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**SOCIAL INFORMATION AND IT'S PRESENTATION IN SOCIAL MEDIA:
CASE OF CHINA**

Master's Thesis
ANNOTATION
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ANNOTATION

The purpose is to investigate the exhibition of social information on Chinese social media, with Weibo as a prime example.

Research objectives are:

Define the communication system of social information on current Weibo social media.

- To analysis of the dissemination patterns of various social information (e.g. hotspots, news, public opinion events, etc.) on the weibo platform.

- Analyse the behavioural habits of users in the reception, processing, and dissemination of social information, including browsing, liking, commenting, and sharing.

- Analyse the different roles and influence of different user groups (such as opinion leaders, regular.

Study how social information on weibo affects international audiences, and how international events spread on weibo, the uniqueness of social information display in weibo.

Explore the impact of algorithm recommendations and policy factors on the presentation and dissemination of social information.

The objectives are range from understanding the unique characteristics of the Weibo platform to analyzing its impact on public opinion and political discourse.

The subject of the study is Presentation of Social Information on Chinese Social Media Examples of Chinese Social Media weibo.

The novelty of the research by analysing the uniqueness of social information displayed on Chinese microblogging platforms and comparing big data from different social media platforms in China, this study reveals the distinct.

The research includes 56 pages, 3pictures,1 table, 50 sources.

Keyword: social media, social information, social communication, Weibo user identity, social identity, social influence.