

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

HE Ziyun

**SOCIAL MEDIA AS TRENDSETTERS: THE CASE OF WEIBO**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:  
Marharyta S. Fabrykant  
Doctor of Philosophy in Psychology,  
Associate Professor

Minsk, 2024

## ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU He Ziyun “Social media as trendsetters: the case of Weibo” is focuses on Weibo, a major social media platform in China, to explore how it leads trends and impacts society, economy, and culture.

The master's thesis purpose is to analyses Weibo's role as a trend leader, its performance in user engagement, content dissemination, interactive mechanisms, and the challenges it faces, offering insights and references for other social media platforms.

*Keywords: social media, Weibo, trendsetters, user behavior, influencer marketing, entertainment, culture, consumer behavior, e-commerce, brand image.*