# Article information:

Exploring the effect of Weibo opinion leaders on the dynamics of public opinion in China: A revisit of the two-step flow of communication - Yan Su, 2019  
<https://journals.sagepub.com/doi/10.1177/2059436419866012>

# Article summary:

1. This study analyzes the impact of Weibo opinion leaders on public opinion in China, specifically in relation to the Tianjin Explosion.

2. The study found that opinion leaders generally reinforced Weibo users' subjective assessments of the incident and that there was an overwhelming sleeper effect where most posts by opinion leaders did not contribute to peaks until 2-3 days later.

3. Weibo plays an important role in shaping how Chinese Netizens disseminate information, share different political viewpoints, interact with political campaigns, and have online debates about controversies.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Exploring the effect of Weibo opinion leaders on the dynamics of public opinion in China: A revisit of the two-step flow of communication" by Yan Su provides an analysis of how Weibo opinion leaders influence public opinion in China, using the example of the Tianjin Explosion. The study found that opinion leaders generally reinforce Weibo users' subjective assessment of the incident and that there was an overwhelming sleeper effect observed in most posts by opinion leaders not contributing to peaks until 2-3 days later.

The article provides a comprehensive literature review on Weibo's role in China, highlighting its popularity and accessibility to those living in rural areas with lower incomes. It also discusses how Weibo has become a platform for political mobilization and grassroots activism, citing examples such as the anti-Japanese patriotic parade and Dacai Yang's corruption scandal.

However, the article has some potential biases and missing points of consideration. Firstly, it only focuses on one incident (the Tianjin Explosion) and may not be representative of how opinion leaders influence public opinion on other issues. Secondly, it does not explore counterarguments or alternative explanations for why public opinion shifted after the explosion. For example, it is possible that media coverage played a role in shaping public perception rather than just Weibo opinion leaders.

Additionally, while the article acknowledges that Weibo allows the government to assess public opinions and solve social issues in real-time, it does not address potential risks associated with this level of surveillance. There is no discussion about censorship or government control over social media platforms like Weibo.

Overall, while the article provides valuable insights into how Weibo opinion leaders influence public opinion in China, it would benefit from a more balanced approach that considers alternative explanations and potential risks associated with social media surveillance.

# Topics for further research:

* Government control over social media in China
* Media coverage and its impact on public opinion in China
* Risks associated with social media surveillance in China
* Role of Weibo in political mobilization and activism in China
* Influence of opinion leaders on public opinion in China beyond the Tianjin Explosion
* Weibo's impact on rural areas and lower-income populations in China

# Report location:

<https://www.fullpicture.app/item/8bbb1fb45583fe1557a8e114bfa0b82c>