

Impact of Social Media in Social Life in China

Mir Mohammad Azad, Changshou Deng, Hu Peng, Xiwei Dong, Engr. Abu Sayed Sikder

Abstract— In the era of Information science and technology the social media likes WeChat, Sina Weibo, Tencent QQ, Toudou Youku, Baidu Tieba, Douban, Zhihu, Meituan – Dianping, Momo, Meitu have become a widely accessed social network in all over China. As internet becomes easy accessible, people can get almost every kind of information using it. According to a Chinese government study, 802 million people in China are now active internet users. This amounts to 57.7% of the country's population. Compare the US's estimated 300 million internet users, or 78.2% of its population. While China might not yet have the same market penetration, it has a greater potential for growth. Even more interesting is the incredible level of mobile uptake in China: 98% of Chinese people using the internet do so via mobile devices. Compare that with just 73% in the US. This makes Chinese social media more immediate and dynamic, with mobile users looking to platforms like WeChat and Weibo for the latest recommendations, testimonials, and tips. The peoples in all over China are using those above social media. The peoples share their thoughts, activities and acquire knowledge from it. Besides the benefits, it has some negative effects for the users, especially the teenagers. They are getting addicted by those social media and wasting their valuable time by doing some non- fruitful activities. We also obtained from the data that there are some meaningful relationship between addiction level and gender with age.

Index Terms— Social Media, Internet Media, Social Impact.

I. INTRODUCTION

Internet is a world-wide network of inter-connected computers, mobile, laptop or any other devices, where one computer or any other device can be connected to any other computer/device (or computerized device) in any portion of the world. Recently the mobile internet is very successful and popular .People easily can have the knowledge of any thing at any moment through internet and they do not have to depend on hard copy of books, journals, newspaper etc. as they can get soft copy of information of everything in their hands if they have internet in their mobile/computer/laptop. The social networking sites do not only connect people but also help people to promote their business online in effective way. Many business minded people do business on online and use social networking sites to reciprocate customer queries. Many business minded people use social networking sites for low

Dr Mir Mohammad Azad, School of Information Science and Technology, Jiujiang University, Jiujiang City, Jiangxi Province, China
Dr Changshou Deng, School of Information Science and Technology, Jiujiang University, Jiujiang City, Jiangxi Province, China
Dr Hu Peng, School of Information Science and Technology, Jiujiang University, Jiujiang City, Jiangxi Province, China
Dr.Xiwei Dong, School of Information Science and Technology, Jiujiang University, Jiujiang City, Jiangxi Province, China
Dr. Engr. Abu Sayed Sikder, School of Science & Engineering, Southeast University, Dhaka, Bangladesh

cost banner as social networking sites are very influential and effective and customers can be easily attracted. Social networking sites can improve the business of customers, help a business to get feedback on new products and services and help connect friends, family and long lost college friends, allow for idea sharing and the creating dialog. Social networking allows people to network with others in order to find jobs. We can have large volume of information, news, journals, electronic mode of communication (E-mail), chatting, social networking, online banking, E-commerce, Sports, Mobile commerce, entertainment etc. from internet. Social networking sites are the most important platform of social media that can connect people at any time, any place, any where we are not only allowed, but encouraged to connect with everyone.

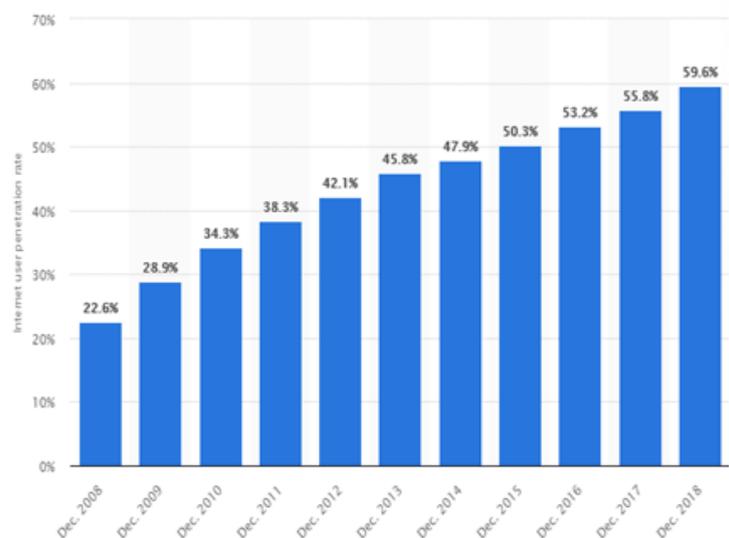


Figure shows Penetration rate of internet user from Dec, 2008 to Dec, 2018

According to a Chinese government study, 802 million people in China are now active internet users. This amounts to 57.7% of the country's population. Compare the US's estimated 300 million internet users, or 78.2% of its population. The development of social media is accelerating, this phenomenon occurred in all cities and age groups. Despite the growth in the number of registered users of the social media has slowed down, the frequency of using social media has increased in China. Social media is based on user relationship to product contents and create exchange platforms on the Internet. Social media is a tool and platform for people to create, share opinions, insights, experiences and perspectives. Information from social media have become an important part of people browsing the Internet. It not only creates one hot topic after another in the social life, but also attracts traditional media to scramble to follow. Social media marketing is not just to post an image, but it also needs enterprises to be interactive with customers. Depending on

several of demands of customers, content needs to be diversified. Social media lets customers comment on products directly and give advices, so that companies and organizations are under public supervision. Social media make good products have more users and fans

II. SOCIAL MEDIA OF CHINA

In 2018, there were around 674 million social media users in China. Despite Facebook, YouTube, and Twitter being blocked in the country, local social networking sites such as Tencent WeChat and Weibo have been attracting millions of users, making China the world's biggest social media market. Around 60 percent of the Chinese population use internet. Social networking plays a huge role among Citizens, especially the younger generation. Chinese social media, just like Western equivalents, not only serves as a way to communicate online, but also as one of the main sources of news and entertainment, shopping advisors, dating channels, and e-payments. In 2017, over 60 percent of surveyed social media users said they mostly appreciated that social networks help them to keep in touch with friends and family, but also widen their knowledge and awareness of what is going on in the world. At the same time, over 40 percent complained that social media keeps them away from reading printed books or newspapers and allows less time for sleep. WeChat (Weixin in Chinese) is by far the most commonly seen social app in the country, used for anything from texting/calling to photo and video sharing, dating, financial services, game-playing, shopping, ride hailing, and so on. However, Chinese social media scene is quite diverse and dynamic, therefore, it is not just about WeChat. Instant messaging app Tencent QQ, microblogging site Sina Weibo, video sharing app Youku Tudou, short-form video app Douyin (aka TikTok), photo editing and sharing app Meitu, restaurant recommendation and food ordering platform Meituan-Dianping, Quora equivalent Zhihu, and dating app Momo are just a few among the most popular Chinese social media examples.

The purpose of the study is to analysis WeChat in China. On the hand, this study analyses the impact of WeChat on social and economic based on its features. WeChat changes Chinese way of life. Customers are directly take part in economic activities in WeChat. On the other hand, this study is intended to help entrepreneurs and organizations to know more about WeChat B2B and B2C model in China. The study will be helpful for those entrepreneurs who are going to enter Chinese market.

With the development of e-commerce, mobile commerce develops more and more rapid, especially in the mid-2000s. WeChat is a mobile service, developed by Tencent in China. After WeChat released in January 2011, the development speed is far beyond the expectations of the team itself. WeChat users can text message, hold-to-talk voice message, group message, make video conference, play video games, share images and videos, and location to friends via smart phone. WeChat is everywhere in China. Compared with QQ, Weibo and Alipay, it has so many features to make it so popular in China. WeChat has social network timeline, branded accounts, games and more. WeChat as one of the hottest social platforms, a large entrance to the mobile terminal, is becoming a major business transaction platform.

It started to bring great changes to the marketing industry. With the growth of WeChat, WeChat mall is developed as a social e-commerce system. As long as consumers through the WeChat platform, they can achieve product inquiries, purchase, experience, interaction, order and payment of online and offline integration services model. With the emergence of WeChat mall and the growing users of WeChat, more and more people treat WeChat as marketing artefact and propaganda weapon. WeChat wallet is a payment function of WeChat client. Users can complete the payment process quickly via smart phones. Users only need to add bank card to WeChat wallet and insert the information required, then WeChat wallet could be used whenever and wherever. Nowadays, WeChat payment includes credit card payment, scan code payment and APP payment. It also supplies many marketing tools to meet different payment situations for users and businesses, like red packets and vouchers. WeChat wallet could be used in many ways, for example pay utility bills, split dinner bills, book and pay for movies and taxis

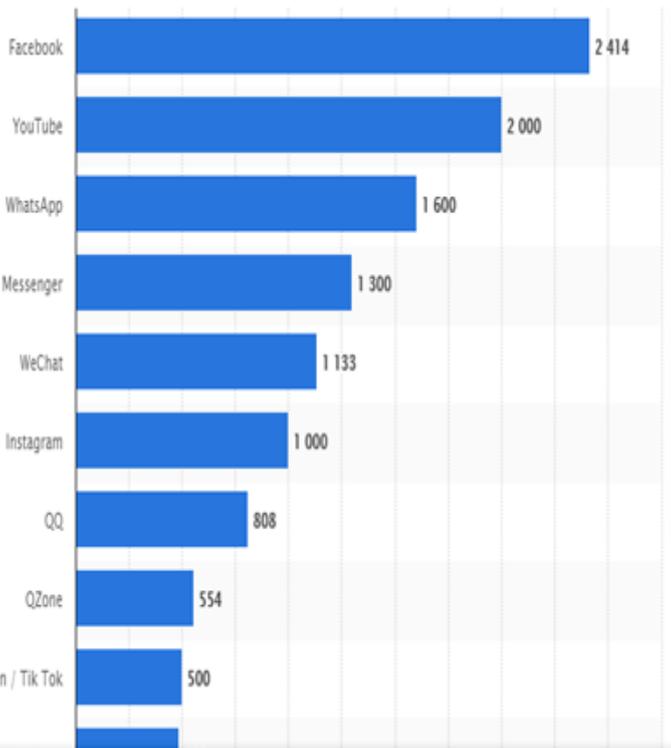
Sina Weibo had removed the "Sina" from its name on March 28th 2014, now it is just named "Weibo". Weibo is short for Microblog. It is one of the biggest social media platforms in China. Users could post messages, photos and short videos on Weibo. Since March 3rd 2016, Weibo had enabled users to send and read 2000 character messages to share information so that clients do not need to worry about word limit. Weibo is one of the best platform to release exclusive information in China. For example, a lot of stars release marriage news in Weibo. Weibo has become one of the most important sources of media monitoring and tracking of unexpected news. The commercialization of Weibo platform mainly relies on advertising self-service and application value sharing. In advertising, Weibo has Sticky Post and Fensi Tong. In terms of application value, it encourages developers to develop games, group buying, online shopping and other services. Price is according to the position of the product, Weibo platform and developers use the proportion of revenue sharing

Tencent launched QQ on February 11, 1999. Tencent QQ is a multi-platform instant messaging platform that supports text, voice and video chat, also comes with file-sharing, network drives, email, games, interest in tribes, even a wide range of residential and commercial services platform for online shopping, renting and looking for work, and so on. QQ can be connected to a variety of mobile communication terminal, IP telephone network, wireless paging, etc. Users can easily and seamlessly switch between computers, mobile phones and wireless terminals. QQ has covered Microsoft Windows, OS, Android, iOS, Windows Phone, and other mainstream platforms. At the beginning, Tencent was a free and money-losing communication software. 88.82 billion yuan (\$12.92 billion) in revenue versus estimates of 93.42 billion yuan, according to estimates from Refinitiv. That was a 21% year-on-year increase. Profit attributable to shareholders of 24.14 billion versus estimates of 20.74 billion yuan (\$2.64 billion), according to Refinitiv. That is a 35% year-on-year rise.

Qzone was developed by Tencent in 2005, it has functions of blog. Qzone has been many people's favourite. Users can

write diaries, blogs, upload photos, listen to music and watch videos. Users could show themselves in many ways. In addition, users can set space background and widgets according to personal favourite, so that each space has its own characteristics. Qzone is divided into the homepage, status, blog, background music, albums, personal information, shared documents, friend visits, friend show, video show, vote, show the word, and games.

During the third quarter of 2019, monthly active users of WeChat reached 1,151.0 million, up 6% year-on-year according to Tencent’s announced results. Smart device MAU of QQ was 653.4 million, down 6% year-on-year. Tencent enhanced its security protocol and proactively cleaned up accounts that engaged in spamming, and bots activities. WeChat has exceeded 300 million DAU for Mini Programs, and now feature vertical Mini Programs via WeChat Pay entry points for healthcare, mobility and smart retail services. Daily commercial transactions in mid-to-long tail Mini Programs more than doubled year-on-year.



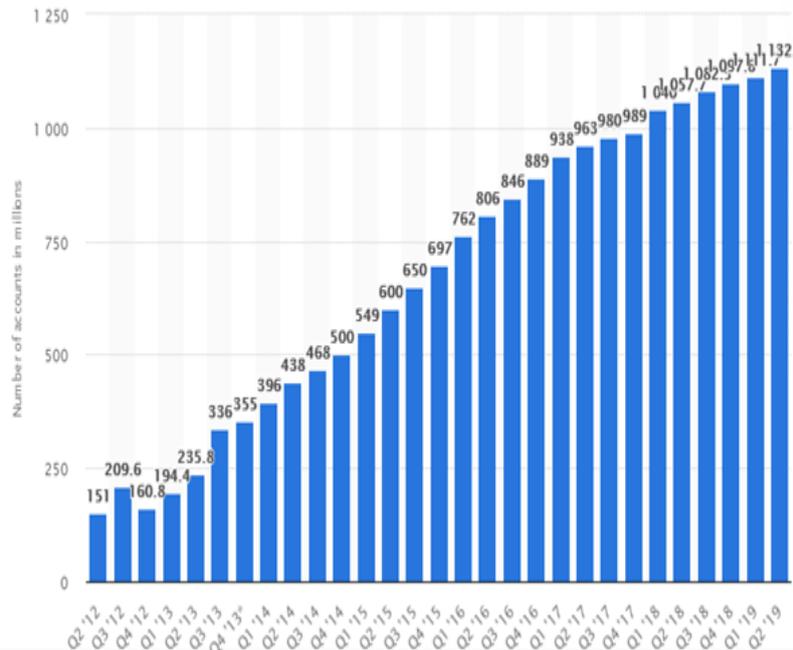
The Figure shows Facebook is currently the biggest social media tool on global and most of people use WhatsApp and Facebook messenger . But in China, people prefer QQ and WeChat to contact with each other. Finnish receive news from Facebook and twitter, instead of Weibo which is popular in China..

III. SOCIAL MEDIA IMPACT OF SOCIAL LIFE

WeChat improve interpersonal relationship, and promote social employment, innovation of public management, establish a new way of life. WeChat enlarge library’s influence, go ahead by setting up its known brand.WeChat

business is growing rapidly, expand the scope of friends, improve friends’ interaction. From social acquaintances, to find nearby strangers through WeChat shake. From friends and classmates, to colleagues and business partners, to the activities of interest groups, application, platform. WeChat built huge interpersonal network.

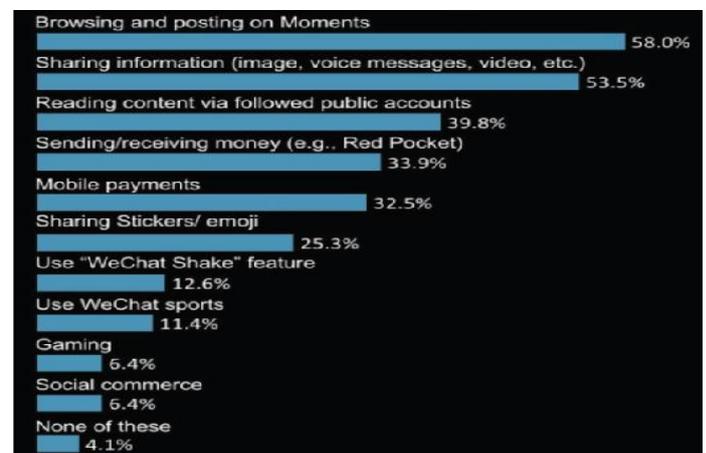
From the above figure we can tell that By the end of 2018, the number of monthly active users for WeChat was increased to 1097.6 million, and improves the overseas market



engagement continuously. The figure shows that WeChat had 1132 million monthly active users in 2nd quarter 2019. WeChat has support 20 kinds of foreign language version in more than 200 countries and regions.

WeChat used life services. Users would like to buy movie tickets, entertainment and food through WeChat in

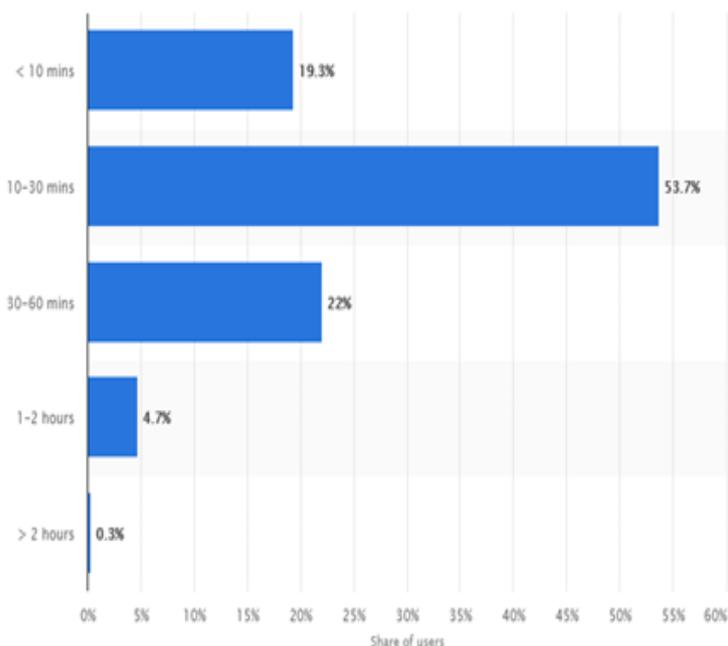
China. Users can go out without wallet, as long as have a smart phone. WeChat could pay for users in the supermarket, buy movie tickets in Taobao. And users can write public comments for restaurant on the payment of WeChat.



From the shows figure the users like to brows and post on moments, and they also share information on WeChat. Public accounts are very popular in WeChat; it has 39.8% users would read contents through public accounts. Red pocket, also named “lucky money”, users like to use it more and

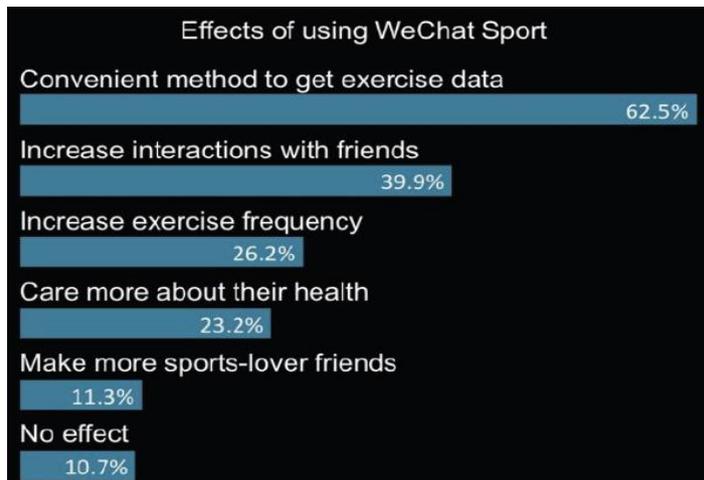
more. WeChat becomes mobile users' first choice to get information. WeChat built a network of information transmission structure, speed up the transmission to reduce the loss of time, users can get information quickly. There is a large number of people connect with each other via WeChat. WeChat helps to improve the frequency of interaction. Users make new friends through WeChat. And most of them use WeChat for browsing and posting on moments, sharing information.

WeChat brings convenience for people's life, but it also brings some troubles for people in China. One of the most important is that WeChat change the way of people's life in China.

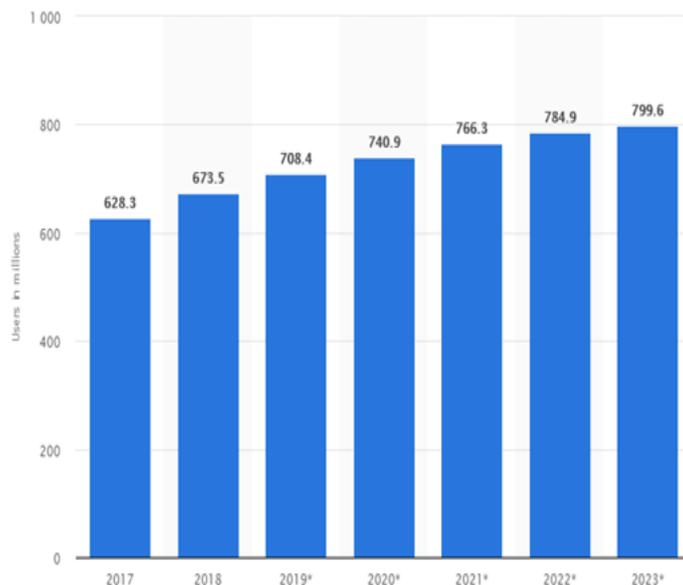


The figure shows that 53.7 % of users open WeChat over 10-30 minutes, 22% of users open WeChat 30-60 minutes, 4.7% users open WeChat 1-2 hours and 0.3% users open WeChat more than 2 hours each day. 19.3% user opens WeChat less than 10 minutes and only 0.3% of users never open it. Before WeChat is developed, Chinese people contacted with each other mainly through phone calls. In China, telephone communication expenses are very expensive so that most people only make a phone call when necessary. WeChat makes people to contact with each other at a low price whenever and wherever.

WeChat statistics covering the Chinese New Year period in 2018 found that those born in the 90s accounted for the greatest share of messages. Tencent themselves carried out study alongside a team from Shenzhen University to measure usage levels among the over-55 demographic, surveying over 3,000 older Chinese citizens, only 10% of whom came from top-tier (i.e. the most populous cities). The top row shows age, the middle earnings in RMB (2,000 RMB is about \$300), and the last educational attainment. We see familiar app trends here, as usage levels are more concentrated in those who are younger, earn more money, and are educated to a higher level.



The figure shows that 62.5% of the WeChat sports users think that they could get exercise data daily conveniently, which incentivize users to work more and more. 39.9% of users think that it could increase interactions with friends WeChat has many useful functions. Except the WeChat sports, it provides various services for users, such as



messaging, shopping, making payments and entertainment. For example, users can buy train tickets with WeChat immediately. People used cash a lot before WeChat is invented, now Chinese people prefer to pay with their phones. WeChat changed the ways of communication and consumption. People can buy what they want easily by WeChat, and people's payment is more convenient. WeChat opens platforms, connects economic society in various fields and speeds up the industry development. WeChat increases new jobs and employment opportunities. For example, enterprises need to operate information systems, so they need more and more maintenance workers, developers and managers.

On the surface, WeChat expanded people's friends. But to be honest, people does not know these so-called "friends" so much, maybe only know their names. Through the comparison with last year, the emotional content became especially popular. Emotional articles reading share rose to 34% from 21% last year. Entertainment content has 41%

share of the total page views. Health content is 14%, which is same with last year. Emotional content has exploded, more and more users need to find comfort. The number of people who think that social media brings positive impact to their life is still reducing, from 65%(2015) to 61% (2016). 15% of respondents think that social media make their life worse, 2 points more than last year. 24% of respondents said that social media did not let the life become better or worse.

The China social media influence satisfaction score is 67.0, down from 68.0 last year, and it (73.4) was the highest. Compare Chinese social media users with users in the United States, Britain, France and Brazil, the Chinese people's enthusiasm ranked third. In all these countries, women are more active than men in social media. In China, women (58%) are higher than men (54%). Obviously, no matter in which country, women prefer to share things, and social media provides an ideal platform. If a brand's main target audience is female consumers, it should make hot topics in social media for advertising. WeChat marketing is everywhere. For example, restaurant, cosmetic, real estate agents, hotel and bank, all of them have their own public platform. Their QR code is plastered in their own stores and various promotional materials. From January to March 2019, mobile internet traffic reached 25.6 billion GB, marking a year-on-year increase of 129.1%, and mobile internet users consumed on average 7.27 GB of data per month, up 121.1% year-on-year. Most popular Asia-based mobile messenger apps as of 3rd quarter 2019, by number of monthly active users (in millions) As of September 2019, WeChat had about 1.15 billion monthly active users, ranking first among the most popular Asia-based mobile messengers.

IV. CONCLUSION

With the improvement of people's attention to WeChat, WeChat has gradually become a marketing platform. Each WeChat user is a potential marketing object. Users, enterprises and institutions share moments, such as products' information, activities and experiences, to establish good corporate image and product's image. So they could achieve marketing purposes. WeChat promotes China's economy very much, it increases many job opportunities. For example, housewives just need to share moments in their leisure time to get benefits, employees also can manage their small businesses in WeChat to increase income. WeChat provides a powerful platform for small and medium enterprises, small and medium companies do not need to pay high advertising expenses. They could develop more WeChat sales, and manage WeChat marketing better and better. WeChat has many advantages.

On the one hand, WeChat marketing is very accurate, it includes the precise location orientation and accurate crowd orientation. On the other hand, WeChat costs is lower than other social media tools. Enterprises want to get success in WeChat marketing, first of all, they need to focus on a product.

The second, enterprises need to make clear product position and target customers.

The third, enterprises should have excellent customer service. At last, maintenance staffs of enterprises are good at operating WeChat groups and organize activities online.

I personally feel the huge influence of WeChat and its potential business benefits. Of course, challenge is

everywhere. One challenge is users' preferences. Users may quickly turn to other communication tools. Now, it is time for Tencent to reorganize its future development prospects.

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AUTHOR'S PROFILE



Dr Mir Mohammad Azad earned PhD in Computer Science, 2008 from Golden State University, Master of Computer Application, 2006 from Bharath Institute of Higher Education and Research Deemed University (Bharath University) and Bachelor of Computer Application, 2004, Bangalore University, India. He also received Bachelor of Law (LL.B) from National University of Bangladesh. He was working as a lecturer and head of computer science in various colleges in Bangalore and also worked as an Assistant professor and Vice Principal in different colleges in Bangalore during the year (2005-2009). He worked as an Assistant Professor and Head of CSE & CSIT at Shanto Mariam university of Creative Technology (2010-2014). He worked as an Associate Professor department of CSE & CSIT at Shanto Mariam university of Creative Technology (2014-2019) He had 28 publications, at present he is working as a Professor in School of Information Science and Technology at Jiujiang University, Jiujiang City, Jiangxi, China. His areas of interest include Computer Architecture, Architecture, E-commerce, Digital Image processing, Computer Network, Wireless communication, MIS and Law.



Dr Changshou Deng earned the doctor degree from Tianjin University, China in 2007, He received M.Sc. degree in 2001 and B.Sc. degree in 1995 from Yanshan University, China. He is a Vice Dean and Professor in School of Information Science and Technology at Jiujiang University, Jiujiang City, Jaingxi Province, China. He is a member of CCF, China. He is the coauthor of more than 30 refereed publications. His recent research interests include

nature-inspired Computation and Machine learning.



Dr Hu Peng earned the Ph.D. degree from Wuhan University, Wuhan, 2016, He received M.Sc. degrees in computer technology from the Huazhong University of Science and Technology, Wuhan, 2008 and received B.Sc. degree in computer science and technology from Hunan Normal University, Changsha, 2004, China. He is currently an associate professor in School of Information Science and Technology at Jiujiang University, Jiujiang City, Jiangxi, China. His research interests include swarm intelligence

algorithm and its real-world applications. He has published more than 30 papers in several academic journals and conferences. He serves as a reviewer for several IEEE Transactions, international journals and conferences. He is a member of IEEE and CCF.



Dr. Xiwei Dong was born in Linyi City, Shandong province, China, in 1983. He received PhD in Information Security from Nanjing University of Posts and Telecommunications, Nanjing, China, in 2018, Master of Computer Technology from Dalian University of Technology, Dalian, China, in 2010, and Bachelor of Computer Science and Technology from Shandong University of Technology, Zibo, China, in 2005. He is having more than 30 publications in international journal.

At present, he is working as a lecturer in School of Information Science and Technology at Jiujiang University, Jiujiang City, Jiangxi, China. His areas of interest include Computer Vision, Pattern Recognition, Machine Learning and its applications, Software Defect Prediction.



Dr. Engr. Abu Sayed Sikder earned Ph.D. in Information Technology from University of Ballarat, Australia in the year of 2011 followed by Master of Information Technology, 2008 and Master of Business Administration, 2006. Before that, he had completed Bachelor of Information Technology from Central Queensland University, Australia in the year of 2004. He is a Professor in School of Science & Engineering at Southeast University, Bangladesh. His

research areas are web technologies, web engineering, networking & security. He has published 20 papers in several academic journals. He is also a member of IEEE.