topics	Retweet-Ratio
vovo-panico	11688	65	179.81
cnbrk	8444	84	100.52
keshasuja	5110	51	100.19
LadyGonga	4580	54	84.81
BreakingNews	8406	100	84.06
MLB	3866	62	62.35
nytimes	2960	59	50.17
HerbertFromFG	2693	58	46.43
espn	2371	66	35.92
globovision	2668	75	35.57
huffingtonpost	2135	63	33.88
skynewsbreak	1664	52	32
eLpais	1623	52	31.21
steem	1255	51	24.60
la_patilla	1273	65	19.58
reuters	957	57	16.78
WashingtonPost	929	60	15.48
bbcworld	832	59	14.10
CBSnews	547	56	9.76
TelegraphNews	464	79	5.87
tweetmeme	342	97	3.52
nydailynews	173	51	3.39

Top Retweeted Users on Twitter contributing to at least 50 trending topics each



Sina Weibo

- One of China's biggest twitter clones
 - 100 million users
 - 30 million active users per day
- Users can post messages of text, pictures, videos and links
- The retweets on Sina Weibo are shown as two amalgamated entries
 - Users can also make comments to tweets
- Sina Weibo offers a list of 50 keywords that appeared most frequently in users' tweets in the past hour
 - Ranked according to the frequency of appearances

Rank	Keyword	Count
1	蓝精灵 Smurfs	2560
2	哈利波特 Harry Potter	1610
3	瓦力格 Varyag	1368
4	伏地魔 Voldemort	1255
5	大运会 University Games	931
6	美联储 Federal Reserve	926
7	发改委 NDRC	652
8	肯德基 KFC	621
9	变形金刚 Transformers	557
10	情人节 Valentine's Day	535

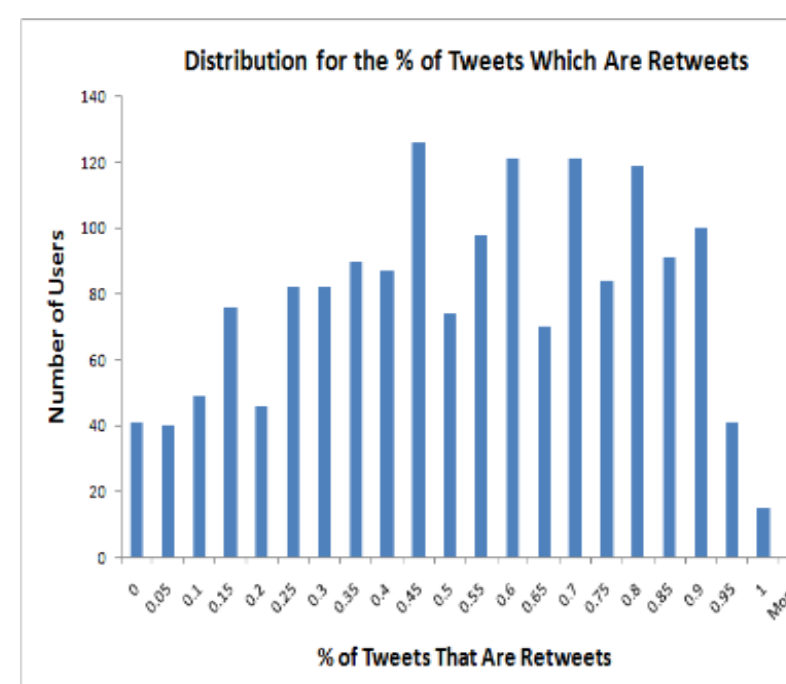
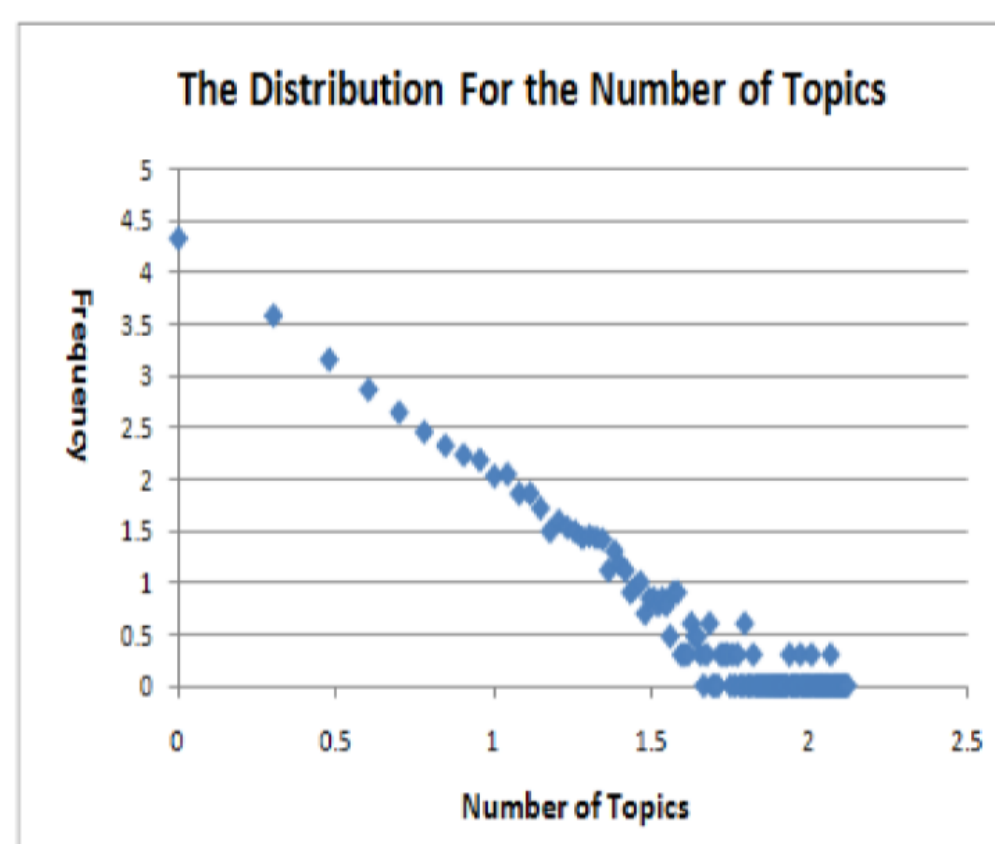
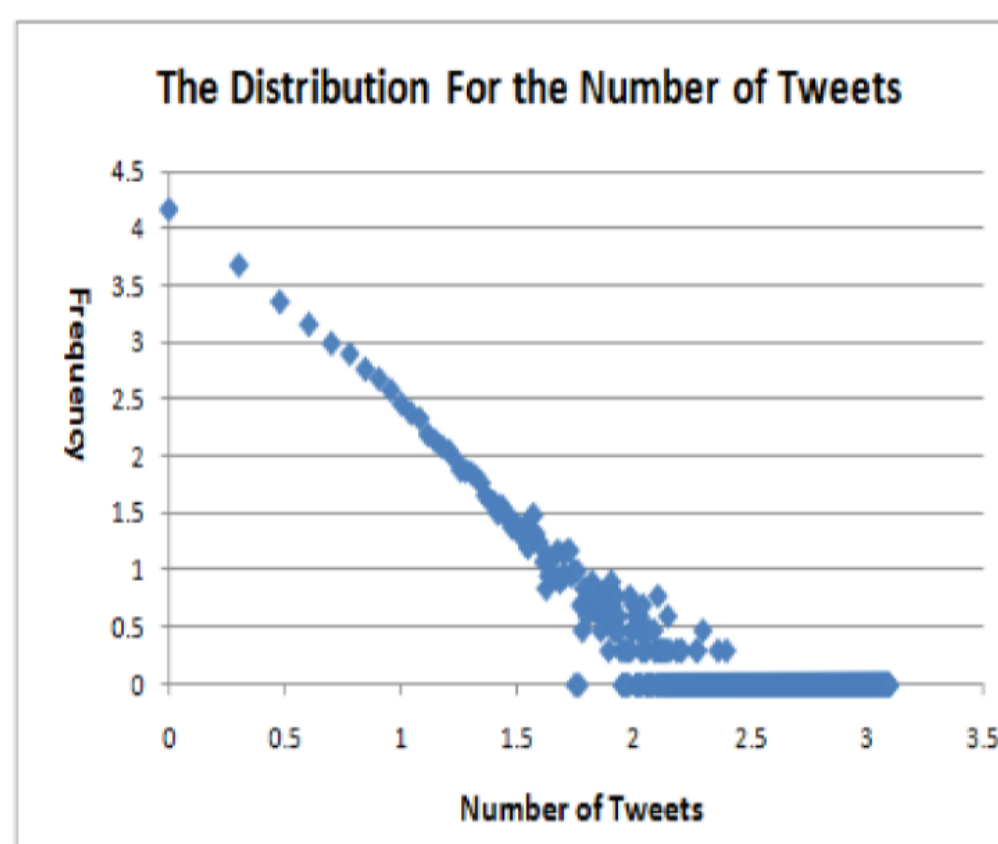
Profile Information for Top 20 Retweeted Users

Images(%)	Videos(%)	Links(%)	Followees	Followers	Tweets
70%	0%	32%	673	461398	719
57%	71%	0%	715	300358	2508
21%	0%	17%	67	597063	2600
30%	0%	0%	20	245026	518
20%	0%	0%	81	1884896	4261
8%	0%	0%	650	3536888	10598
15%	11%	0%	12	625117	804
46%	0%	0%	368	2338610	3605
0%	22%	0%	79	405847	716
5%	1%	0%	11	2411888	17818
14%	4%	0%	634	1551438	4899
44%	16%	0%	352	6107858	1850
0%	50%	0%	1136	590099	2041
6%	7%	0%	303	1210833	11411
10%	0%	1%	555	1220027	4249
45%	0%	0%	13	615461	1254
5%	40%	0%	12	496171	571
30%	0%	0%	60	901612	3506
15%	3%	0%	9	763264	2718
25%	0%	0%	4	853877	2362

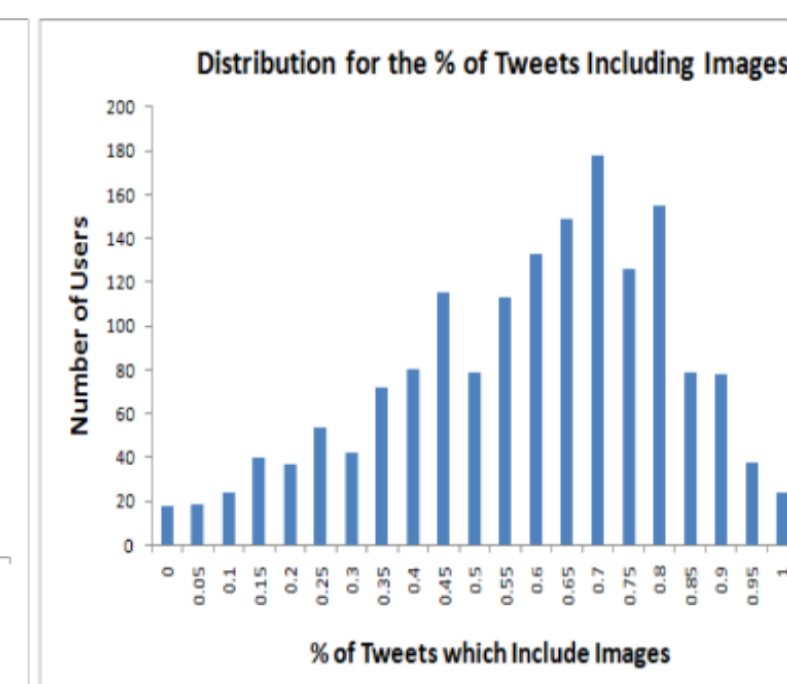
- A large percentage of the tweets on Sina Weibo include images, some include videos or links
 - Twitter users post links in only 17.6% of the tweets on trending topics
- Most of the influential authors have more followers than followees
- There are only 23 verified accounts in the top 100 trend-setters
 - The verified accounts are of celebrities and news sources

Rank	ID	Description
1	1757128873	Fashion Web Magazine
2	1643830957	Fashion Brand
2	1670645393	Travel Web Magazine
12	1195230310	Celebrity
21	1740006601	Celebrity
25	1730380283	Game Discussion Forum
26	1760945071	Chinese Group
42	1322920531	Celebrity
43	1771665380	Record Label
46	1266321801	Celebrity
48	1883881851	Organization (NBA China)
58	1698229264	Music Web Magazine
62	1642591402	Sina Entertainment
70	1743374541	Pictures Discussion Forum
71	1618051664	Sina News
74	1653689003	Newspaper
75	1640601392	Sina Video
82	1195031270	Celebrity
83	1835254597	Music Web Magazine
84	1830442653	Music Web Magazine
95	1765148101	Sina Fashion
96	1258256457	Celebrity
100	1596329427	Celebrity

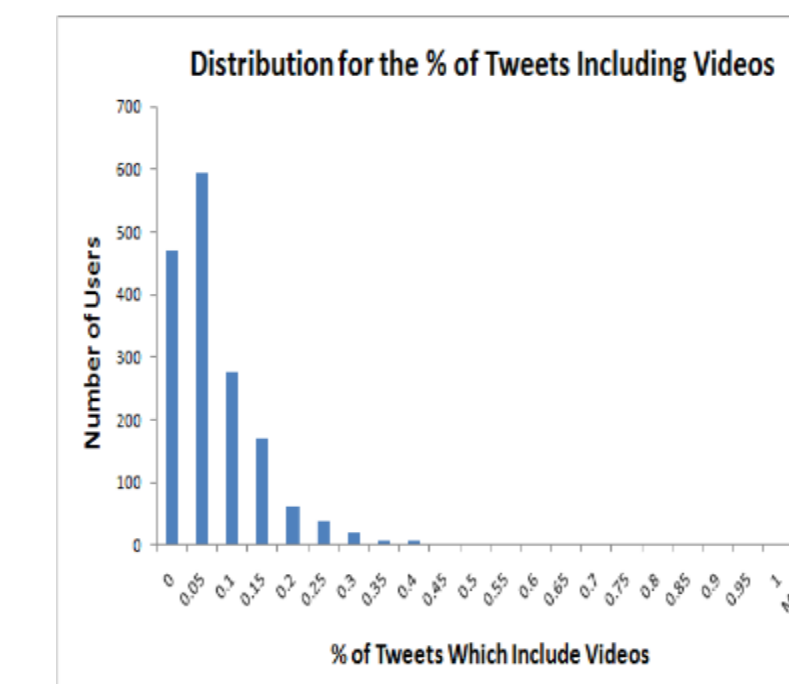
Verified Accounts Among Top 100 Trend-setters



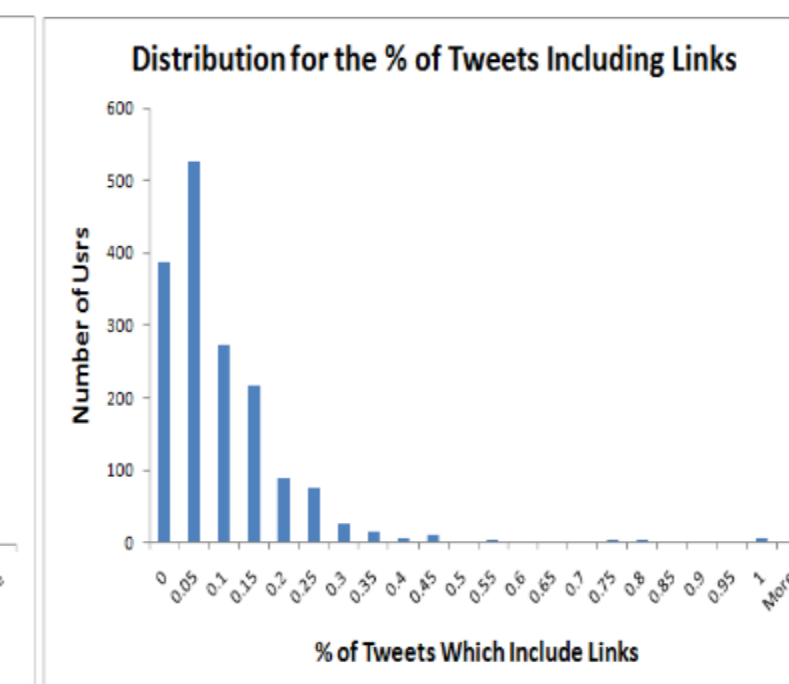
Average = 50.24%



Average = 56.43%



Average = 5.57%



Average = 8.03%

Conclusion

- There are vast differences between the content that is shared on Sina Weibo when compared to Twitter
- People tend to use Sina Weibo to share jokes, images and videos. The trends formed are mostly due to the retweets of such media content
- In contrast, we observed on Twitter that trending topics are mainly caused by sources of media