

Preliminary Exploration of Information Dissemination Power of Fan Weibo: A Case Study of “ElopingKarRoy” Postprint

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Abstract

In the Internet era, Weibo, as a platform built upon information networks, leverages its inherent advantages in the development of new media. “ElopingKarRoy” is a fan Weibo account characterized by a substantial follower base, high activity levels, and strong interactivity, whose content configuration and dissemination strategies exhibit a certain representativeness. This study employs data analysis methodologies to conduct quantitative statistical analysis of the content of the “ElopingKarRoy” Weibo account, examines the content characteristics of fan Weibo dissemination, and subsequently explores the communication efficacy of fan Weibo. This paper posits that the content dissemination of fan Weibo is influenced by the combined effects of multiple factors including frequency, content, format, and distinctive features; through content dissemination, fan Weibo fulfills fan users’ content requirements and psychological gratification, thereby generating certain communication effectiveness.

Full Text

Research · Network and Communication: A Preliminary Study on the Information Dissemination Power of Fan Weibo Accounts — A Case Study of “ElopingKarRoy”

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Abstract: In the Internet era, Weibo, as a platform built on information networks, leverages its unique advantages in new media development. “ElopingKarRoy” is a fan Weibo account characterized by a large follower base, high activity levels, and strong interactivity, making its content configuration and communication strategies representative. This paper employs data analysis methods to conduct quantitative statistics on the content of “ElopingKarRoy,” analyzing

the characteristics of content dissemination in fan Weibo accounts and exploring their communication power. The study argues that content dissemination in fan Weibo accounts is influenced by a combination of factors including frequency, content, format, and distinctive features. Through content dissemination, fan Weibo accounts fulfill followers' content needs and psychological satisfaction, thereby generating certain communication effectiveness.

Keywords: fan Weibo; content configuration; communication methods; communication power

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With the rapid development of new media, Weibo—relying on social information networks—has become a vital and dynamic component of contemporary media communication due to its massive user base and product characteristics. The growing number of Weibo users has established it as an important channel for information acquisition and circulation. “ElopingKarRoy” is a highly representative fan Weibo account, and studying it offers both insights into new media phenomena and discussions on information communication methods, holding significant practical significance.

1. Concept of Communication Power

Communication power essentially means “the effectiveness of communication.” Scholars believe that media communication power depends on two aspects: communication capability and communication effect. Communication power refers to the ability of communication subjects to fully utilize various means to achieve effective dissemination. For Weibo, content determines communication capability, while communication effect represents how well Weibo content satisfies user needs. The diversification of channels, along with their fast, convenient, and instantaneous characteristics, enables every fan to communicate through the network anytime and anywhere. Therefore, this paper takes “ElopingKarRoy” as a case study, examining both content configuration and communication effects to identify effective strategies for enhancing Weibo communication power.

2. Content Configuration of Weibo “ElopingKarRoy”

Communication power originates from content production. The content value of fan Weibo accounts is crucial for generating communication power. Therefore, studying “ElopingKarRoy’s” communication power begins with its content configuration, leveraging its large “fan group” to rapidly disseminate information. This paper examines “ElopingKarRoy’s” content configuration from July 2016 to September 2017.

2.2 Originality Analysis

Emphasizing originality is key. Among the 251 posts published by “ElopingKarRoy,” 241 were original content (96%). In terms of timeliness, 229 posts were highly time-sensitive (91.2%). This emphasis on originality provides “ElopingKarRoy” with exclusive information resources, serving as the primary factor in capturing and maintaining fan attention. Additionally, “ElopingKarRoy’s” posts closely follow celebrity activities and dynamics, demonstrating strong timeliness that helps capture the first point of content distribution and attract fan participation.

2.4 Feature Analysis

Adapting to the reshaping of news communication patterns and fully leveraging the strong interactivity of networks, “ElopingKarRoy” carefully crafts online content and increases the configuration of distinctive activities. This not only enhances celebrity visibility and public favorability but also establishes a positive fan image, fulfilling fan demands while increasing the account’s influence and communication effectiveness.

Among the 251 posts published by “ElopingKarRoy,” 224 were image posts (89.2%) and 17 were video posts (6.8%). In terms of nature, 227 posts were online interactions (90.4%) and 24 were offline interactions (9.6%). Compared to text descriptions, images and videos can attract fans’ attention more immediately and intuitively. By producing high-quality Weibo content through rich formats and providing users with diverse content experiences, the account continuously retains fan users, thereby greatly expanding the powerful effect of communication power.

3. Analysis of Communication Effects of Weibo “ElopingKarRoy”

Communication power should be measured through comprehensive analysis of the impact produced by communication subjects and means on communication objects. Analyzing “ElopingKarRoy’s” communication power requires examining the communication effects its content produces on fan users.

From July 2016 to September 2017, “ElopingKarRoy” published 251 posts, averaging one post every 1.7 days. The average repost count per post reached 3,624, with the maximum reaching 126,890. This high posting frequency helps fan Weibo accounts continuously attract fan attention, thereby generating high interaction volumes and forming the foundation for strong communication power.

3.1 Weibo Fan Culture Identity

Cultural identity can be understood as the feeling of individuals being influenced by group culture. As individual fans who admire celebrities, followers from different fields exercise their media rights through networks and Weibo, finding

a sense of belonging and achieving identity recognition, which constitutes Weibo fan culture identity. In the fan community centered around “ElopingKarRoy,” fans present themselves as symbols on Weibo, no longer divided by real-world social status or position, but rather grouped by online social skills demonstrated through their usernames and their contributions to the idol and fan community. This group identity recognition makes fans more loyal to using this particular Weibo account.

3.2 Social Interaction in the Weibo Context

Interactions triggered by Weibo content can be viewed as social interaction. In the Weibo context, social interaction mainly occurs between the Weibo account and fans, and among fans themselves. Account-fan interactions are primarily completed through comments, reposts, and likes. Weibo accounts need to excavate and refine content to maintain user loyalty. Additionally, fan-to-fan interactions generated through continuous reposting and commenting not only maintain user stickiness but also consolidate group cultural identity. “ElopingKarRoy” continuously attracts fan interaction through innovative formats and refined content. Through these interactions, fans develop content identification with the account itself, continuously increasing their loyalty. On the other hand, fans can engage in communicative exchanges through reposting or commenting on the same post, continuously strengthening community attributes and expanding the account’s influence.

3.3 Use and Gratification Driven by Fan Psychology

The uses and gratifications theory posits that audiences’ active use of media constrains the media communication process, with media usage being entirely based on individual needs and desires. Weibo enhances its communication effectiveness by continuously satisfying audiences’ potential needs. Through agenda-setting in content, “ElopingKarRoy” provides fans with the following gratifications: First, fans can simultaneously learn about celebrities’ schedules and status through “ElopingKarRoy,” satisfying their curiosity. Second, the account’s innovative content and formats increase social interaction, helping fans find a sense of belonging. Third, fans meet like-minded friends through online and offline interactions, achieving psychological satisfaction and support. This gratification effect leads fans to continuously use Weibo with the expectation of similar future satisfaction. By leveraging its content advantages, the account strives to build social information networks and construct harmonious social relationship networks.

Represented by “ElopingKarRoy,” fan Weibo accounts continuously attract users through high-frequency, high-quality content configuration, satisfying fans’ content needs and psychological demands, thereby forming certain fan loyalty and achieving communication effectiveness. As technology develops and content formats continuously innovate, the communication characteristics of fan Weibo accounts will also continue to evolve, requiring persistent attention

and research to correctly and scientifically utilize Weibo for communication. This remains a question requiring serious consideration—neither excessive abuse nor overly restrictive limitations, but rather ensuring the positivity of online promotion, leveraging its advantages, conforming to the trends of the times, and fostering innovation.

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