

# Radio and Television Network Sun Jingshu Weibo

## What is Sina Weibo?

Sina Weibo: A mutual communication apparatus between the Chinese government and Chinese citizens. China Media Research,10,72-85. Guan W.,Gao H.,Yang M.,Li Y.,Ma H.,Qian W.,. . . Yang X. (2014). Analyzing user behavior of the micro-blogging website Sina Weibo during hot social events.

#### Is Weibo a networked public?

Weibo as "networked publics"--both a public space and collectives (boyd,2010)--have amplified the visibility and social impact of public events, and enabled individuals to gather on this public "square" to participate.

#### Did Weibo polarize social media?

However, the split of "Chinese characteristics" and "universal values" did capture the polarization of networked publics with escalated contentions and the party-state's more aggressive taking over of social media. Weibo enhanced public visibility of both sides of the ideological contention("universal values" versus "Chinese characteristics").

#### How popular is Weibo in China?

Of those who are active on the Internet in China, about one-third (or 212 million) were active on Weibo, which represented an increase of 48% in social media usage compared to a year ago (CNNIC, 2015), making it one of the most visited online destinations in China (Alexa, 2016).

Do Weibo opinion leaders reinforce the community's attitudes about the Tianjin explosion?

Integrating the findings from this study, the data suggest that Weibo opinion leaders most frequentlyreinforced the community's attitudes toward and opinions about the Tianjin explosion, contributing to the spread of opinion convergence on Weibo.

### Do the Weibo Community see opinion leaders' tweets?

Since the data are collected based on the same keyword and hashtag and based on representativeness heuristics, this study made the assumption that the Weibo community sampled in this study have seen the tweets by the opinion leaders.

Radio Beijing Corporation (RBC; Chinese: ???????; pinyin: Beijing Rénmín Guangbo Diàntái, literally Beijing People's Broadcasting Station), was a family of municipal radio stations that also include news, music, and sports in ...

The BBC network stations, e.g. BBC Radio 1, BBC Radio 4 are grouped together in a single multiplex. Nations and Local radio services are carried on a mix of commercial multiplexes. Try ...



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Third, we have enhanced our broadcasting system to ensure that the public can readily access and enjoy our content. China has built the world"s most extensive radio and television ...

The emergence of China and the advent of social media are two events that rupture the world as it is and force a rethinking of activism and public spaces. Environmental protests in China, ...

This book discusses the development strategies of Chinese media convergence in the current, fast-changing communication environment. Drawing on both theoretical and empirical data ...

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