

Is it useful for Weibo fans to see the power grid

Why is Weibo important for Chinese online fan culture?

Weibo serves as a very important platform for Chinese online fan culture, as it enables different fan communities and fandoms to be connected and visible to the public. This kind of visibility and connectivity influences the organizational structure of fandoms and how they mobilize themselves to perform in front of the public in some way.

What is Weibo & how does it work?

Launched in 2009, Weibo is a stalwart channel in the social media marketing world. It's the largest microblogging platform in China, and its name directly translates into English as 'microblog'. From its humble beginnings as a site for users to share their experiences, Weibo was one of the first social media sites to emerge in China.

Is Weibo the best social networking platform in China?

Weibo is one of the top social networking platforms in China with 462 million monthly active users. Get insights of Weibo users and the platform.

Why is Weibo so popular?

Weibo enhanced public visibility of both sides of the ideological contention ("universal values" versus "Chinese characteristics"). The split in public opinion is more visible among the users with verified identities on Weibo, most of whom have large numbers of followers and thus with an opinion leader status.

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").

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