

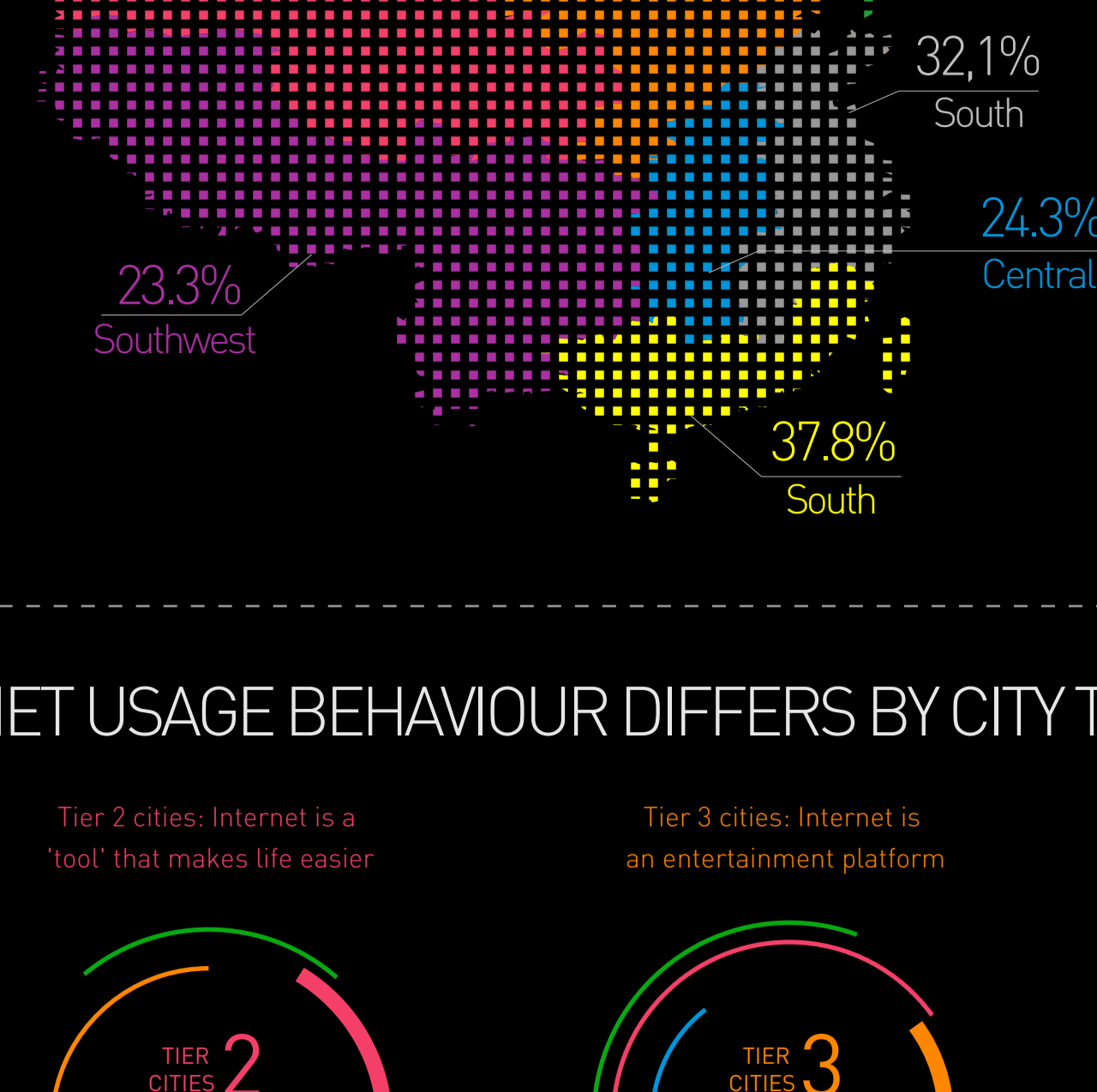
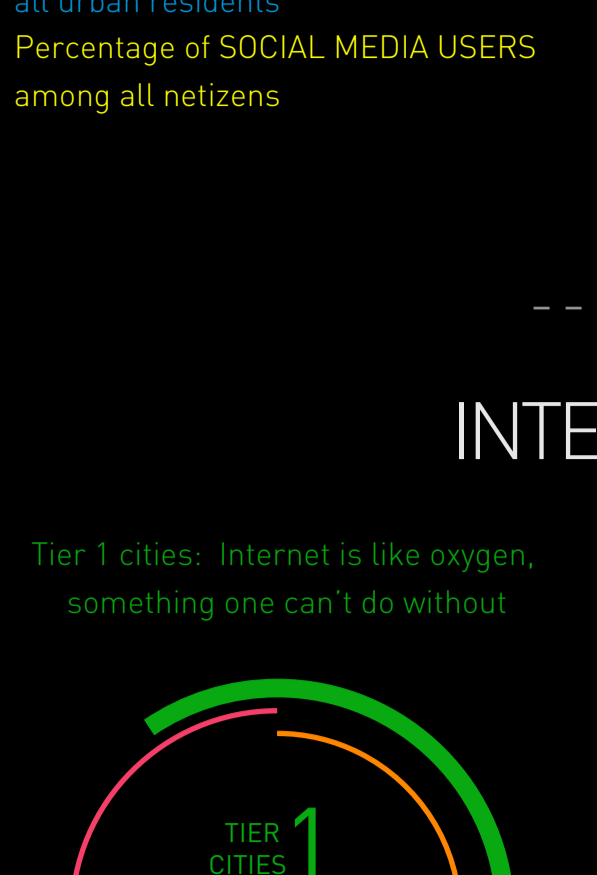
# CHINA SOCIAL MEDIA IMPACT 2014

## CHINA NATIONAL RESIDENT SURVEY

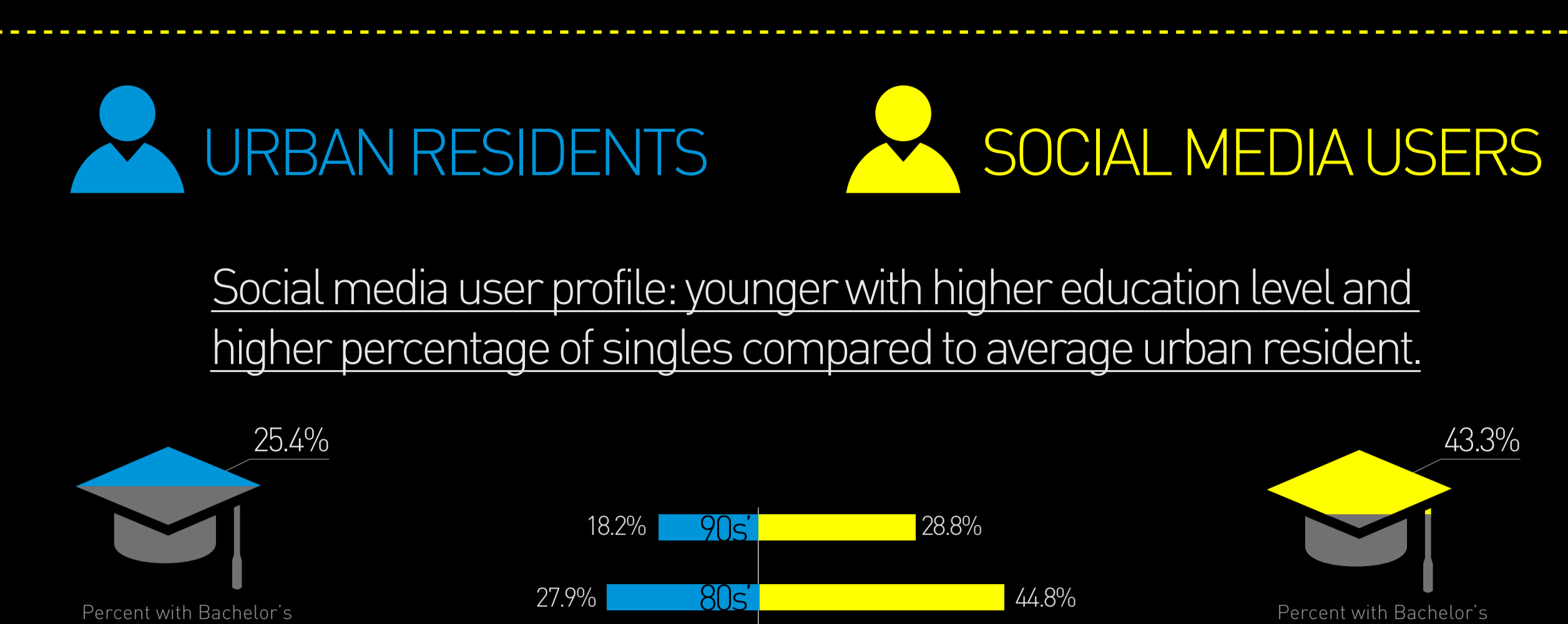
60 CITIES | 100,000 ANNUAL SAMPLE | 180 MILLION

### Behaviour of netizens

(people who used the internet yesterday)

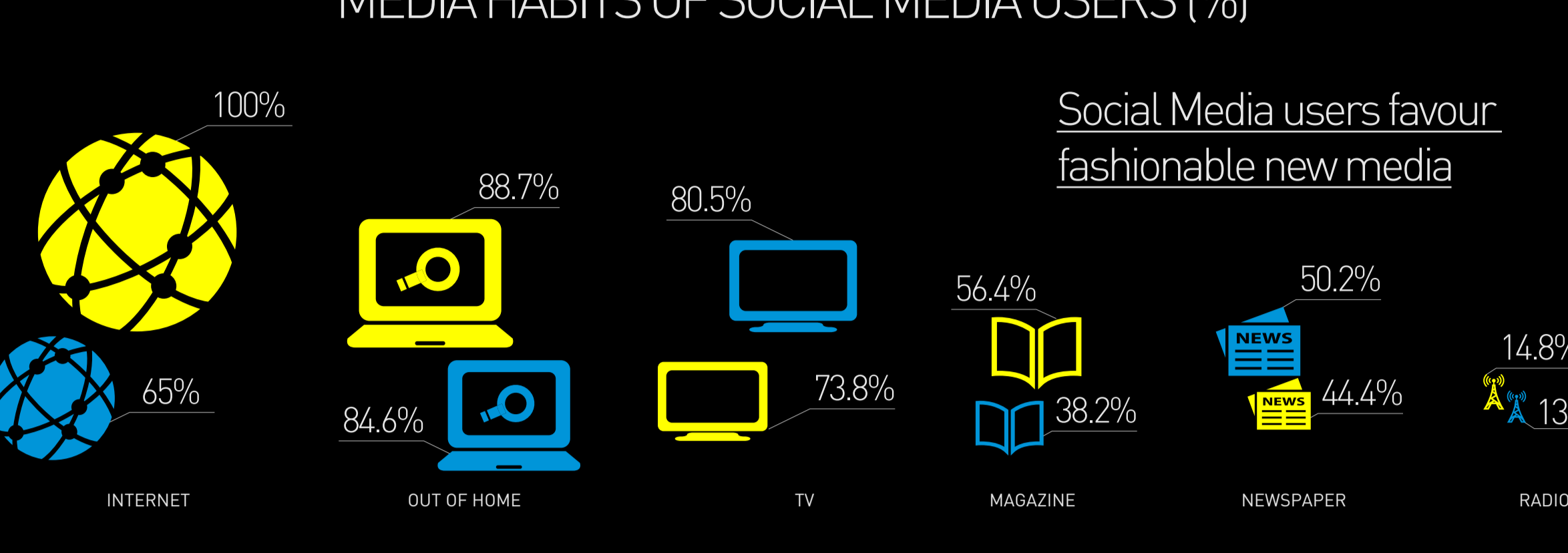


## INTERNET USAGE BEHAVIOUR DIFFERS BY CITY TIERS

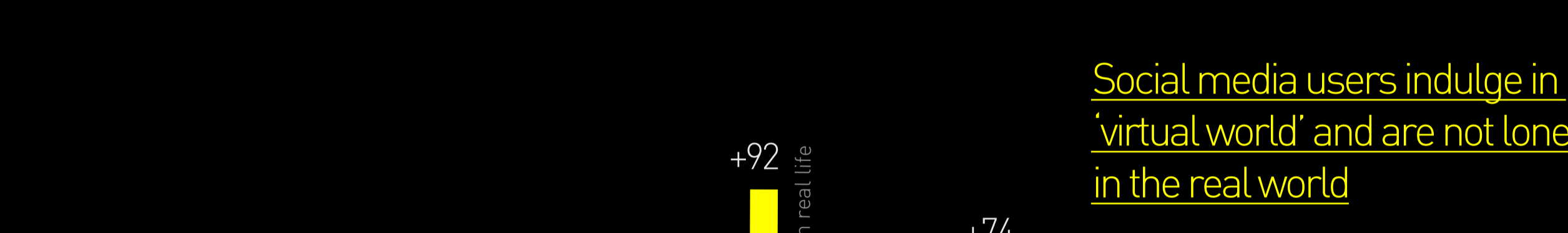
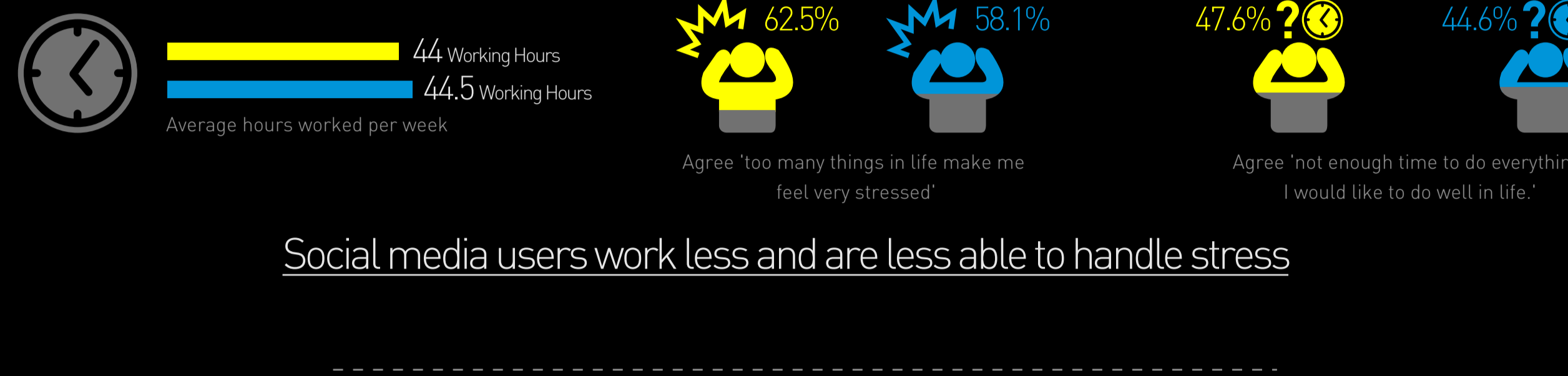


## URBAN RESIDENTS | SOCIAL MEDIA USERS

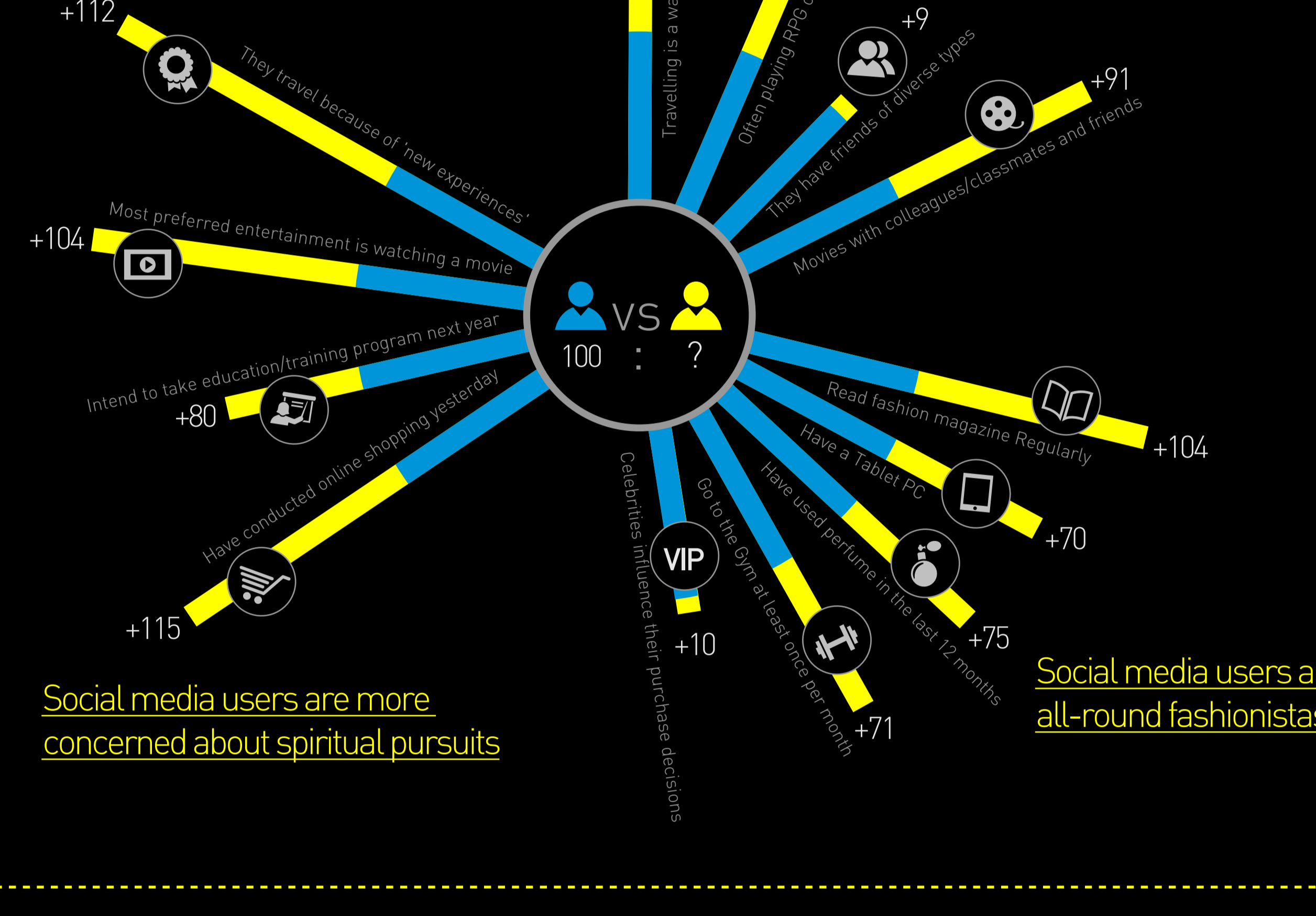
Social media user profile: younger with higher education level and higher percentage of singles compared to average urban resident.



## MEDIA HABITS OF SOCIAL MEDIA USERS (%)



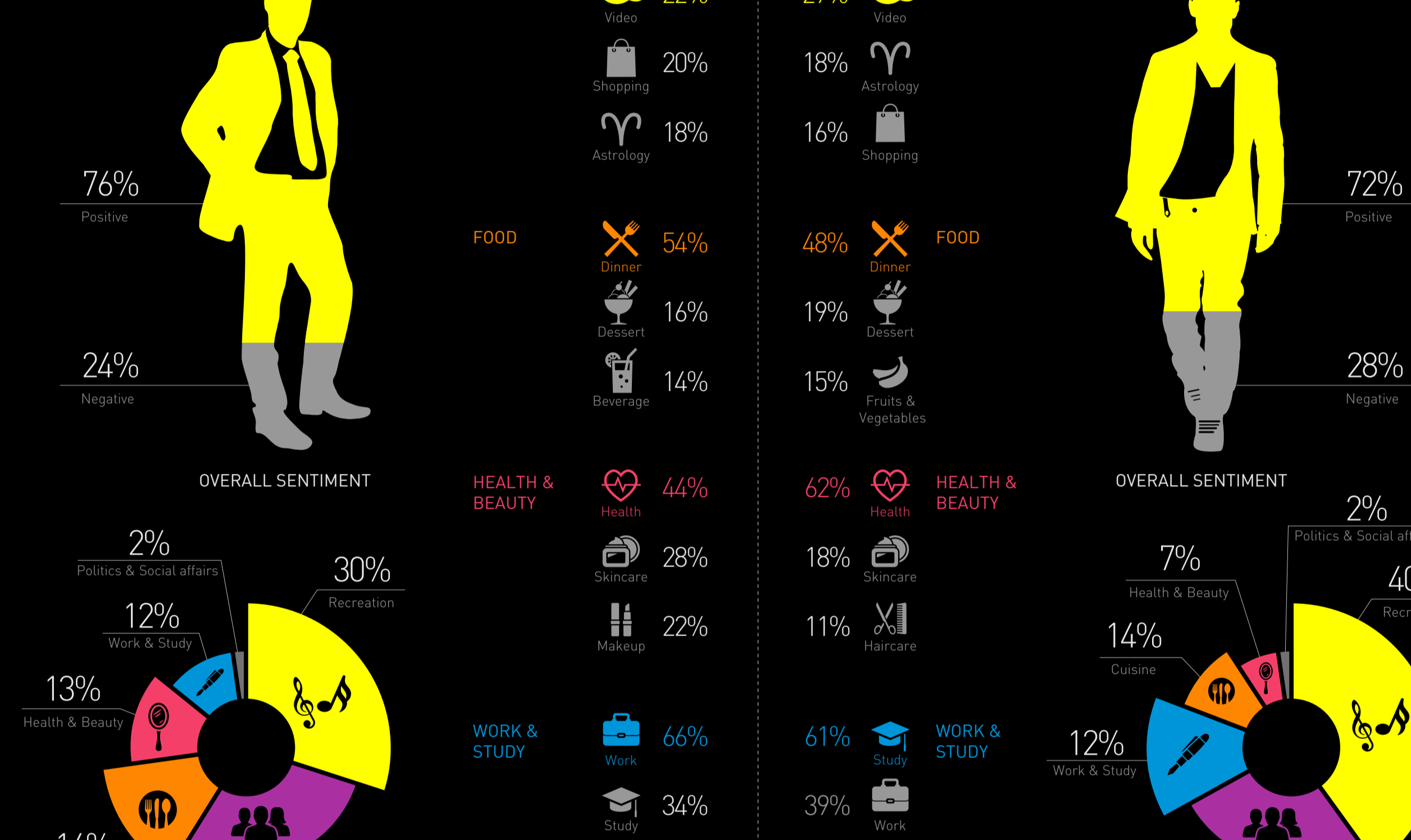
## Social media users indulge in 'virtual world' and are not lonely in the real world



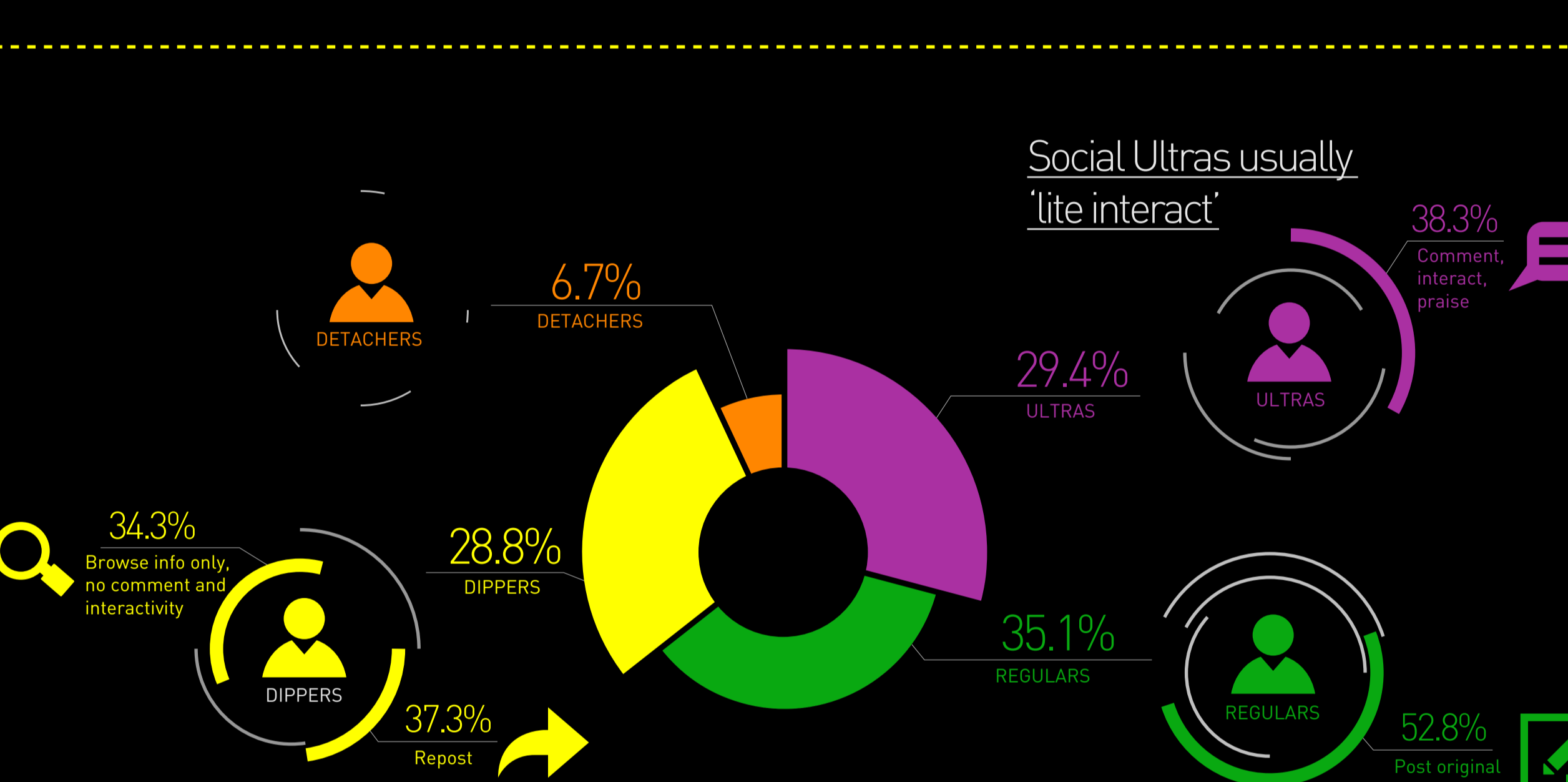
1,785,648 tweets | Top 500 meaningful keywords among tweets posted by 8,000 netizens (4,000 for 80s and 90s respectively) from SinaWeiboAPI collection. | 1,296,984 tweets

## 80s | 90s

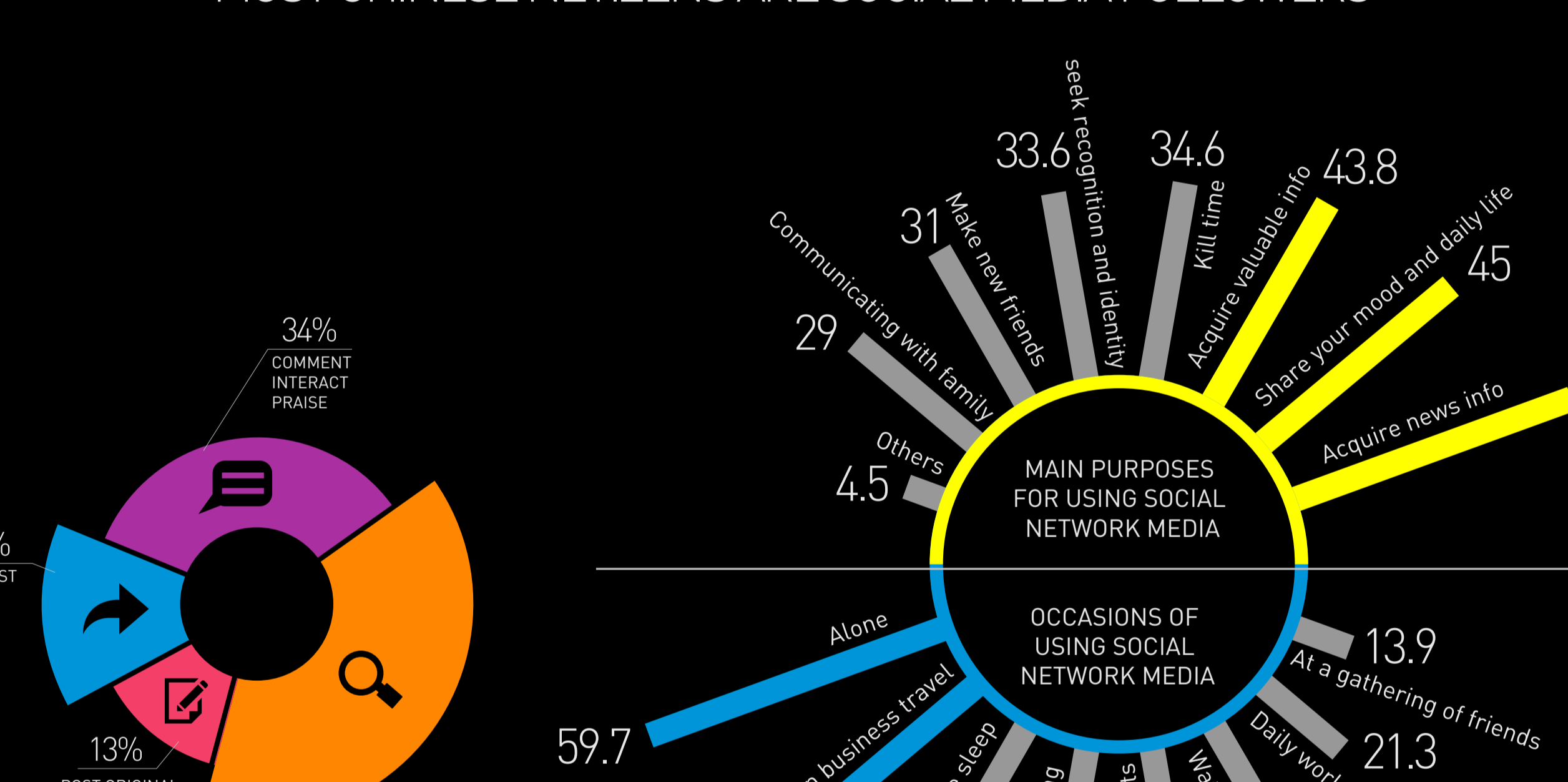
Both 80s and 90s displayed overwhelmingly positive attitude on Sina Weibo. 80s were marginally more optimistic compared with 90s.



## Social Ultras usually 'like interact'



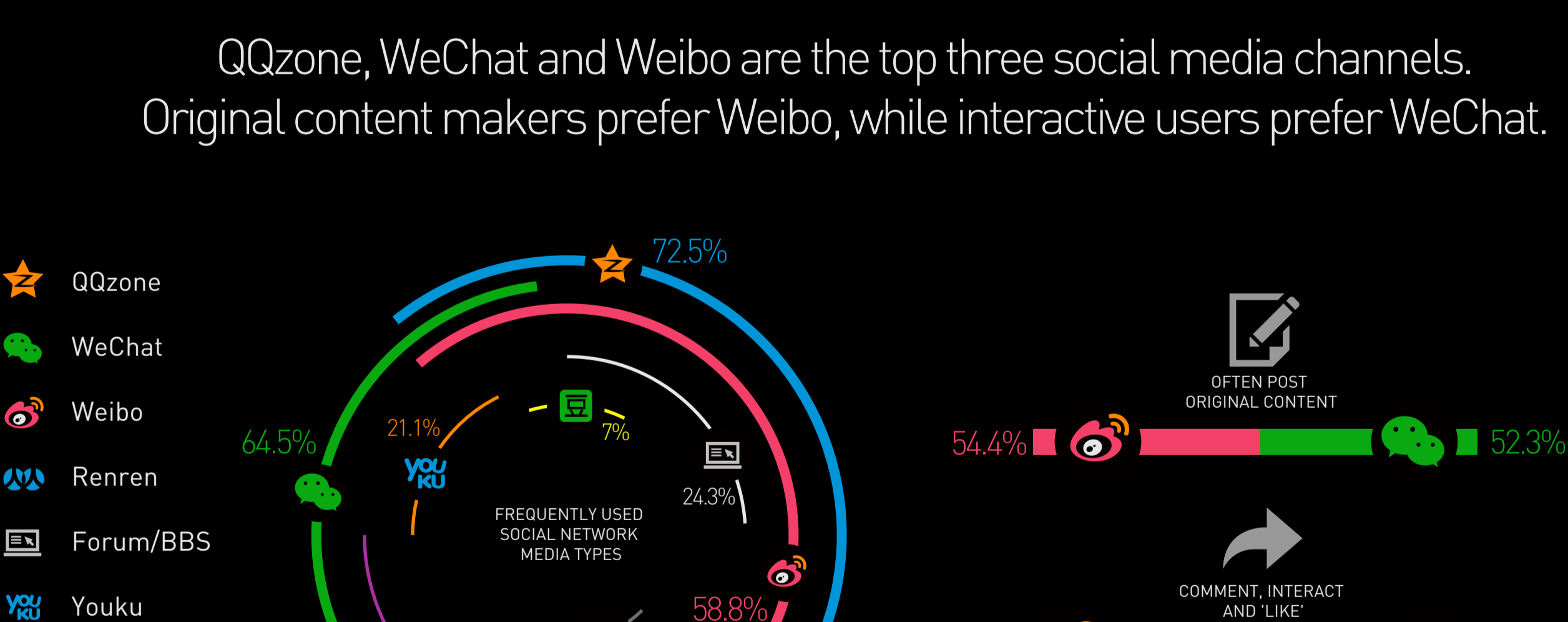
## MOST CHINESE NETIZENS ARE SOCIAL MEDIA FOLLOWERS



## ATTITUDE TOWARDS PRIVACY WHEN USING SOCIAL MEDIA %



QQzone, WeChat and Weibo are the top three social media channels. Original content makers prefer Weibo, while interactive users prefer WeChat.



They are both used heavily for communication among classmates / friends / colleagues. Wechat is used more for family communication, while Weibo more for society / the public

