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# Chapter 13

## **CHINESE SOCIAL MEDIA PLATFORMS AS AN ALTERNATIVE SOCIAL MEDIA TO THE NEW WORLD**

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## Introduction and Historical Background

Owing to a tremendous growth of internet and technology, social media has gained immense importance and popularity around the globe. Due to interactive, transparent, and participative features on social media, a significant proportion of the population loves spending time on it. It has literally modified the way we collaborate and interact with each other. According to statistics of December 2015, 649 Million internet users were reported that included 249 Million micro-blog users (Fei, 2016). The number of users of Chinese social media like Weibo and We Chat has increased substantially since 2009 (Zhou & Wang, 2014).

Social media have pronounced impact on various fields of life including Tourism. Most of the young people utilize social media to stay connected with their loved ones and for seeking help in various matters for travel decision making. They can find tourist destinations, modes of travelling, food options, and much more. Many tourism sites use social media for their advantage to attract attention of foreigners visiting their country.

Chinese social media are quite different from that of Western countries due to restrictions imposed by the Chinese government. Only a few foreign participants are involved in Chinese social media marketing. These restrictions are likely to continue in the long run and people in China would be able to interact through selected forums only. Most of the global social media forums like Facebook, Twitter, and Google are strictly forbidden in China. Moreover, the Chinese social media like Wechat and Weibo was in the beginning providing only Chinese language content that is quite difficult for foreigners to utilize for their tourism. But after a few years Wechat start to be localized in different languages, which this made the platform international.

The historical background of Social media censorship in China stems from the riots in western province Xinjiang in 2010. In April 2010, the Chinese government revised the existing laws on Guarding State Secrets that restricted the global media access (Xu & Albert, 2014). This amendment required telecommunication and other IT companies to collaborate with the Chinese government to restrict global media and help minimization of leaking out of national secrets. However, the definition of the Chinese secrets remains vague that would facilitate the purpose of integrity of the state through social media restrictions. Keeping the door closed to the international media and staying inside a confined information space, prohibits any kind of rebellion against national interests.

The Chinese government has been blocking the foreign content so that any kind of right-threatening and uncensored information couldn't be ac-

cessed by Chinese citizens. Censorship of foreign content was an important step in promoting the local regime and school of thought. Through local news and social media, the Chinese government aims to prevent minimization of their authority. The Google also criticized the internet censorship in China. As the economy of China is rapidly growing, access to the foreign world is becoming quite important and social media provide the required resources for achieving this task.

Due to the differences in Chinese social media platforms as compared to the western world, only a few research studies have been reported in the former field. This area requires special attention considering the fact that China is now becoming a global leader in economy and technology, and it has to provide forums for global interaction through social media. This report will shed light on social media of China with respect to its role in marketing, tourism industry, differences from western social media, the number of users, and their limitations in facilitating the people for their required purpose.

### **The History of Chinese Social Media Restrictions**

China is a giant in terms of the internet and social media users. As per statistics from 2012, 513 Million users in China were compared with 245 Million users in the USA, with more than 300 Million people using social media from blogs to social media, microblogs, and other media content (Chiu, Ip, & Silverman, 2012). The number of subscribers of internet grew to 800 Million in 2019 and social media users more than 500 Million. This population is more than the combined population of Spain, France, Italy, UK and Germany. Moreover, the usage of social media is also growing and reported to be 40% of overall time of the day (Chiu et al., 2012).

The Chinese market is quite unique in the sense that the economic corridors are open through localized social media marketing only. Government is taking strict actions to ban any kind of foreign media content to shape native strategy for marketing of products and services. It is important to understand the nuances, restrictions, content, and information about various Chinese social media platforms.

Chinese social media users are quite active in searching and exploring the native content through multiple accounts. Almost 80% Chinese social media users utilize different forums for collaboration and interaction as compared to just 39% in Japan (Chiu et al., 2012). The number of mobile social media users is also increasing drastically. Most of the Chinese are skeptical about the formal institutions and their school of thought, so they prefer taking opinion from friends and family for important decisions.

Chinese social media have fierce competition for content marketing and attracting consumers. Many marketing companies hire bloggers and social media content writers to advertise their products in an attractive manner and also downgrade the products of other companies in competition. Most of the negative news become viral and gain people's attention to make them against a particular brand or company. Businesses have to manage social media forums to avoid any kind of negative marketing against them. When comparing the brand value with other competitors, the companies must develop strong social media consumer insights.

The Chinese social media are quite local and fragmented as their content is restricted to native interests. In a broader spectrum, Chinese social media have services in the e-commerce and digital media. In the former, the services of microblogging like Sina Weibo and Tencent Weibo are quite familiar and interesting, while the latter category of social media includes Renren and Kaixin001 (Chiu et al., 2012). These forums have their own focus, areas of strength, advantages, and also the geographical properties. Due to diverse social media forums, this kind of fragmentation requires quite complex marketing structure in terms of planning and resources. They must have a network of operators and partners in different fields to guide social media marketing campaigns. The competition is increasing in this regard to gather players in this field and seek attention through the available social media.

The challenging social media marketing strategy doesn't put marketers away from using the forums of microblogging and e-commerce for selling their products and services. The unique market features require some intelligent methods to thrive. Firstly, the content should be unique and latest to serve the requirement of customers. Products that appeal customers through their functionality and originality must be advertised appropriately to initiate a successful campaign. Secondly, the test and learn approach is attractive in adapting to the changing marketing requirements. Trends evolve into different shapes and consumers expect companies to follow the innovative standards. Thirdly, social media marketing must focus on quality, sustainability, and corporate social responsibility factors along with brand goals. Sheer number of Chinese social media users require a lot of effort to win their confidence.

In China, the social media are considered as the vital force, leading to prosperity and welfare of the state. Den Xiaoping, a reformist leader, pioneered the socialist market economy to China for achieving broad economic goals. Technology is always perceived as a source for achieving the desired goals of socialism. However, technology associated with social media is never value free, especially when it is diffused from another culture and system. Considering the post-modern technical genre of China, it



is a gigantic task to isolate the international media from the Chinese internet and promote only native platforms for sharing ideas and digital content.

### **The Overall Social Media Landscape of China vs Western Social Media**

The social media platforms of the West, including Facebook, WhatsApp, and YouTube have great influence in the western region including Asian countries. Most of them are inaccessible to Chinese due to restrictions imposed by the Chinese Government as explained earlier. It is important to consider the historical background of Chinese social media to cover the aspects of their comparison in terms of the strengths and weaknesses with western media.

The real internet growth began in China in 1999 with the introduction of QQ by Tencent. Millions of youngsters utilized this forum to stay connected with their loved ones and enjoy unique features of enjoyment. Blog-China also emerged as an innovative forum in 2002 by Fangxingdong. In addition to the instant messaging services provided by QQ, Chinese users were also interested in audio, video content, microblogging, and payment services. Sina Weibo provided the microblogging platform, Kaixinwang and Jiepang offered social media services in their own specialized manner, and Wechat cultivated an altogether new social life with everything included on this forum.

Nowadays, the Chinese people would have social media accounts on a variety of forums and integrate them for linking their contacts, information, and media. This trend of integrating the social media is also used by the websites for their marketing purposes. They would know the target markets through social media trends and interests of the people. Moreover, the companies could make their online presence by gathering attention of people through social media Ads. The landscape of Chinese social media is changing at a rapid rate and has become quite rich in terms of features and options.

Innovation in Chinese social media comes from behaviors, requirements, trends, political aspects, and cultural norms of China instead of just copying the features of western counterparts. The Chinese social media are creating an innovative landscape for providing various features for young generation. For example, some features of Wechat like searching for nearby friends and associate payment options are much better than WhatsApp. Consequently, China is becoming a global leader in setting social media trends. Consider the comparison of Chinese social media with western counterparts and you will appreciate the diversity of Chinese platforms (He & Pedraza, 2015).

Social media types	Chinese social media platforms	Occidental counterparts
Microblogging	<i>Sina Weibo; Tencent Weibo</i>	<i>Twitter</i>
Social network sites	<i>Qzone; Renren; Kaixin; WeChat friends</i>	<i>Facebook</i>
Video sharing sites	<i>Youku; Tudou</i>	<i>YouTube</i>
Photo sharing sites	<i>Bababian; Babidou</i>	<i>Flickr</i>
Instant messaging	<i>QQ</i>	<i>MSN</i>
Q&A	<i>Tianya Wenda; Baidu Zhidao</i>	<i>Answers</i>
Wikis	<i>Hudong Baike; Baidu Baike</i>	<i>Wikipedia</i>
LBS	<i>Jiebang</i>	<i>Foursquare</i>

*Figure 1: Comparison of Chinese Social Media with Western Counterparts (He & Pedraza, 2015)*

QQ, Qzone, Wechat, Renren, and Kaixin have millions of Chinese users and these social networks grow in the unique competitive environment (He & Pedraza, 2015). It is customary for Chinese social media to have various services offered by different companies. The native social media are unique, competitive, complex, and fragmented being organized and fragmented by local Chinese companies. This trend sets the basis for utilizing it for business and marketing purposes.

It is important to be aware of the latest trends and liking patterns of people for starting a marketing campaign on social media. Only in this way, the marketers could utilize the forum for seeking attention of online users. Due to a tremendous development of the internet in China with the introduction of 4G, 5G services, the services of online shopping, group buying, and mobile social media Apps are becoming quite popular.

### **Chinese Social Media and E-Commerce Trends**

The recent boom of internet and technology has revolutionized the economy and global markets. The Chinese economy is also strongly linked with the online marketing and shopping forums through e-commerce strategy. Due to huge consumer base and trends of online shopping, the Chinese e-commerce is competing leading players in this regard like the USA.

Local firms have noticed the online trends of social media and marketing their products right at social media forums where people are searching for their favorite things and brands. Currently, the microblogs are driving a huge amount of traffic on Chinese users like Jingdong, Tmall, and Taobao (He & Pedraza, 2015). The Chinese microblogs are linking customers with their searching forums and the online shopping places for easing out the exploration process for customers. The netizens could find products of their choice in reasonable price and quality. Through integration of discussion forums like Weibo with e-commerce, the platform is available for discussion about the products in detail such that people are aware of all pros and cons of the products.

The Xiaomi online sales campaign is the best example of using social media for linking Chinese people to e-commerce. This company is a tech giant that launched its first series of smartphones in 2011 through the media campaign that got very high appreciation from clients (He & Pedraza, 2015). With the help of social media, people commented on the quality of services provided by the smartphone. Thus, social media not only connected the end customers to online businesses, but also provided a suitable forum for discussing various features of products and services.

Launching marketing campaigns on social media looks quite easy for inviting a huge range of customers through the internet. However, local and international enterprises face some challenges in this regard. Firstly, social media's strategy for businesses is not well defined and concrete (He & Pedraza, 2015). Due to lack of experience in this unique way of marketing, the startups and thriving companies have to take a risk in gathering attention of customers. Secondly, social media teams for businesses are scarce. Thirdly, it is difficult to measure the extent of the social media effort and hence allocating the resources for achieving this goal.

### **The Social Media Platforms of China**

China has created many different social media platforms as alternative to western world. These social media platforms had better quality in some cases than the western social media platforms. Some of them like Tik Tok, wechat were also able to achieve to be global competitor in the word of social media globally.

#### **Sina Weibo**

It is one of the most famous microblogging forums in China, running as web 2.0 application. It is the market leader in China with almost 50% market share among social media forums. Almost 80% users of this forum are young people. So, it is important to analyze the social media requirements of young people to make this forum successful.

This service was introduced in 2009 and it is now the most popular blogging forum in China. It enables the users to search their favorite content and repost them with limitation of 140 Chinese characters. However, their original content doesn't have any limit of characters' length. However, Chinese characters are quite powerful and concise, and it is possible to embed a lot of information in 140 characters as compared to the western alphabetical system. This strength makes microblogging feature an interesting prospect for Chinese people. Like other typical western social media, Sina Weibo allows users to share content in the form of photos, videos, and URLs. The users can follow their friends and connections to stay updated with their posts.

By the end of September 2017, Sina Weibo claimed 376 Million subscribers that marks an increase of 27% in comparison with progress in 2016 (Wang, 2018). Moreover, the daily active users increased to 165 Million that marked an increase by 25% from the same period. Male users' percentage was 56.3%, while females had 43.7% contribution among overall users. The highest proportion of Sina Weibo users (38.6%) lie in the range of 23 to 30 years of age, while users in range 20-35 make up roughly 82% of total users.

The motivation of using social media like Weibo comes from the Maslow's hierarchy of needs. According to this theory, different requirements like safety need, psychological needs, self-esteem, social belonging, self-transcendence, and self-actualization exist. Motivations for using Weibo include information seeking, opinion sharing, social interaction, and media participation (Wang, 2018). According to a research study, people using Weibo could be categorized as follows (Wang, 2018):

1. Ordinary people use Weibo for opinion expression and entertainment.
2. Celebrities use Weibo for establishing their perfect images.
3. Entrepreneurs use Weibo for marketing their products and services.
4. Governmental officers use Weibo for disseminating information.

The role of Sina Weibo in bringing the Chinese community close to each other is tremendous. People are willing to share their moments, stories, posts, emotions, and much more. The most remarkable part of the forum is that it doesn't rely on international sources of information that could have questionable authenticity. The information from the other Chinese people and other native sources provide authenticity for staying connected and getting important updates.

The historical background of Weibo makes it a formidable choice in comparison with Twitter to save China from political influences of all kinds. The international social media were banned in China during 2009, when many Chinese used unethical comments on microblogs in reaction to the global political situation (Sun, 2013). The complexity of the international social media and technology diffusion required the Chinese government to ban international social media and promote native and local sources of information. It provides the answer to the technological revolution and global socialization through media by providing a suitable to Chinese for their interaction, opinion, sharing, information exchange, and marketing.

The popularity of Sina Weibo could be analyzed from its extremely fast developmental trajectory as compared to global social media giants like Twitter. It took Twitter to achieve the milestone of 100 Million tweet per day, and Weibo achieved this goal in half the time period. The scale of Weibo is quite interesting for Chinese users as things get reposted very often, sometimes 1000 times reposting (Sun, 2013).

Right from the onset, Sina Weibo was always considered as the copy of Twitter. Later on, it was compared with Facebook and Twitter as it depicted the features of both these social media that are banned in China (Sun, 2013). In fact, you can locate features of various American social media sites like Pinterest in Weibo. In addition to copying the international social media features, Weibo also developed many unique features that originated from Chinese internet culture, including threaded comment, rich media, micro-group, private chat, micro-event and so on. Later on, Twitter also adopted some of the innovative features of Weibo.

Apart from the features of Weibo that are strikingly similar to Twitter, the role of Weibo is very strong in terms of linking Chinese with their past events. A quick comparison of Weibo and Twitter suggests that local technologies are structural and behavioral construct. The technological features of Weibo suggests that it is deeply embedded in the Chinese internet culture as a technological genre (Sun, 2013). With the help of genre enactment, millions of users use the recursive link between people and technology. Moreover, a novel structure of technology use is designed and then infused into a local culture.

Sina Weibo has to follow the censorship requirements imposed by the Chinese government. The platform owner, Sina Corp. is employing additional resources to comply with governmental instructions. Internal censorship is quite common in Chinese internet services. The Chinese government monitors internet trends and takes strict actions to block any content or even shutdown the whole website. The internal censorship method of Sina Weibo is quite strong as the website monitors the content shared by

the people very closely. According to a research study, the internal censorship of Sina is rigorous and content department is quite fast to remove the content not complying with governmental policies. 35% of the deletion would occur within 5-10 minutes of posting and other 60% would be removed within 24 hours (Sun, 2013). The users who have the history of more deleted posts will observe more surveillance for uploading content complying with the regulations.

The cost of maintaining the censorship for a huge platform like Sina Weibo is quite high (Sun, 2013). With coordination of content inspectors and machine-based surveillance, surveillance of the microblogging platform is quite strict as opposed to western social media. Some people might refer this strategy to labor-intensive business rather than technology oriented one as observed by other countries. Due to a high cost of censorship, many Chinese IT companies couldn't rise to the level of democratic powers.

The strength of Sina Weibo lies in using social media for marketing purposes for gathering attention of the general public. In May 2013, Weibo give 18% shares to the e-commerce giant Alibaba (Sun, 2013). Consequently, Weibo linked to the Taobao platform that facilitates users to shop online on Taobao through the Weibo forum. This move came apparently from the political influence of stakeholders and its own business tactics, but the motivation also lies in the stigma initiated by Twitter for introducing elements of democracy in the Chinese political regime (Sun, 2013). Moreover, Sina Weibo grew in popularity and influence to afflict potential political influence, even though this purpose was never intended.

Concluding the role and image of Sina Weibo, it first emerged as the copycat of Twitter. Now, it is playing the role of the local social media to provide all features of the global technology. This forum allows Chinese people to avail features of information exchange, collaboration, content sharing, and much more. The introduction of local social media to serve the requirements of the global one, makes it clearer to analyze how technology responds to different structural forces.

### Wechat

With currently over one Billion monthly active users, Wechat is becoming of the largest social media and multipurpose platform in China (Montag & Gan, 2018). This forum is open to global users also and many Asians users have registered account on it. This forum has attained attention of a huge number of people in China and research studies are now focusing on impact of Wechat on societal and individual levels. Moreover, it is also interesting to analyze the impact of Wechat on social behaviors and interaction among people.

Chinese multinational company Tencent Holding Limited rolled out Wechat in January 2011 (Montag & Gan, 2018). Since the time of its launch, it boasts a huge number of users and provides plenty of functions beyond the usual communication functions of its counterpart WhatsApp in the western world. The huge range of Wechat services include communication, payment features, booking trains or flights, pay for traffic fines, and other some other social services. The core function is to share messages, videos, and photos with contacts. Moreover, you can also share your moments in the form of videos on your profile. It also provides the free video and voice call features as offered by its western counterpart WhatsApp. A large range of emoticons allow users to share their emotions and expressions on social media with their contacts.

The innovation in Wechat is quite outstanding. In Januray 2014, it added a new feature of Red Envelope for sharing gifts with friends in terms of money (Montag & Gan, 2018). It mimics the famous Chinese tradition of exchanging gifts in red packets, particularly spring festival. This feature became so viral on social media that 768 Million Chinese people were involved in sending and receiving red envelopes during six-day holidays in Spring Festival 2018 (Xinhua, 2018). The staggering statistics of Wechat don't end here. In 2017, 38 Billion messages have been sent every day. An average user spent 139 Minutes on calling and 68 Million videos have been shared every day. These statistics clearly indicate that Wechat is becoming the integral part of life of most of the Chinese people.

It is important to explore the reasons of using Wechat. Researchers have investigated the motivations behind Wechat popularity as the social media with the diverse range of features. A quantitative study revealed that 47.1% people used Wechat life services for paying phone bills, while 20.9% people used Wechat for purchasing movie tickets. Wechat life services are user friendly and mostly related to payment options and e-wallet. The most interesting feature of Wechat is its integration with your bank cards. So, you don't have to take cash with you while going anywhere. Your smartphone with Wechat payment options works everywhere in China.



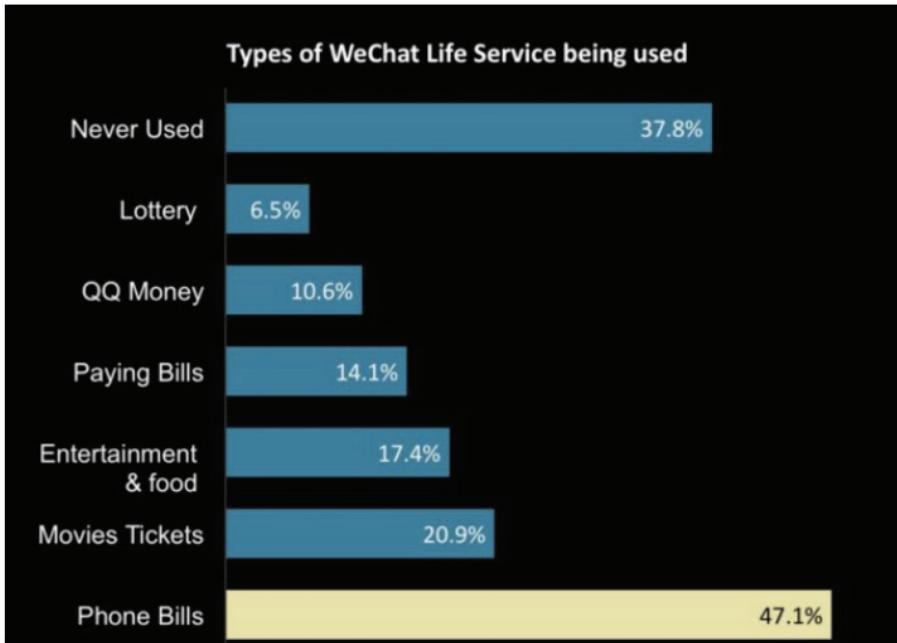


Figure 2: Wechat Life Services Proportion (Rong, 2016)

Comparison of Wechat with Facebook is quite interesting. The “Like” function of Facebook is quite popular to appreciate any content shared by your friends. Wechat also offers this service to comment or like moments of your contacts. This feature is quite important from the perspective of rewards and appreciation since content getting many “Likes” implies that it is popular and meets expectations of various users. Research on this feature on Wechat indicates that it is used for appreciation, enjoyment, and searching for information on Wechat.

Similarly, the news feed feature of Wechat and Facebook are alike to show content that matches with your previous “Likes”. This feature provides the personalized interests for users so that they could enjoy spending time on Social media. However, this feature could also be problematic for political and economic perception. Due to prioritizing content according to the personalized interests, the new feed will bias people in developing their opinion about certain aspects of current-affairs. This kind of personalized news feed will have different impact at societal level, depending on the governance across various nations.

Usage of social media extensively also results in psychological and data security problems. These effects are negative outcomes of social media due to addiction to certain features on Facebook. Analysis of Wechat



reveals that it is a multipurpose platform and it provides diversity in its functions. It is not important to consider the time spent on it by average users. Rather, the statistics should reveal activities of the users and how these activities are influencing the behavior and everyday life of the people. A good understanding of Wechat usage comes from the psychological construct of people and social norms prevailing in the Chinese culture.

The multipurpose features of Wechat make it quite successful social media in China and other countries. It provides all options for attracting social media lovers for spending their leisure time in exploring its content. It possesses many features of WhatsApp and Facebook, and also additional touches of advanced options like online payments and booking of tickets. The summary of comparison of Wechat with other social media is presented below:

	WeChat	WhatsApp	Facebook
Texting peer to peer(s)	Yes	Yes	Yes
Video and picture posting functions via peer to peer(s)	Yes	Yes	Yes
Group chatting	Yes	Yes	Yes
Like mechanism (liking a post from another person)	Yes	No	Yes
Newsfeed	Yes	No	Yes
Payment option	Yes	No	No
Red envelope	Yes	No	No
Public account in application	Yes	No	Yes
City services	Yes	No	Yes
Mobile games	Yes	No	Yes
Availability via mobile app only	Yes**	Yes**	No

Figure 3: Comparison of Features of Wechat, Facebook, and WhatsApp (Montag & Gan, 2018)

### Tencent QQ and Other Social Media Platforms of China

Tencent QQ is basically a subsidiary of Tencent Technology and it is a major short message service provider in China. During the past decade, QQ grew so fast in China that it had an impact on various niches and fields of life. It is a real time communication tool to keep users connected by sharing their messages. Tencent provides innovative features for users of any taste. Apart from messaging service, Tencent also boasts its business in internet-related services, video gaming, and products such as social media

and cloud computing.

The performance of QQ has been quite fast, but not smooth. It also suffered from scandals and downfalls due to controversy with Qihoo. The magazine China Computer World released plenty of negative literature about this social media. Despite a few shaky months, the social media were able to win its confidence as a giant leader in the Chinese internet industry.

When you analyze the Chinese market, you will explore the popularity of QQ as compared to Skype or MSN. Since its development in February 1999, it has become an integral part of life of many Chinese people. The key features of QQ include user-friendly features, elegant looking products, and aware of the customer requirements. Apart from the messaging service, other facilities include QQ games, Q Coin, Q Zone, QQ Mail and so on. Due to its innovative features, it is one of the biggest social media brands in China.

The services of QQ are interesting and provide various innovative features to users. Firstly, Qzone is a blog which QQ users can access easily. Some blogs are free and some are paid that could be purchased with Q Coins. Qzone is somewhat similar to Facebook in the sense that both operate for social interaction and customization. QQ made Qzone interesting by including features like banners, music players, font options and much more. It is undoubtedly the next generation multimedia social space for Chinese users.

Another eminent social media product of Tencent, QQ Games provides wonderful experience for Chinese people. It includes two main types: QQ platform with mostly casual games and non-QQ platform online games. It is one of the largest independent R&D platform for playing causal games. In order to seek attention of social media users, QQ games included various interesting options. Players can transform to a specific character in QQ games like Avatar. Users can also enjoy the animations within the game, while expressing their emotions. These animations make social media experience quite colorful. People can relax, enjoy, and utilize the fierce competing options.

There are various other QQ products like QQ Mail, 3G QQ, QQ Anti-virus, input software, online TV, and so on. These services and products are introduced for brand recognition of Tencent. The purpose is to avail the bigger network effect. Tencent makes sure that different people with different social media requirements achieve something of their taste. For QQ users, most of the time is spent while observing the positive network effect. In spite of so many features, the interface of QQ is still immaculate. This is the reason why people would prefer QQ over other social media.

The services of QQ are not entirely free. It offers some paid services for adding another business niche in its market. The paid membership is called as “diamond”. With the help of these features, customers can enjoy some special features on the QQ platform. The colors and types of “diamonds” decide the kind of membership. The highest-rated membership has red “diamonds” for which customers could avail free QQ Show costumes. When customers buy services, they are likely to use them more often and in turn spend more on other niches also.

QQ also launched international version in English, French and Japanese to grab attention of global customers. Later on, the Italian version of the QQ was also made available. In addition to the messenger, QQ services are also expanding to Asian countries and the USA. These are just a few options among a huge range of QQ services. However, the major target market of QQ lies in China. During recent times, Wechat has overtaken QQ in terms of popularity and users because it is a new forum with the latest features regarding enjoyment, communication, and interactive content. QQ was a pioneer for Chinese in social media, but Wechat is the modern leader in this game in China.

## **Conclusion**

This article reviewed the historical background, the current situation, important statistics, pros and cons, and different features of Chinese social media. We highlighted the Chinese social media strategy in the light of governmental policies. Western social media forums are completely banned in China to promote native content, privacy of local political and social ideas, and preventing chaos in China through international media.

In order to serve the Chinese people with their social media requirements, local Chinese companies like Tencent launched platforms like QQ, Wechat, Sina Weibo, Taobao, Renren, Kaixing, and many more. These services are similar in features and trends to their western counterparts like Facebook, Twitter, WhatsApp. The comparison of western social media with Chinese ones show that the latter services are quite competitive and even innovative in some features that western media don't possess. The biggest example of creativity in social media of Chinese forums is integration of e-wallet payment methods, and also the e-commerce. In conclusion, Chinese social media are quite powerful and satisfies the requirements of Chinese people in terms of their content sharing, information exchange, payment methods, tickets' booking, gaming, e-commerce, and much more. With the help of these social media resources, online businesses could perform marketing easily to promote their services and products. Finally, Chinese social media are laying the trend of global revolution in e-commerce and online business marketing.

Among these social media platforms some of like wechat are also going global. So, the growth of Chinese popularity in the world and growth of economy and its social impact in the globalization may bring a new opportunity to Chinese social media platforms for globalization. The main question here can be, 'will China try to globalize its social media platforms to compete with the western social media platforms? Or will they only keep them to have an internal communication with the locals and promote the regime? Globalization of Chinese social media platforms may bring a big opportunity to the globalization of China as well as to re-position the Chinese impact in the world. But this also can be a disadvantage for the country. Because the trolls and other third parties may use these platforms to create their own agenda in China and to try to damage the regime. So this will be the question of the future for the global positioning of Chinese social media platforms.

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