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THE PERCEIVED PURPOSES OF SOCIAL MEDIA USE ON VARIOUS CHINESE PLATFORMS

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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Minsk, 2025

ANNOTATION

The structure of the master's thesis: master's thesis contains 63 pages, 61 sources, 3 tables, 1 figure and 2 appendices.

Keywords: social media, perceived purpose, user behavior, platform differences, chinese context, mixed research methods

The purpose of this master's thesis is to focus on the self-attribution mechanism and cross-platform differences of the purpose of use of Chinese social media platforms, aiming to break through the Western-centric research framework and build a theoretical model with local explanatory power.

The object of the study is the Chinese social media users' usage behaviors and perceived purposes on different platforms (e.g., WeChat, Weibo, Tik Tok, Xiaohongshu, etc.), as well as the social, cultural, and technological factors that influence these purposes.

The subject of the study is the Self-attribution mechanism of Chinese social media users' usage purposes on different platforms and cross-platform differences

Methods and methodology: This study uses mixed methods (questionnaires, N=100; interviews, N=20) to analyze user behavior on Chinese social media, revealing diverse motivations and platform-specific differences.

The research results show that user usage purposes present a "instrumental-emotional" binary structure, and platform ecology and technical characteristics shape user behavior. Based on this, platform function optimization, user guidance strategies, and future exploration of algorithm ethical impacts combined with physiological data are proposed, and a localized theoretical model is constructed, providing a systematic explanation for understanding Chinese social media user behavior.