CELEBRITIES' ONLINE SELF-DISCLOSURE: CONTENT ANALYSIS OF 90 WEIBO POSTS BY FOREIGN WEIBO CELEBRITIES

CELEBRITIES' ONLINE SELF-DISCLOSURE: CONTENT ANALYSIS
OF 90 WEIBO POSTS BY FOREIGN WEIBO CELEBRITIES

Yang Jing

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Author: Yang Jing

Independent Study Committee:

Advisor   Dr. Vimviriya Limkangvanmongkol

Field Specialist   Assoc. Prof. Dr. Pacharaporn Kesaprakorn

ABSTRACT

This article examines foreign Weibo celebrities' self-disclosure. A content analysis of 90 posts on Weibo by 10 foreign Weibo celebrities was conducted. The findings suggest that foreign Weibo celebrities disclosed basic information, occupational information and personal introduction information to audiences. As for the type of personal image disclosed on Weibo, they mostly disclosed their self-portrait to audiences. As for the breadth of disclosure, the categories of topics disclosed on Weibo were related to feelings, fan clubs and career. As for the depth of disclosure, foreign Weibo celebrities mostly disclosed different topics on Weibo in the peripheral level of intimacy or providing relatively superficial details.

Keywords: Weibo, Celebrity, Self-disclosure, Media Content, Social Media

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CHAPTER 1

INTRODUCTION

1.1 Background

Since its inception in 2009, Sina Weibo, often seen as the Chinese counterpart to Twitter, has emerged as the leading micro-blogging site in China. By December 2023, the platform boasted an impressive monthly active users of 598 million. Weibo provides users with a space to create, share, and upload images and videos through posts (Thomala, 2024). Weibo has two versions available: one tailored for Chinese users and another for international users. While both versions offer access to the Weibo online community, only the international version permits registration using phone numbers that are not from China (Tiger SMS Virtual Numbers, 2024).

Weibo has witnessed the surging popularity of new social apps and platforms within the entertainment industry. The list of Weibo celebrities primarily includes mainstream figures that have raised to prominence through mass media channels such as TV, cinema, and pop music. The celebrities on Weibo not only excel in acting, singing, and presenting but also extend their talents into entrepreneurial endeavors, such as running restaurants or engaging in other business ventures. Almost all celebrities on this list are actively involved in philanthropic activities or advocate for noble causes, in addition to their roles as brand ambassadors. They often secure lucrative endorsement deals with globally renowned brands, spanning from fashion and cosmetics to luxury beverages. This multifaceted involvement makes these celebrities even more appealing to fans: they are not only talented, attractive, wealthy, and fashionable but also embody virtue and success in business (Koetse, 2021).

1.2 Rationale and Problem Statement

The rise of social media has gained traction from scholars in the field of media and communication, propelling extensive research regarding different social media platforms focus on exploring microcelebrities (Marwick, 2013), known as influencers (Abidin, 2016), beauty bloggers (Limkangvanmongkol, 2018; Limkangvanmongkol & Abidin, 2018), content creators (Limkangvanmongkol, 2020), or "wanghong (网红)" in Chinese (Koetse, 2021). These individuals have emerged as self-made online celebrities through the internet, garnering recognition and achieving celebrity status in the digital community. However, Weibo's celebrities primarily comprise mainstream figures from different countries who have achieved fame through traditional media channels such as television, film, and music. Thus, this study aims to examine how foreign celebrities from the list disclose themselves on Weibo.

1.3 Objectives of Study

This study aims to achieve the following four objectives:

1.3.1 To examine types of self-disclosure strategies for general information that foreign Weibo celebrities disclose to their audiences.

1.3.2 To examine types of self-disclosure strategies for personal image that foreign Weibo celebrities disclose to their audiences.

1.3.3 To examine the most popular topic of breadth in Weibo posts by foreign Weibo celebrities.

1.3.4 To examine the depth/level of intimacy of the topics disclosed in Weibo posts by foreign Weibo celebrities.

1.4 Research Questions

RQ1: What types of self-disclosure strategies for general information do foreign Weibo celebrities disclose to their audiences?

RQ2: What types of self-disclosure strategies for personal image do foreign Weibo celebrities disclose to their audiences?

RQ3: What is the most popular topic of breadth in Weibo posts by foreign Weibo celebrities?

RQ4: What is the depth/level of intimacy of the topics disclosed in Weibo posts by foreign Weibo celebrities?

1.5 Scope of Study

This research explored how foreign celebrities self-disclosed on Weibo. A content analysis of 90 posts on Weibo by 10 foreign Weibo celebrities was conducted during November 1, 2019 and June 30, 2022. The coding scheme was adapted from Chen, Hu, Shu, and Chen (2019)'s work for examining types of self-disclosure strategies for personal profile and personal image, and Altman and Tylor (1973)'s work for identifying categories of and level of intimacy in self-disclosure topics. Five aspects of personal profile information were coded: basic information, contact information, occupational information, educational information, and personal introduction information. Personal image was also coded. Two aspects of posts were coded: breadth (categories of self-disclosure topics) and depth (level of intimacy in self-disclosure topics) of all sampled posts. The unit of analysis was Weibo video content by the top 10 foreign celebrities on Weibo.

1.6 Significance of the Study

This study contributes to extending self-penetration theory, aiming to understand foreign Weibo celebrities' self-disclosure on Weibo. Previous research has mainly examined self-disclosure as an important role in building and sustaining intimate relationships (Altman & Taylor, 1973; Howard, 2011; McKenna & Bargh, 2000). However, in this study, the self-penetration theory is further expanded to investigate self-disclosure in online communities and among internet celebrities. The results suggest that Weibo celebrities' self-disclosure strategies could be useful to them as a means to build stronger connections with their followers, as well as organizations related to talent agencies, personal branding, celebrity management, and event management. It also reveals that celebrities' self-disclosure information involves basic information, occupational details, and personal introductions. The topics disclosed may vary but typically include content about emotions, fan clubs, and careers, shared at a peripheral level or with superficial details.

1.7 Definition of Terms

Definitions of terms used in this study are as follows.

1.7.1 Celebrity

Celebrity culture is a discourse that focuses on individualism, identity, and public transformation and is constituted by a real or perceived audience (Marshall, 2006, p. 635). The concept of celebrity involves the dynamic interplay among three identifiable identities: celebrities themselves, the media, and the public. Within broader cultural contexts, celebrity is primarily associated with contemporary entertainment industries, where celebrities are portrayed and exploited by the media and press to amplify their value beyond their original stardom—such as the public performances of individuals in industries like film, television, sports, and popular

music (Marshall, 2015). Thus, celebrity can be delineated into three forms, which are, ascribed, achieved, and attributed (Rojek, 2001).

1.7.2 Weibo

Weibo is a micro-blogging site (also known as the Chinese counterpart to Twitter) and one of the most influential social media platforms in China (Li, Xu, Cuomo, Purushothaman, & Mackey, 2020). The platform will hold monthly active users of 598 million by December 2023. Weibo users can create, share, and upload images and videos with their posts (Thomala, 2024).

1.7.3 Celebrities on Weibo

Weibo celebrities primarily include mainstream figures who have gained fame through mass media channels such as TV, cinema, and pop music. It should be clarified that Weibo celebrities exclude any internet influencers (wanghong), which refers to people who have risen to prominence as self-made online influencers. Celebrities on Weibo are those who have been famous for a long time (Koetse, 2021).

1.7.4 Social Penetration Theory

Social penetration theory was first put forward by Altman and Taylor (1973). They posit that interpersonal relationships evolve through voluntarily personal information sharing, and intimate communication is the inevitable outcome of relationship development.

1.7.5 Self-Disclosure

Self-disclosure is tightly connected to the social penetration model, and it plays an important role in building and maintaining intimate relationships. Self-disclosure is defined as the revealing of personal information to another person (Derlega & Chaikin, 1977), and only when such an act is voluntary it is considered self-disclosure (Dindia, 2000; Fisher, 1984). Self-disclosure encompasses both intimate and less personal information such as personal experiences, ideas, attitudes, feelings, values, and life stories (Howard, 2011).

CHAPTER 2

LITERATURE REVIEW

This chapter synthesizes relevant models and previous studies on foreign Weibo celebrities' self-disclose on Weibo. In addition, it examines uses and gratification theory, as well as self-disclosure literature, thus elucidating their relevance and application to this study.

2.1 Related Literature Review and Previous Studies

2.1.1 Celebrity Theories

Celebrity culture is a discourse centered on individualism, identity, and public transformation, and constituted by a real or perceived audience (Marshall, 2006, p. 635). Marshall (2014) described celebrity as a system, whose status in contemporary culture can transcend various fields, symbolizing success and achievement in society. From the perspective of sociology, celebrities represent superfluous charm in contemporary society, which is essentially related to the unique qualities of individuals (Ferris & Harris, 2011). Weber (2000) defined this charm as a source of power.

Furthermore, celebrity embodies the dynamic interplay among three distinct entities: celebrities themselves, the media, and the public. Dyer (1979) viewed celebrity as the convergence of the publicly accessible image of the Star (representing the Public), the portrayal and communication of the Star's public persona (representing the Media), and the individual who holds celebrity status (the Star). Marshall (1997, p. 12) argued that the study of celebrity arises from the "arena of negotiation among the public, the media, and the celebrity". Aligning with Marcus (2018), celebrity culture involves three equally influential groups: media producers,

members of the public, and celebrities themselves. Celebrity, therefore, serves as a cultural formation that fulfills important social functions.

Celebrity culture is closely associated with discussions of power. It is about a public celebration of individuality, which is often linked to consumer culture and democratic capitalism. Situated within broader cultural contexts, celebrity culture has been integral to contemporary entertainment industries, particularly in terms of how they are portrayed and exploited by the media and press to amplify their value beyond their initial stardom. This includes public performances of individuals in realms like film, television, sports, and pop music (Marshall, 2015).

Celebrity can be delineated into three forms: ascribed, achieved, and attributed (Rojek, 2001). Ascribed celebrity is intricately linked to one's lineage, where status often originates from familial heritage, for example, Prince William's celebrity status can be traced back to their biological descent. While individuals can enhance or diminish their ascribed status through voluntary actions, the foundation of their celebrity is predetermined. In contrast, achieved celebrity arises from perceived accomplishments in open competition. Public figures like Brad Pitt, David Beckham, and Serena Williams achieve celebrity status due to their artistic or sporting achievements, being recognized in the public realm for possessing rare talents or skills. Attributed celebrity primarily comes from the deliberate portrayal of an ordinary as remarkable or extraordinary by cultural intermediaries. This phenomenon is largely propelled by the widespread use of mass media. Sensationalism within mass media is a direct response to the mundane and predictable nature of daily life, seeking to spark public interest and capture attention. Consequently, ordinary individuals, like the British mother expecting octuplets, are thrust into the spotlight as notable figures, primarily due to the efforts of mass media executives vying for circulation or ratings dominance (Rojek, 2001, p. 17).

In the era of social media, celebrities find it easy to craft their online personas through social networking sites. This phenomenon signifies a new form of public engagement and interaction. Social networking sites are closely tied to the concept of celebrity, as they not only facilitate social exchange but also involve the creation of a public version of identity (Marshall, 2010). This research delves into the concept of celebrity as a dynamic interplay among celebrities themselves, the media, and the public. The focus lies in examining how foreign celebrities self-disclose on Weibo by analyzing their posts. These celebrities are achieved celebrities who have been recognized as prominent figures in the entertainment industry. Both media producers and members of the public play crucial roles in their success, in addition to their own personal qualities.

2.1.2 Weibo

Weibo is a Chinese social media platform founded in 2007, only one year following the extensive use of Web 2.0. It was not until 2010 that Weibo truly surged in popularity in China, which was also marked as the inception of China's Weibo era (Yi, 2018). Weibo has both Chinese and international versions that offer similar functionality to the users. Concerning the differences between them, the international version features a more streamlined interface without an advertising window (Anonymous, 2019). The Weibo Chinese version is chosen as the media platform for this research.

Initially, Weibo allowed text entries up to 140 characters but gradually eliminated such restrictions to posts (Yi, 2018). Thus its users can publish content such as messages in microblogs, and share text, pictures, videos, and music in the online community (Li, et al., 2020). Each piece of Weibo content can be liked, reposted, and commented on. These interactive features highlight Weibo's evolution into a robust social platform that encourages interaction between users (Yi, 2018). Weibo "gathers multiple users into one group", known as "context collapse" (Boyd,

2010, p. 9). The practice of Weibo celebrities involves navigating through diverse audience groups to maintain the image and manage public relations and impressions.

2.2 Review of Related Theories

2.2.1 Uses and Gratification Theory (UGT)

Katz, Blumler, and Gurevitch (1973) developed the uses and gratification theory in the early 1940s, which aims to understand the purpose of people using specific media for satisfaction. The theory adopts a user/audience-centric approach, focusing on how individuals engage with media rather than solely on the media's influence on them. According to the theory (Katz, et al., 1973), even when communicating with others (interpersonal), individuals may turn to the media for the topics they want to discuss. This theory proposes that users/media consumers are actively choosing specific media content that aligns with their needs. It suggests that media users play an active role in choosing and using the media. Theorists assert that media users seek out media sources that best fulfill their needs, assuming that the users have choices to satisfy their needs.

According to the uses and gratification theory, there are four primary reasons why individuals may use the media (Katz, et al., 1973) - diversion, personal relationships, personal identity, and surveillance.

1) Diversion: Escape from routine and problems; experience emotional release.

2) Personal Relationships: Social utility of information in conversation; seek companionship.

3) Personal Identity or Individual Psychology: Seek value reinforcement or reassurance; facilitate self-understanding and reality exploration.

4) Surveillance: Obtain information about factors that might affect one or aid in achieving goals or accomplishing tasks.

2.2.2 Social Penetration Theory

Social penetration theory was first introduced by Altman and Taylor (1973) who proposed that interpersonal relationships evolve through voluntary personal information sharing, and intimate communication is an inevitable outcome of relationship development (Altman & Taylor, 1973). Self-disclosure is a central concept of the social penetration theory. It suggests that an individual's self constitutes multiple aspects from the apparent self to the inner self. As people show themselves, they are making self-disclosure, through which their relationship with other individuals is gradually built (Altman & Taylor, 1973).

Self-disclosure is closely connected to the social penetration model, and it plays an important role in building and maintaining intimate relationships. Self-disclosure is defined as the sharing of personal information with another person (Derlega & Chaikin, 1977), and such behavior is considered self-disclosure only when being voluntary (Dindia, 2000; Fisher, 1984). Similarly, Howard (2011) defined self-disclosure as the deliberate sharing of personal information with another individual, encompassing both intimate and less intimate details such as personal experiences, ideas, attitudes, feelings, values, and life stories. Adler, Rosenfeld, and Proctor (2010) outlined seven characteristics in their operational definition of self-disclosure: it focuses on the self; it has an intentional aspect; it is directed towards another individual; it involves honesty; it reveals aspects of the self to others; the disclosed information is typically not accessible from other sources; and it often occurs within a context of increased intimacy.

Self-disclosure is a crucial concept in this study, which aims to investigate self-disclosure within online contexts. McKenna and Bargh (2000) defined online self-disclosure as the act of sharing one's personal or private information that is generally unknown to others in online settings. Wright and Webb (2011) argued that offline self-disclosure differs from online one as it typically involves verbal

expression, and incorporates nonverbal cues. In the context of online self-disclosure, individuals may employ nonverbal communication methods such as sharing self-portraits and links to favorite websites, thereby shaping their online identity.

Given the complexity of personality traits, scholars have identified two dimensions of online self-disclosure – breadth and depth. According to Zainudin and Sharifah (2020, p. 31), "breadth refers to the range of information revealed". For example, Tang and Wang's (2012) study revealed that bloggers' posts tend to cover nine topics (attitude, body, money, work, feelings, personal, interests, experiences, and unclassified), but they were reluctant to share information about work, income status, or personal matters. Depth refers to the degree of intimacy in the act of disclosing information (Altman & Taylor, 1973; Derlega, Metts, Petronio, & Margulis, 1993; Jourard, 1971; Zainudin & Sharifah, 2020): (1) The outer/peripheral aspect of an individual's self typically encompasses the public persona, which is readily visible to many others. This aspect may include relatively superficial details about a person such as preferences in clothing, music, and hobbies. (2) The middle/intermediate aspect is where an individual becomes more discerning about what they choose to share. This may involve sharing opinions and social attitudes. (3) The core aspect represents the most private information about a person, such as their personality, including values, deep emotions, hopes, goals, desires, and secrets (Catona, Greene, Magsamen-Conrad, & Carpenter, 2016). Altman and Taylor (1987) propose that the core aspect mainly relates to the private self and represents the innermost self of an individual. These inner aspects are usually disclosed to significant others over time through gradual self-disclosure.

In addition, scholars delve into parasocial relationships, often referred to as PSI, in their discussions on self-disclosure behaviors. Labrecque (2014) argued that messages characterized by extensive disclosure can foster PSI, whereby changes in viewers' attitudes and behaviors are often contingent upon the establishment of such

relationships. The experience of PSI frequently parallels interpersonal relationships, with individuals reporting a sensation of knowing and understanding an internet celebrity like being flesh-and-blood friends (Perse & Rubin, 1989, p. 60). When celebrities engage in open communication akin to interpersonal relationships, their message's credibility and persuasiveness typically increase (Beniger, 1987). This forges a connection between the individual and the internet celebrity. By enhancing perceived credibility, PSI can also impact consumer attitudes and behavior (Rubin & Step, 2000).

In summary, this study focuses on the self-disclosure of Weibo celebrities, defined as a communication characterized by "openness." This behavior involves the act of divulging information to an audience as a means to foster trust and intimacy (Labrecque, 2014, p. 137). The author examines ten foreign Weibo celebrities' self-disclosure through their profile information, profile image, and the breadth and depth of self-disclosure on their posts on the platform.

CHAPTER 3

METHODOLOGY

This chapter outlines the methodology of this research. It includes research design, population and sample selection, data collection, research procedure, and method of data analysis. The reliability and validity of this research are also discussed.

3.1 Research Design

This research explores the self-disclosure behaviors of foreign celebrities on Weibo. A content analysis of 90 posts, between November 1, 2019, to June 30, 2022, from the Weibo accounts of 10 foreign celebrities was conducted. Neuman (1997, p. 272-273) described content analysis as "[a] technique for gathering and analyzing the content of the text. The "content" refers to "words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated" Content analysis is very useful in examining social media content. For example, Herring (2010) conducted a content analysis on weblogs to identify and quantify structural and functional properties of blogs (e.g., number of words, sentences, images, links, and comments), as well as blogger characteristics (e.g., gender, age, and occupation). Huang and Limkangvanmongkol (2021) utilized the content analysis method to assess popular video content made by famous foreign content creators on Chinese social network sites (e.g., vlogs, challenge videos, educational videos, comedy videos, and product reviews). Similarly, Yin (2021) conducted a content analysis to examine the dominant advertising strategies, appeals, and executions, with research objects being short videos from Weibo official accounts of high-prestige cosmetic brands. Content analysis involves analyzing data within a particular context. It focuses on the meaning attributed to them by individuals, groups, or a culture (Krippendorff, 2013).

Therefore, in this study, content analysis is appropriate to examine self-disclosure strategies used by foreign Weibo celebrities.

The coding scheme employed was adapted from Chen, et al. (2019) work for examining types of self-disclosure strategies concerning personal profile and personal image, and Altman and Tylor's (1973) work for identifying categories of and levels of intimacy in self-disclosure topics. Five aspects of personal profile information were coded: basic information, contact information, occupational information, educational information, and personal introductions. The personal image was also coded. Additionally, two aspects of posts were coded: breadth (categories of self-disclosure topics) and depth (level of intimacy in self-disclosure topics) across all sampled posts. The unit of analysis was content posted by the ten foreign celebrities on Weibo.

3.2 Population and Sample Selection

The study used purposive sampling, a form of non-probabilistic sampling, where the researcher decides the individuals to be included in the sample (Oliver, 2006). The sample was drawn from content shared on the Weibo Chinese version as the author, being a native Chinese, is familiar with the platform. Firstly, foreign celebrities with more than a million followers on Weibo were selected based on "Star Power Rank" (明星势力榜) (as of June 2021) (Luo & Li, 2022). This ranking system evaluates celebrities based on their social media engagement and number of followers across social media platforms (Fan, 2021). Moreover, Weibo's "Star Power Rank" (明星势力榜) was launched to encourage users to build interpersonal networks for self-branding, also serving as a ranking system for entertainment celebrities based on their popularity (Luo & Li, 2022). Subsequently, this study selected the celebrities' posts as a research sample based on the number of thumbs-up reactions, which represents the number of likes for Weibo posts (Lin, 2018). 9 posts by each celebrity that received the highest number of likes were selected, totaling 90 posts.

3.2.1 Descriptions of Samples

A total of 10 international celebrities were selected in this study:

1) Sunnee (Weibo ID: Sunnee 杨芸晴)

2) Taylor Swift (Weibo ID: TaylorSwift)

3) Mike (Weibo ID: MikeAngelo 中国)

4) Lisa (Weibo ID: Lalalalisa_m)

5) Jessica (Weibo ID: Sy-jessica)

6) 郑乃馨 (Weibo ID: 硬糖少女 303-郑乃馨)

7) Lelush (Weibo ID: 利路修-Lelush)

8) Ryotakatayose (Weibo ID: 片寄凉太 RyotaKatayose)

9) 米卡 (Weibo ID: INTO1-米卡)

10) Troye Sivan (Weibo ID: Troye_Sivan)

The following section provides details of 10 foreign celebrities selected in this study:

1) Sunnee (Thailand)

Hailing from Thailand, Sunnee is a singer who rose to fame through her participation in the talent show "Produce 101" in China, where she achieved eighth place. Formerly a member of Rocket Girls, she focused on her solo music career after the group's disbandment.

Table 3.1: Sunnee's Weibo Information (as of June 26, 2022)

Weibo Page's Name	Sunnee 杨芸晴
Weibo Link	https://weibo.com/u/2485664410
Number of followers	22.16 million

Figure 3.1: Sunnee's Weibo official account

Source: Sunnee Yang Yunqing. (2022). *Sunnee's official account.* Retrieved from

　　　　https://weibo.com/u/2485664410.

2) Taylor Swift (The United States of America)

Taylor Swift is an American singer, songwriter, music producer, and actress. She has won 11 Grammy Awards, 32 American Music Awards, 23 Billboard Music Awards, 10 MTV Video Music Awards, and 12 Country Music Association Awards.

Table 3.2: TaylorSwift's Weibo Information (as of June 26, 2022)

Weibo Page's Name	TaylorSwift
Weibo Link	https://weibo.com/taylorswiftvip?is_all=1
Number of followers	9.97 million

Figure 3.2: TaylorSwift's Weibo official account

Source: TaylorSwift. (2022). *TaylorSwift's official account*. Retrieved from

   https://weibo.com/taylorswiftvip?is_all=1.

   3) Mike (Thailand)

   Mike is a Thai pop singer and actor. He has made a name for himself

through his roles in many Chinese TV dramas and appearances in Chinese variety

shows. He is proficient in Chinese.

Table 3.3: Mike's Weibo Information (as of June 26, 2022)

Weibo Page's Name	MikeAngelo 中国
Weibo Link	https://weibo.com/u/3242346400
Number of followers	9.08 million

Figure 3.3: Mike's Weibo official account

Source: MikeAngelo. (2022). *Mike's official account.* Retrieved from
https://weibo.com/u/3242346400.

4) Lisa (Thailand)

Lisa, born in Thailand, is a member of the South Korean girl group
Blackpink. She once participated in Chinese variety shows as a dance instructor and
gained high popularity in China.

Table 3.4: Lisa's Weibo Information (as of June 26, 2022)

Weibo Page's Name	lalalalisa_m
Weibo Link	https://weibo.com/lisaofficial?is_all=1
Number of followers	8.77 million

Figure 3.4: Lisa's Weibo official account

Source: Lisa. (2022). *Lisa's official account.* Retrieved from

https://weibo.com/lisaofficial?is_all=1.

5) Jessica (The United States of America)

Jessica, born in San Francisco, debuted in Korea in 2007 as a member
of the girl group Girls' Generation. After leaving the group in 2015, she began her
solo music career and set up her own clothing brand, "Blanc & Eclare".

Table 3.5: Jessica's Weibo Information (as of June 26, 2022)

Weibo Page's Name	Sy__Jessica
Weibo Link	https://weibo.com/u/3547642417
Number of followers	6.82 million

Figure 3.5: Jessica's Weibo official account

6) 郑乃馨 (Thailand)

郑乃馨, born in Bangkok, Thailand made her debut in 2015 as a member of the Thai girl group MilkShake and started her acting career in TV series. In 2020, she participated in the Chinese girl group growth variety show "Produce Camp 2020", securing fifth place, and joined the group "Hard Candy 303". In 2022, she began solo activities after the group disbanded.

Table 3.6: 郑乃馨's Weibo Information (as of June 26, 2022)

Weibo Page's Name	硬糖少女 303-郑乃馨
Weibo Link	https://weibo.com/u/6823546584
Number of followers	4.08 million

Figure 3.6: 郑乃馨's Weibo official account

Source: Nene 郑乃馨. (2022). *郑乃馨's official account.* Retrieved from

https://weibo.com/u/6823546584.

7) Lelush (Russia)

Lelush, born in Vladivostok, Russia, took part in "Produce Camp 2021", a Chinese variety show that focuses on the formation of an adult boy band, where he won 17th place. Following that success, he started his performing arts career and made a lot of presence in Chinese variety shows.

Table 3.7: Lelush's Weibo Information (as of June 26, 2022)

Weibo Page's Name	利路修-Lelush
Weibo Link	https://weibo.com/u/3370070480
Number of followers	3.79 million

Figure 3.7: Lelush's Weibo official account

Source: Lelush. (2022). *Lelush's official account.* Retrieved from

https://weibo.com/u/3370070480.

8) Ryota Katayose (Japan)

Ryota Katayose was born in Osaka Prefecture, Japan. He is a prominent Japanese pop singer and actor. Currently, he is a member of Generations from Exile Tribe, a Japanese dance and vocal group.

Table 3.8: Ryotakatayose's Weibo Information (as of June 26, 2022)

Weibo Page's Name	片寄凉太 RyotaKatayose
Weibo Link	https://weibo.com/ryotakatayoseoffical?topnav=1&wvr=6 &topsug=1&is_all=1
Number of followers	3.16 million

Figure 3.8: Ryotakatayose's Weibo official account

9) 米卡 (The United States of America)

Mika Hashizume ("米卡" in Chinese), born in Hawaii, is a Japanese-American singer and model. In 2017, he released the single "Starting Over" with Intersection. In 2021, he participated in "Creative Camp 2021", a growth variety show of a Chinese boy band, and finally made his debut in fourth place and joined INTO1.

Table 3.9: 米卡's Weibo Information (as of June 26, 2022)

Weibo Page's Name	INTO1-米卡
Weibo Link	https://weibo.com/u/7536272024
Number of followers	2.06 million

Figure 3.9: 米卡's Weibo official account

Source: Mika. (2022). *米卡's official account.* Retrieved from
https://weibo.com/u/7536272024.

10) Troye Sivan (Australia)

Troye Sivan is an Australian male pop singer and actor. Notable
awards and nominations received by him include the 2014 Teen Choice Award and
MTV Europe Music Award for Best Australian Artist, etc.

Table 3.10: Troye Sivan's Weibo Information (as of June 26, 2022)

Weibo Page's Name	Troye_Sivan
Weibo Link	https://weibo.com/u/6700964291?is_all=1
Number of followers	1.69 million

Figure 3.10: Troye Sivan's Weibo official account

Source: Troye_Sivan. (2022). *Troye Sivan's official account.* Retrieved from

https://weibo.com/u/6700964291?is_all=1.

Table 3.11: Top 10 Foreign Celebrities in China

NO.	Weibo Account	Number of followers	Number of Thumbs
1.	Sunnee 杨芸晴 (Thailand)	22.16 million	1150000
2.	TaylorSwift (United States of America)	9.97 million	150000
3.	MikeAngelo 中国(Thailand)	9.08 million	47000
4.	lalalalisa_m (Thailand)	8.77 million	566000
5.	Sy__Jessica (United States of America)	6.82 million	86000
6.	硬糖少女 303-郑乃馨 (Thailand)	4.08 million	167000
7.	利路修-Lelush (Russia)	3.79 million	3440000
8.	片寄凉太 RyotaKatayose (Japan)	3.16 million	42000
9.	INTO1-米卡 (United States of America)	2.06 million	588000
10.	Troye_Sivan (Australia)	1.69 million	24000

3.3 Research Procedure

Firstly, the researcher selected 10 foreign celebrity accounts on Weibo Chinese version, based on their engagement of social posts and number of followers in the digital world.

Subsequently, the researcher selected each celebrity's 9 posts that received the most "likes" interactions, totaling 90 posts as the sample. This sample selection provided information for the codebook and code sheet's design. A pilot test was conducted on a small sample of each celebrity's Weibo posts (n=25) by two coders from the MA Global Communication program of Bangkok University.

Lastly, two coders collaborated to design the code book and code sheets, with consensus reached on coding categories and instructions. They then recorded the elements shown in the coding scheme for content analysis, which was based on the following research efforts presented in the literature review: SNS self-disclosure strategies (Chen, et al., 2019), and the breadth of self-disclosure topics and levels of intimacy in self-disclosure topics (Zainudin & Sharifah, 2020). The coding scheme was explained as follows:

Table 3.12: Coding Scheme

Item No.	Coding Item	Instructions	Description
1	Personal Profile – Basic information	Mark 1 for personal profile - basic information disclosed on Weibo by international celebrities.	Basic information included Weibo celebrities' information, such as age, gender, birthday, and relationship status (adapted from Chen, et al., 2019).

(Continued)

Table 3.12 (Continued): Coding Scheme

Item No.	Coding Item	Instructions	Description
2	Personal Profile – Contact information	Mark 1 for personal profile - contact information disclosed on Weibo by international celebrities.	Contact information included Weibo celebrities' contact information (adapted from Chen, et al., 2019).
3	Personal Profile – Occupational information	Mark 1 for personal profile - occupational information disclosed on Weibo by international celebrities.	Occupational information included Weibo celebrities' occupational information (adapted from Chen, et al., 2019).
4	Personal Profile – Personal Introduction information	Mark 1 for personal profile - personal introduction information disclosed on Weibo by international celebrities.	Personal introduction information included Weibo celebrities' personal introduction information (adapted from Chen, et al., 2019).
5	Personal Image	Mark 1 for the type of personal image disclosed on Weibo by international celebrities.	Self-portrait: Weibo celebrities used self-portraits as the personal image (adapted from Chen, et al., 2019)
			Photo with a friend: Weibo celebrities used photos with a friend as the personal image (adapted from Chen, et al., 2019).

(Continued)

Table 3.12 (Continued): Coding Scheme

Item No.	Coding Item	Instructions	Description
5	Personal Image	Mark 1 for the type of personal image disclosed on Weibo by international celebrities.	Photo with an object(s): Weibo celebrities used a photo with an object(s) as their personal image (adapted from Chen, et al., 2019).
6	Breadth of self-disclosure topics	Mark 1 for the breadth of self-disclosure topics disclosed on Weibo by international celebrities.	Daily life: Weibo celebrities shared topics relating to their daily life (adapted from Zainudin and Sharifah, 2020).
			Hobby: Weibo celebrities shared topics relating to their hobby (adapted from Zainudin and Sharifah, 2020).
			Fanclubs: Weibo celebrities shared topics relating to their fanclubs (adapted from Zainudin and Sharifah, 2020).
			Collaboration with brands: Weibo celebrities shared topics relating to their collaboration with brands (adapted from Zainudin and Sharifah, 2020).

(Continued)

Table 3.12 (Continued): Coding Scheme

Item No.	Coding Item	Instructions	Description
6	Breadth of self-disclosure topics	Mark 1 for the breadth of self-disclosure topics disclosed on Weibo by international celebrities.	Career: Weibo celebrities shared topics relating to their career (adapted from Zainudin & Sharifah, 2020).
			Personal life: Weibo celebrities shared the topics relating to their personal life (adapted from Zainudin & Sharifah, 2020).
			Feelings: Weibo celebrities shared topics relating to their feelings (adapted from Zainudin & Sharifah, 2020).
			Friendship: Weibo celebrities shared topics relating to their friendship (adapted from Zainudin and Sharifah, 2020).
7	Levels of intimacy in self-disclosure topics (Zainudin & Sharifah, 2020)	Mark 1 for the breadth of self-disclosure topics disclosed on Weibo by international celebrities.	Level 1 Peripheral: "General/Public information discussed in a post—usually common/basic information related to [each celebrity]'s self. This information is accessible to others, and most of the [celebrities] would disclose it on their Weibo [accounts]" (Zainudin & Sharifah, 2020).

(Continued)

Table 3.12 (Continued): Coding Scheme

Item No.	Coding Item	Instructions	Description
			Level 2 Intermediate: "Semi-private information that the Weibo celebrities frequently disclosed—e.g., attitude, opinions or feelings about a general phenomenon or issues with the self or other people, other people's lives, likes/dislikes for an object or event" (Zainudin & Sharifah, 2020, p. 162). They may generally talk about these topics with a casual friend, co-worker, or short-term dating partner (p. 266)
			Level 3 Core: "Private information that mostly represents [celebrities]'s inner feelings or true self—e.g., personal beliefs, personal feelings about own self, identity and life, personal needs, personal experiences, weaknesses, personal problems, personal

Table 3.12 (Continued): Coding Scheme

Item No.	Coding Item	Instructions	Description
			stories, or anything related to the bloggers' private life" (Zainudin & Sharifah, 2020, p. 162). "Usually, most people would like to disclose the topics only to a best friend or close romantic partner" (p. 266).

3.4 Research Instrument and Data Analysis

According to the above coding guidelines, these elements were documented in Microsoft Excel. The data analysis comprises the following steps:

First, to record the frequency of each element in the Weibo posts; Percentage was also calculated to describe the distribution of the data.

Second, to record the breadth of self-disclosure on Weibo posts.

Third, to record the depth of self-disclosure on Weibo posts.

Fourth, to compare the results from different celebrities' Weibo post content created as accurate as possible.

3.5 Validity and Reliability of the Study

In this study, the content analysis of research objects strictly follows the theoretical frameworks outlined in Chapter 2. RQ1 and RQ2 explore the personal profiles and images that were self-disclosed on Weibo by ten foreign celebrities, using a coding scheme adapted from Chen, et al. (2019). RQ3 and RQ4 examine the breadth

and depth of self-disclosure topics, using a coding scheme adapted from Zainudin and Sharifah (2020).

To ensure the reliability of the analytical results, another two graduate students were invited to take the role of the assistant coder in the coding phase. The second coder, Hua Ting, who was enrolled in the Master of Global Communication program at Bangkok University, helped design the code book and code sheet. Both coders had been properly trained to code samples. Video samples (n=25) were used for the pilot test with a second coder. The average encoder reliability is 0.87, which is within the acceptable encoder reliability range, as per Perreault & Leigh (1989)'s formula.

CHAPTER 4

FINDINGS

This chapter aims to report the results of the content analysis of 90 posts by ten foreign Weibo celebrities on the platform. The findings are driven by the four following questions:

RQ1: What types of self-disclosure strategies for general information do foreign Weibo celebrities disclose to their audiences?

RQ2: What types of self-disclosure strategies for personal image do foreign Weibo celebrities disclose to their audiences?

RQ3: What is the most popular topic of breadth in Weibo posts by foreign Weibo celebrities?

RQ4: What is the depth/level of intimacy of the topics disclosed in Weibo posts by foreign Weibo celebrities?

4.1 General Information of Sample

A total of ten foreign celebrities on Weibo were selected in this study:
1) Sunnee 杨芸晴 (Thailand), 2) TaylorSwift (The United States of America),
3) MikeAngelo 中国 (Thailand), 4) lalalalisa_m (Thailand), 5) SY-Jessica (Korea),
6) 硬糖少女 303-郑乃馨 (Thailand), 7) 利路修-Lelush (Russia), 8) 片寄凉太
RyotaKatayose (Japan), 9) INTO1-米卡 (The United States of America), 10)
Troye_Sivan (Australia). A sample of the nine most-liked posts from each celebrity account was selected, yielding a total of 90 posts.

As can be seen in Table 4.1, the most frequently used media materials on Weibo posts included text with image only (84.4%), text with video only (14.5%), and text-only (1.1%).

Table 4.1: Summary of the media forms used on Weibo

Types of Media Material	Frequency	Percentage
Text-only	1	1.1%
Text with image only	76	84.4%
Text with video only	13	14.5%
Total	90	100%

Figure 4.1 shows an example of a celebrity's post - text with image only. The text was translated as follows: "Good afternoon, ladies and gentlemen, this is your captain speaking. Before our flight takes off, please make sure your seat belts are fastened and you have watched THE "INTO THE FIRE" MV." Figure 4.1 portrays two images of himself wearing a suit with an airplane ornament, showing off his handsome figure. The audience could quickly understand what the Weibo celebrities wanted to disclose in their posts.

Figure 4.1: Example post with text with image only

Source: INTO1-米卡's Official Weibo. (2021). *Youth energy festival*. Retrieved

      from https://weibo.com/7536272024/Kp9msdDjl.

      Figure 4.2 illustrates an example of a Weibo celebrity's post with text with video only. The text was translated as follows: "Overseas stars express Chinese New Year's greetings". The screenshot shows Troye_Sivan's video extending New Year wishes to his Chinese fans.

Figure 4.2: Example post with text with video only.

Source: Troye_Sivan's Official Weibo. (2022). *Overseas stars celebrate the new*

year. Retrieved from https://weibo.com/6700964291/Ld9DTpG0m.

4.2 Findings

4.2.1 RQ#1: What types of self-disclosure strategies for general information
do foreign Weibo celebrities disclose to their audiences? (N=10)

Table 4.2: Frequency of personal profile disclosed to their audiences by foreign

Weibo celebrities (N=10)

Types of personal profile	Frequency	Percentage
Basic information	10	100%
Contact information	6	60%
Occupational information	10	100%
Personal introduction information	10	100%

The results shown in Table 4.2 indicate that all of the selected foreign Weibo

celebrities disclosed basic information, occupational information, and personal

introduction information (100%). However, only 60% of the celebrities disclosed

contact information (60%).

Table 4.3: Percentages of personal profiles disclosed to their audiences by foreign

Weibo celebrities (N=10)

Celebrity Name	personal profile							
	Basic information		Contact information		Occupational information		Personal introduction information	
	N	%	N	%	N	%	N	%
Sunnee 杨芸晴	1	10%	1	10%	1	10%	1	10%
TaylorSwift	1	10%	0	0%	1	10%	1	10%
MikeAngelo 中国	1	10%	1	10%	1	10%	1	10%
lalalalisa_m	1	10%	0	0%	1	10%	1	10%
SY-Jessica	1	10%	0	0%	1	10%	1	10%

(Continued)

Table 4.3 (Continued): Percentages of personal profiles disclosed to their audiences

by foreign Weibo celebrities (N=10)

Celebrity Name	personal profile							
	Basic information		Contact information		Occupational information		Personal introduction information	
	N	%	N	%	N	%	N	%
硬糖少女 303-郑乃馨	1	10%	1	10%	1	10%	1	10%
利路修-Lelush	1	10%	1	10%	1	10%	1	10%
片寄凉太 RyotaKatayose	1	10%	1	10%	1	10%	1	10%
INTO1-米卡	1	10%	1	10%	1	10%	1	10%
Troye_Sivan	1	10%	0	0%	1	10%	1	10%
Total	10	100%	6	60%	10	100%	10	100%

Table 4.3 indicates that Sunnee 杨芸晴, MikeAngelo 中国, 硬糖少女 303-郑乃馨, 利路修-Lelush, 片寄凉太 RyotaKatayose, INTO1-米卡 disclosed all types of information on their Weibo homepage. In terms of contact information, only TaylorSwift, lalalalisa_m, SY-Jessica, and Troye_Sivan did not disclose it on the Weibo homepage, while the other six Weibo celebrities did.

Figure 4.3 shows a screenshot of Sunnee 杨芸晴's Weibo homepage, which disclosed basic information, contact information, occupational information, and personal introduction information.

As shown in Figure 4.3, the personal profile is displayed in the blue box of the screenshot. The red box refers to basic information, the content was translated as: "birthday 1996-09-28 and Libra"; the green box is contact information, the content

was translated as: "contact us at wangyining@1cm.fun"; the yellow box refers to occupational information, the content was translated as: "singer"; the black box refers to personal introduction information, the content was translated as: "representative work is Weather: Sunny, Secret ME."

Figure 4.3: Sunnee 杨芸晴 home page.

Source: Sunnee Yang Yunqing. (2022). *Sunnee's official account.* Retrieved from
　　　https://weibo.com/u/2485664410.

Figure 4.4 shows a screenshot of TaylorSwift's Weibo homepage which disclosed basic information, occupational information, and personal introduction information.

As shown in Figure 4.4, the personal profile is displayed in the blue box of the screenshot. The red box refers to basic information, the content means her star sign is Sagittarius; the yellow box refers to occupational information, the content was translated as: "American singer-songwriter"; the two black boxes refer to personal introduction information. Content in the upper box means: "ten Grammy Awards

winner." The lower box wrote her motto "Happy, free, confused and lonely at the
same time" and "Red (TaylorSwift's Version) out now."

Figure 4.4: TaylorSwift's Weibo homepage.

Source: TaylorSwift. (2022). *TaylorSwift's official account*. Retrieved from
https://weibo.com/taylorswiftvip?is_all=1.

4.2.2 RQ#2: What types of self-disclosure strategies for personal image do
foreign Weibo celebrities disclose to their audiences? (N=10)

Table 4.4: Frequency of personal images disclosed to their audiences by foreign
Weibo celebrities (N=10)

Types of personal image	Frequency	Percentage
Self-portrait	10	100%

The results shown in Table 4.4 indicate that the primary personal image
disclosed by the Weibo celebrities to their audience was the self-portrait (100%).

Table 4.5: Percentages of personal images disclosed to their audiences by Weibo

celebrities (N=10)

Celebrity Name	Personal image	
	Self-portrait	
	N	%
Sunnee 杨芸晴	1	10%
TaylorSwift	1	10%
MikeAngelo 中国	1	10%
lalalalisa_m	1	10%
SY-Jessica	1	10%
硬糖少女 303-郑乃馨	1	10%
利路修-Lelush	1	10%
片寄凉太 RyotaKatayose	1	10%
INTO1-米卡	1	10%
Troye_Sivan	1	10%
Total	10	100%

As shown in Tables 4.4 and 4.5, as public figures, Weibo celebrities used
self-portraits to represent their image and as a label that distinguished them from
others. They mostly chose to disclose self-portraits to their audiences.

Figure 4.5: Personal image of lalalalisa_m.
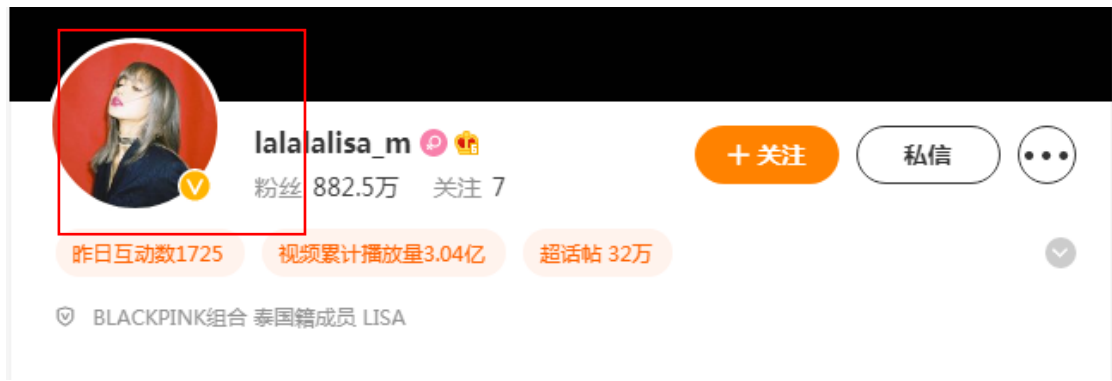
Source: Lisa. (2022). *Lisa's official account.* Retrieved from

https://weibo.com/lisaofficial?is_all=1.

Figure 4.5 is the screenshot of Lisa's self-portrait (red box), which was shown on her home page. With her eyes closed and her expression relaxed and content, her silvery gray hair complemented her beautiful appearance. Against the bright red background, Lisa's entire figure was radiant, trying to present a good image to the audience.

4.2.3 What is the most popular topic of breadth in Weibo posts by foreign Weibo celebrities? (N=90)

Table 4.6: Frequency of topic breadth (N=90)

Types of topics	Frequency	Percentage
Daily life	8	8.8%
Hobby	4	4.4%
Fan clubs	19	21.1%

(Continued)

Table 4.6 (Continued): Frequency of topic breadth (N=90)

Types of topics	Frequency	Percentage
Collaboration with brands	5	5.6%
Career	14	15.6%
Personal life	12	13.3%
Feelings	23	25.6%
Friendship	5	5.6%
Total	90	100%

The results shown in Table 4.6 indicate that the primary topic of Weibo celebrities' posts were feelings (25.6%), followed by fan clubs (21.1%), career (15.6%), personal life (13.3%), daily life (8.8%), collaboration with brands (5.6%), friendship (5.6%), and hobby (4.4%).

Table 4.7: Percentages of topic breadth (N=90)

Celebrity Name	Topic														
	Daily life		Hobby		Fan clubs		Collaboration with brands		Career		Personal life		Feelings		Friendship
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Sunnee 杨芸晴	2	2.2%	0	0%	0	0%	0	0%	1	1.1%	1	1.1%	5	5.6%	0	0%
TaylorSwift	0	0%	0	0%	3	3.3%	0	0%	2	2.2%	0	0%	3	3.3%	1	1.1%
MikeAngelo 中国	1	1.1%	0	0%	3	3.3%	0	0%	0	0%	3	3.3%	2	2.2%	0	0%
lalalalisa_m	0	0%	0	0%	3	3.3%	1	1.1%	4	4.4%	1	1.1%	0	0%	0	0%
SY-Jessica	0	0%	0	0%	4	4.4%	1	1.1%	1	1.1%	1	1.1%	0	0%	2	2.2%
硬糖少女 303-郑乃馨	1	1.1%	2	2.2%	0	0	0	0	4	4.4%	1	1.1%	1	1.1%	0	0%
利路修-Lelush	1	1.1%	1	1.1%	1	1.1%	0	0	0	0	4	4.4%	2	2.2%	0	0%

(Continued)

Table 4.7 (Continued): Percentages of topic breadth (N=90)

Celebrity Name	Topic														
	Daily life		Hobby		Fan clubs		Collaboration with brands		Career		Personal life		Feelings		Friendship
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
片寄凉太 RyotaKatayose	0	0%	0	0%	4	4.4%	2	2.2%	0	0%	0	0%	3	3.3%	0	0%
INTO1-米卡	2	2.2%	1	1.1%	0	0%	1	1.1%	1	1.1%	0	0	3	3.3%	1	1.1%
Troye_Sivan	1	1.1%	0	0%	1	1.1%	0	0%	1	1.1%	1	1.1%	4	4.4%	1	1.1%
Total	8	8.8%	4	4.4%	19	21.1%	5	5.6%	14	15.5%	12	13.3%	23	25.6%	5	5.6%

From Table 4.7, it can be observed that feelings were the most popular topics in Weibo celebrities' self-disclosure strategies. The top three celebrities in this category were Sunnee 杨芸晴 (5.6%), Troye_Sivan (4.4%), and TaylorSwift, 片寄凉太 RyotaKatayose, INTO1-米卡 (3.3%). The second most popular topics in Weibo celebrities' self-disclosure were fan clubs. The top celebrities in this category were 片寄凉太 RyotaKatayose (4.4%), Sy-Jessica (4.4%), TaylorSwift, MikeAngelo 中国, lalalalisa_m (3.3%) and 利路修-Lelush, Troye_Sivan (1.1%). Career was the third most popular topic, the celebrities fell in this category were lalalalisa_m, 硬糖少女303-郑乃馨 (4.4%), TaylorSwift (2.2%) and Sunnee 杨芸晴, Sy-Jessica, INTO1-米卡, Troye_Sivan (1.1%).

Figure 4.6: TaylorSwift's post screenshot which disclosed the topic of feelings.

Source: TaylorSwift's Official Weibo. (2020). *My new album*. Retrieved from
https://weibo.com/3981271467/Jcz0o6IxL.

As shown in Figure 4.6, TaylorSwift narrated her preparation for the new album, she poured her dreams, heart, fear, and thoughtful mood into her works; She also shared her thoughts on life and dreams, telling everyone to put it out into the world.

Celebrities usually disclosed their feelings, both happy and sad on Weibo, for example. TaylorSwift expressed her feelings about summer with strong emotions in the end. Many of these feelings may come from their personal lives, and they served to establish a closer connection with the audience through Weibo.

Figure 4.7: Sy__Jessica's post content screenshot which discloses the topic of
fanclubs.

Source: Sy__Jessica's Official Weibo. (2020). *My dear maomaos*. Retrieved from
https://weibo.com/3547642417/InnGcoCmk.

The post content was translated as: "Dear Maomaos (her fans), as the year 2019 comes to an end. I can't help but feel regretful that I haven't been able to see you more often this year. Anyway, hope to see you next year! Everyone must remember, that no matter where I am, you are in my heart! Thank you for your constant support and companionship. Thank you. I have a feeling that many interesting things will be out there in the next year, and I am so excited! Please look forward to it! In 2020, I wish Maomaos healthier and happier! 2020, love you!"

As shown in Figure 4.7, Jessica talked about fan clubs, expressing her gratitude to her fans. Since international celebrities were unable to meet their fans in China, they often sent fan-related content on Weibo, generally greetings or thanks, which could shorten the distance from their fans.

4.2.4 RQ#4: What is the depth/level of intimacy of the topics disclosed in Weibo posts by foreign Weibo celebrities? (N=90)

Table 4.8: Frequency of depth/level of intimacy of the topics (N=90)

Types of depth/level of intimacy of the topics	Frequency	Percentage
Level 1 Peripheral	58	64.4%
Level 2 Intermediate	29	32.3%
Level 3 Core	3	3.3%
Total	90	100%

The results shown in Table 4.8 indicate that the primary depth/level of intimacy of the topics was at the peripheral level (64.4%), followed by the intermediate level (32.3%), and the last core level (3.3%).

Table 4.9: Percentages of depth/level of intimacy of the topics. (N=90)

Celebrity Name	depth/level of intimacy of the topics					
	Level 1 Peripheral		Level 2 Intermediate		Level 3 Core	
	N	%	N	%	N	%
Sunnee 杨芸晴	2	2.2%	5	5.6%	2	2.2%
TaylorSwift	2	2.2%	6	6.7%	1	1.1%
MikeAngelo 中国	4	4.4%	5	5.6%	0	0%
lalalalisa_m	7	7.8%	2	2.2%	0	0%
SY-Jessica	4	4.4%	5	5.6%	0	0%
硬糖少女 303-郑乃馨	8	8.9%	1	1.1%	0	0%
利路修-Lelush	8	8.9%	1	1.1%	0	0%
片寄凉太 RyotaKatayose	5	5.6%	4	4.4%	0	0%
INTO1-米卡	9	10%	0	0%	0	0%
Troye_Sivan	9	10%	0	0%	0	0%
Total	58	64.4%	29	32.3%	3	3.3%

Table 4.9 shows that the peripheral level of intimacy of the topics disclosed on Weibo was mostly observed in the post by INTO1-米卡 (10%) and Troye Sivan (10%). The intermediate level of intimacy of the topics disclosed on Weibo was mostly found in the posts by TaylorSwift (6.7%), Sunnee 杨芸晴, MikeAngelo 中国, and SY-Jessica (5.6%). The top of Weibo content by Sunnee 杨芸晴 (2.2%) reflected the core level of intimacy.

Figure 4.8: Screenshot of 利路修-Lelush's post which disclosed a topic of the

peripheral level.
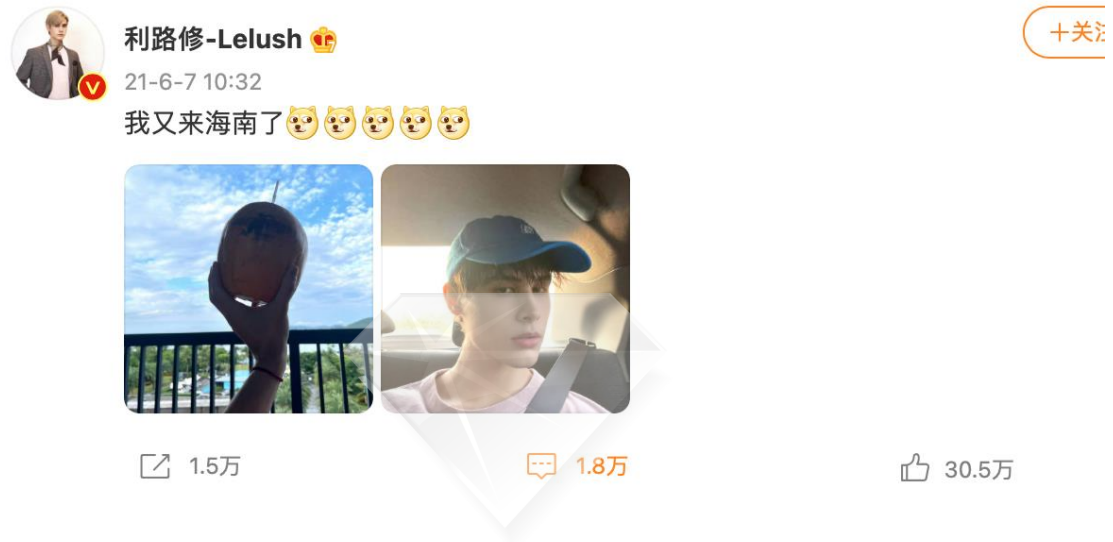
Source: 利路修-Lelush's Official Weibo. (2021). *I come to Hainan again.*

Retrieved from https://weibo.com/3370070480/Kj348rScO.

As shown in Figure 4.8, the content was translated as follows: "I come to
Hainan again". The celebrity accompanied the photo with the iconic tropical fruit
coconut and a selfie in summer dress. Similarly, some Weibo celebrities' post content
may cover straightforward information such as traveling. Such contents were simple
and well-interpreted information about celebrities' lives.

Figure 4.9: Screenshot of TaylorSwift's post which disclosed a topic of intermediate

level.
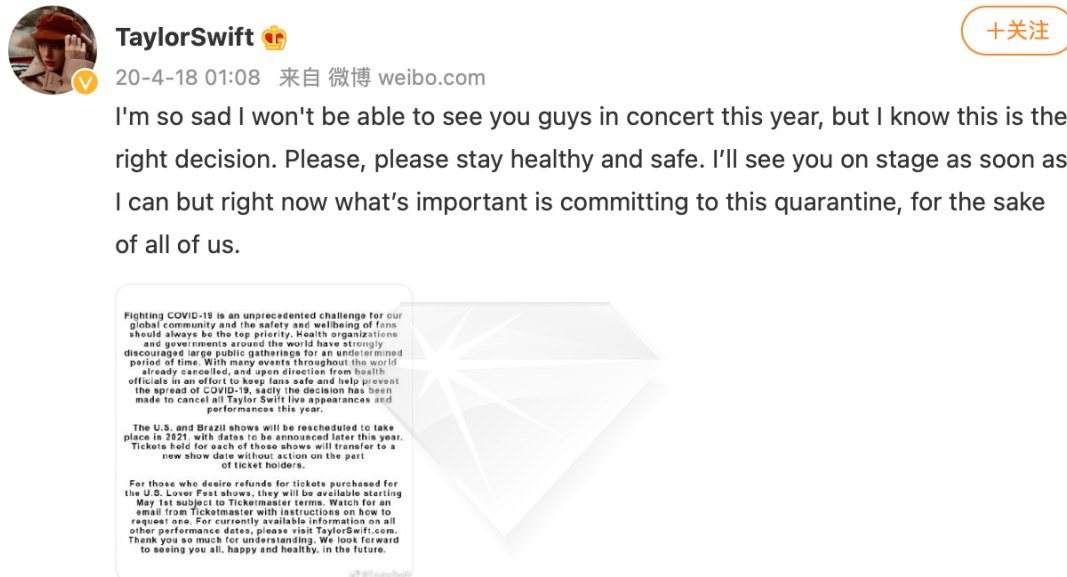
Source: TaylorSwift's Official Weibo. (2020a). *A right decision*. Retrieved from

https://weibo.com/3981271467/IDNVMq8EM

As shown in Figure 4.9, TaylorSwift shared her feelings about not being able to perform at a concert and told her fans to take care of themselves. This type of message was usually expressed to a friend or family member. Such posts could greatly deepen the sense of intimacy, fostering a closer bond between foreign.

Figure 4.10: Screenshot of Sunnee 杨芸晴's post which disclosed a topic of core level

celebrities and their audiences.

Sunnee杨芸晴 👑🎏   +关注

21-4-25 00:03　来自 iPhone 12 Pro Max

两天杭州的巡演结束 ⬅END

这次来到杭州真的有很多很多的感触...

3年前的今天我还在为我的梦想奔波

啥也不懂 像个小傻子一样 沉迷在自己的舞台中

这个城市 真的带给我很多 ...

从啥也不是 到被关注 再到种种让我难受的事

再到梦想成真...

我觉得那3个月 我的生活就像过山车一样

在最后一刻的时候 我许下了诺言 我一定要来杭州开演唱会 不管我会不会成功 但我就
是有这个执念。

到最后的成团夜 那晚我只想着 把最后一首歌唱给你们听 谢谢你们的陪伴 你们对我来
说就是特别的人...

从没想到 最后是这样的结果。

谢谢你们的努力，也谢谢你们的坚持 让我这个很渺小 很渺小的人 变成你们的大太阳
🌞

就这么这么 一直奔跑着 其实我有时候都会忘记 我参加比赛的目的是什么 ...

但你们总有一些力量 在支撑我要继续前行的动力。

真的谢谢你们

我会继续努力奔跑的，就算未来 没那么多人喜爱，就算未来 我变成一个没人知道的小
透明，但我会记得 你们 一直以来的陪伴 ❤ 也会记得你们都曾经在我的世界经过 ...

谢谢。

Source: Sunnee 杨芸晴's Official Weibo. (2021). *Thank you for your love*. Retrieved

from https://weibo.com/2485664410/KcrzaqM8C

The post content was translated as: "Two days tour in Hangzhou have come

to an end. This time in Hangzhou, I felt a lot. Three years ago today, I was chasing my

dream. I didn't know anything and was immersed in my own stage like a little fool.

This city has really brought me a lot... From being nothing to being noticed to all the

things that make me feels bad. To dreams come true... I felt like my life was a roller coaster for those three months. In the end, I made a promise that I would come to Hangzhou to hold a concert, no matter whether I would succeed or not, but I just had this obsession. One last night, I only want to sing one last song to all of you. Thank you for your company. You are special to me. I never thought I'd end up like this. Thank you for your efforts, thank you for your insistence that made me grow from a nobody to a star. I just keep running and I sometimes forget why I'm doing this... But your encouragement has been keeping me marching on. Thank you. I will continue to work hard to move on, even though I don't have such many fans who love me. Even if I were reduced to a nobody again, I would remember you have been accompanied [heart emoji]. I will keep this in the bottom of my heart thank you."

As shown in Figure 4.10, Sunnee 杨芸晴 expressed that she was just an ordinary dreamer immersed in her own stage three years ago, and now her dream has come true. She was grateful to those who loved and supported her, and she would continue to run hard. She also expressed her dream and some of her true intentions in taking part in the competition. In her intimate self-disclosure, she pulled out her inner feelings to audiences, just like talking to her close romantic partner.

CHAPTER 5

DISCUSSION

This chapter provides a discussion of findings related to research questions proposed, literature review, and methodology. It also discusses research implications and recommendations for future research efforts. Finally, it proposes directions for future research. This chapter is divided into the following five parts:

5.1 Summary of Findings

5.2 Discussions

5.3 Limitations

5.4 Recommendations for Further Application

5.5 Recommendations for Further Research

5.1 Summary of Findings

This study mainly explored how foreign celebrities self-disclosed on Weibo. A content analysis was conducted with data collected from 90 Weibo posts by ten foreign Weibo celebrities. Specifically, there are four major findings:

5.1.1 Weibo celebrities' self-disclosure regarding personal profile information

The results showed that the self-disclosure content of the studied foreign Weibo celebrities covered four topics: basic information, occupational information, and personal introduction information to audiences. For example, Sunnee 杨芸晴 disclosed her birthday and horoscope (basic information), her artist career (occupation information), and album release (personal introduction information). Only Sunnee 杨芸晴, MikeAngelo 中国, 硬糖少女 303-郑乃馨, 利路修-Lelush, 片寄凉太 RyotaKatayose, INTO1-米卡 disclosed contact information. For example, MikeAngelo 中国 disclosed his email as contact information.

5.1.2 Weibo celebrities' self-disclosure regarding personal image

The results showed that all of the foreign Weibo celebrities disclosed self-portraits as their personal image. Weibo celebrities disclosed their self-portrait which they consciously wanted to disclose to audiences. Most of the images they disclosed on Weibo had good facial expressions and matching backgrounds. For instance, Lisa chose a red background to highlight her distinctive silver hair, thus showing her unique personality to audiences.

5.1.3 The topics disclosed by Weibo celebrities

The results showed that foreign Weibo celebrities studied in this research were likely to disclose topics related to feelings, fan clubs, and careers. Regarding the topics of feelings, for example, Taylor Swift disclosed her feelings about fear and thoughtful mood in her works. Regarding topics related to fan clubs, such as Sy_Jessica, who talked to her fans about hoping to have a chance to meet them in person. In this way, she expressed her desire to get closer to her fans, thereby maintaining a strong relationship with fan clubs. Regarding topics related to career, for example, INTO1-米卡 disclosed his new song to the audience. For Weibo celebrities, disclosing their work content serves as effective publicity for their career.

5.1.4 The depth/level of intimacy in disclosing different topics by Weibo celebrities

The results revealed that the studied foreign Weibo celebrities' self-disclosure mostly covered topics at the peripheral level with relatively superficial details, such as preferences in daily life and work content. For instance, 利路修-Lelush often updated his latest daily life on Weibo posts, such as "What delicacies did I eat this weekend", "I'm traveling in Hainan", "Ready for work" etc., but they were only some simple words, without revealing more privacy information. This type of common information is easily accessible to others but shows a low level of intimacy.

5.2 Discussions

First, Altman and Taylor (1973) proposed that interpersonal relationships develop through voluntarily personal information sharing. Through the act of self-disclosure, the achieved celebrities in the entertainment industries (Marshall, 2015) disclosed four types of personal information: basic information, occupational information, and personal introduction information. Some celebrities also provided contact information. As supported by Dindia (1997), self-disclosure has been conceptualized as individuals' intentional revelation of personal information (Dindia, 1997, pp. 411–426). Kim and Kim (2020) also argued that celebrities reveal and share their personal information with their fans to build closer relationships with them. Moreover, Weibo celebrities tend to disclose portraits as profile pictures. It is a common way of self-disclosure to share open information on social networking sites (SNS) (Chen, et al., 2019). The use of a real profile image may compensate for the lack of visual cues in SNS and help to construct one's identity online (Hum, et al., 2011). Weibo celebrities sharing the portraits serve as a nonverbal communication method in the online setting (Wright & Webb, 2011).

Second, Weibo celebrities intentionally disclosed information on various topics. They mainly shared topics relating to feelings, fan clubs, and careers. Tang and Wang (2012) suggested that bloggers were willing to disclose nine topics on the SNSs (attitude, body, money, work, feelings, personal, interests, experiences, and unclassified). However, they were reluctant to share issues about work, money, or personal matters. Moreover, Weibo celebrities disclosed themselves on Weibo by involving relatively superficial details (superficial aspect), rather than sharing social attitudes (intermediate aspect) or the most private information (core aspect), such as secrets or values. Celebrities' activities on social media aim to maintain strong relationships with their followers and generate positive public opinions (Kim & Kim, 2020).

5.3 Limitations

The limitations of this study lie in the following points:

First, data collection was conducted during the outbreak of the COVID-19 pandemic. Celebrities' posts, which disclosed their information and various activities, may hence affected by the disruption, potentially yielding results different from those shared during normal circumstances.

Secondly, the research recruited samples from only one SNS, which is Weibo, examining the self-disclosure practice of celebrities based on their status on this specific platform. Thus, the study fails to understand celebrities' self-disclosure on other platforms.

5.4 Recommendations for Further Application

This research contributes to extending the self-penetration theory to examine celebrities' self-disclosure on Weibo. The results imply that practice regarding celebrities' self-disclosure on Weibo can serve as an effective strategy to foster connection with their followers, as well as organizations related to talent agency, personal branding, celebrity management, and event management. In addition, celebrities' self-disclosure information includes basic information, occupational details, and personal introductions. The topics disclosed may vary but typically include content about emotions, fan clubs, and careers, all of which are shared at a peripheral level with superficial details. This information typically encompasses the public persona of an individual and preferences in clothing, music, hobbies, etc., which are readily visible to the public.

5.5 Recommendation for Further Research

Given the results and discussions of this study, further research should focus on investigating how followers respond to Weibo celebrities' self-disclosure, particularly how the breadth and depth of self-disclosure affect the engagement of their followers. In addition, further research endeavors should also examine how different types of celebrities—ascribed, achieved, and attributed—self-disclose themselves on their primary SNS account.

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APPENDIX

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
Sunnee 杨芸晴	NO:1	24/4/2021	https://weibo.com/2485664410/KcmQKfmyI	1150k	0	1	0	1	1	1	0	1	0	0	0	0	1	0	1	0	0	1	0
	NO:2	25/4/2021	https://weibo.com/2485664410/KcrzaqM8C	1090k	0	1	0	1	1	1	0	1	0	0	1	0	1	1	1	0	0	0	1
	NO:3	24/6/2021	https://weibo.com/2485664410/KlHfId4Oz	1020k	0	1	0	1	1	1	0	1	0	0	0	0	1	1	1	0	0	1	0
	NO:4	20/6/2021	https://weibo.com/2485664410/Kl6Gy5t2D	582k	0	1	0	1	1	1	0	1	0	0	1	0	1	1	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:5	19/11/2020	https://weibo.com/2485664410/JuwVdktey	388k	0	1	0	1	1	1	0	1	0	0	1	0	1	1	1	0	0	0	1
	NO:6	10/9/2021	https://weibo.com/2485664410/KxuOH2sD3	339k	0	0	1	1	1	1	0	1	0	1	0	0	1	0	0	0	0	1	0
	NO:7	27/5/2021	https://weibo.com/2485664410/Khqc2D8eg	258k	0	1	0	1	1	1	0	1	0	0	0	0	0	1	0	0	1	0	0
	NO:8	16/6/2021	https://weibo.com/2485664410/KkutruQup	250k	0	1	0	1	1	1	0	1	1	0	0	0	0	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:9	22/1/2021	https://weibo.com/2485664410/JEoKuw06c	236k	0	1	0	1	1	1	0	1	1	0	0	0	0	0	1	0	0	1	0
TaylorSwift	NO:1	12/2/2021	https://weibo.com/3981271467/K1BdvA5bh	150k	0	0	1	1	0	1	1	1	0	0	0	0	0	0	1	0	0	1	0
	NO:2	25/11/2019	https://weibo.com/3981271467/IhQJUgWaR	91k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:3	18/4/2020	https://weibo.com/3981271467/IDNVMq8EM	81k	0	1	0	1	0	1	1	1	0	1	1	0	1	0	1	0	0	1	0
	NO:4	18/5/2020	https://weibo.com/3981271467/J2pnd2qqp	81k	0	1	0	1	0	1	1	1	0	1	0	0	1	0	0	0	0	1	0
	NO:5	23/7/2020	https://weibo.com/3981271467/Jcz0o6IxL	77k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	1	0	0	0	1
	NO:6	15/3/2021	https://weibo.com/3981271467/K6hNl3izb	65k	0	1	0	1	0	1	1	1	0	0	1	0	0	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:7	1/1/2021	https://weibo.com/3981271467/JB4PCmJCX	64k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	1	0	0	1	0
	NO:8	12/2/2021	https://weibo.com/3981271467/K1Aayf20z	60k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	0	0
	NO:9	13/3/2021	https://weibo.com/3981271467/K5UQat2i9	55k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	0	1	1	0	0
MikeAngelo 中国	NO:1	10/10/2020	https://weibo.com/3242346400/JoAiYfSsw	47k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:2	10/7/2021	https://weibo.com/3242346400/Ko7wxtTgX	36k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	1	0	0	1	0
	NO:3	2/10/2021	https://weibo.com/3242346400/KAUaRm8To	36k	0	1	0	1	1	1	1	1	0	0	1	0	0	1	0	0	0	1	0
	NO:4	18/6/2021	https://weibo.com/3242346400/KtKjA6KnE	35k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0
	NO:5	10/9/2020	https://weibo.com/3242346400/Jk1bFpPaL	33k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:6	17/7/2020	https://weibo.com/3242346400/JbCnpfzh4	33k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:7	26/6/2020	https://weibo.com/3242346400/J8sWGo1nS	33k	0	1	0	1	1	1	1	1	0	0	1	0	0	1	1	0	0	1	0
	NO:8	6/10/2021	https://weibo.com/3242346400/KBu2T045H	31k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:9	29/9/2021	https://weibo.com/3242346400/KAqowD4hI	30k	0	1	0	1	1	1	1	1	1	0	1	0	0	0	0	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
lalalalisa_m	NO:1	8/8/2021	https://weibo.com/7330454276/KspGQ8WaV	566k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	1	0	0	1	0
	NO:2	7/1/2021	https://weibo.com/7330454276/JC3UE4uAb	436k	0	0	1	1	0	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:3	16/2/2021	https://weibo.com/7330454276/K2ckfkBpk	424k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	0	0	1	0	0
	NO:4	25/2/2021	https://weibo.com/7330454276/K3y8UDMt1	423k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	1	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:5	30/7/2021	https://weibo.com/7330454276/Kr2BNqnko	377k	0	1	0	1	0	1	1	1	0	0	1	0	0	0	0	0	1	0	0
	NO:6	25/8/2021	https://weibo.com/7330454276/Kv8QJ2wRl	307k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	0	0
	NO:7	24/6/2021	https://weibo.com/7330454276/KlF4ZcHyb	307k	0	1	0	1	0	1	1	1	0	0	0	1	0	0	0	0	1	0	0
	NO:8	20/5/2021	https://weibo.com/7330454276/KgnYI3WYG	282k	0	1	0	1	0	1	1	1	0	0	1	0	1	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:9	29/8/2021	https://weibo.com/7330454276/KvKHH7Ikf	267k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	0	0
SY-Jessica	NO:1	9/11/2021	https://weibo.com/3547642417/L0IVOCZLR	86k	0	1	0	1	0	1	1	1	0	0	1	0	0	1	0	0	0	1	0
	NO:2	10/11/2021	https://weibo.com/3547642417/L0PBrrSI1	79k	0	1	0	1	0	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:3	20/5/2020	https://weibo.com/3547642417/J2KZ0gSWP	70k	0	0	1	1	0	1	1	1	0	0	0	1	0	0	0	0	1	0	0

| Celebrity | NO:WEIBO | Date of post published | Link | Number of likes | Media Materials | | | Personal Profile | | | | Image | Dimension | | | | | | | | Depth/Level Of Intimacy Of The Disclosure | | |
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:4	1/1/2020	https://weibo.com/3547642417/InnGcoCmk	58k	0	1	0	1	0	1	1	1	0	0	1	0	0	0	1	0	0	1	0
	NO:5	25/12/2019	https://weibo.com/3547642417/Imrm6AbQa	42k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	0	1	0	1	0
	NO:6	11/1/2022	https://weibo.com/3547642417/LagUPgVkX	34k	0	1	0	1	0	1	1	1	0	0	1	0	0	0	1	0	0	1	0
	NO:7	13/1/2022	https://weibo.com/3547642417/LaC9v3Lbb	32k	0	1	0	1	0	1	1	1	0	0	1	0	0	0	0	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:8	20/3/2020	https://weibo.com/3547642417/IzsE3w3ux	32k	0	1	0	1	0	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:9	13/3/2021	https://weibo.com/3547642417/IykrzewMq	32k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	0	0
硬糖少女303-郑乃馨	NO:1	7/6/2021	https://weibo.com/6823546584/Kj6OAqBck	167k	0	0	1	1	1	1	1	1	0	0	0	0	0	0	0	0	1	0	0
	NO:2	20/8/2021	https://weibo.com/6823546584/KunGhlMzq	150k	0	0	1	1	1	1	1	1	0	1	0	0	0	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:3	12/6/2021	https://weibo.com/6823546584/KjPBZFnPL	146k	0	0	1	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:4	30/9/2021	https://weibo.com/6823546584/KAATWeWSH	145k	0	0	1	1	1	1	1	1	0	1	0	0	0	0	0	0	1	0	0
	NO:5	10/7/2021	https://weibo.com/6823546584/Ko7A0g1aR	144k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:6	8/7/2021	https://weibo.com/6823546584/KnPUIniyq	143k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:7	15/6/2021	https://weibo.com/6823546584/KklEXp2gC	141k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:8	29/9/2021	https://weibo.com/6823546584/KAppw88dr	134k	0	1	0	1	1	1	1	1	1	0	0	0	0	0	0	0	1	0	0
	NO:9	19/12/2021	https://weibo.com/6823546584/L6Mwi7BYI	130k	0	1	0	1	1	1	1	1	0	0	0	0	1	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
利路修-Lelush	NO:1	25/4/2021	https://weibo.com/3370070480/KcyyceM3D	3440k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	1	0	0	1	0
	NO:2	11/5/2021	https://weibo.com/3370070480/KeZlavEh8	1100k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:3	30/3/2021	https://weibo.com/3370070480/K8AqWi4DY	779k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0
	NO:4	30/5/221	https://weibo.com/3370070480/KhU1UiG3B	311k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0

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					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:5	7/6/2021	https://weibo.com/3370070480/Kj348rScO	305k	0	1	0	1	1	1	1	1	1	0	0	0	0	0	0	0	1	0	0
	NO:6	26/5/2021	https://weibo.com/3370070480/KhebWDBpA	247k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:7	9/6/2021	https://weibo.com/3370070480/KjnY08LIj	203k	0	1	0	1	1	1	1	1	0	0	0	0	0	1	0	0	1	0	0
	NO:8	13/7/2021	https://weibo.com/3370070480/KoA1DA88L	185k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	1	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:9	26/7/2021	https://weibo.com/3370070480/Kqwtbv6ts	161k	0	1	0	1	1	1	1	1	0	1	0	0	0	0	0	0	1	0	0
片寄凉太 RyotaKatayose	NO:1	18/11/2019	https://weibo.com/6455785468/IgOTozm1i	42k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	1	0	0	1	0
	NO:2	29/8/2019	https://weibo.com/6455785468/I4srBaQFm	42k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	1	0	0	1	0
	NO:3	1/27/2020	https://weibo.com/6455785468/Irsgb4AG4	39k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
					Text-only	Text with image only	Text with video only	Basic information	Contact information	Occupational information	Personal introduction information	Self-portrait	Daily life	Hobby	Fan_clubs	Collaboration with brands	Career	Personal Life	Feelings	Friendship	Level 1 Peripheral	Level 2 Intermediate	Level 3 Core
	NO:4	14/2/2019	https://weibo.com/6455785468/HgDFyo8zF	38k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0
	NO:5	1/24/2020	https://weibo.com/6455785468/IqZwyuaPf	37k	0	0	1	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0
	NO:6	1/12/2020	https://weibo.com/6455785468/JwswB0oiE	23k	0	1	0	1	1	1	1	1	0	0	0	1	0	0	0	0	1	0	0
	NO:7	15/2/2021	https://weibo.com/6455785468/K21xLni2m	21k	0	1	0	1	1	1	1	1	0	0	1	1	0	0	1	0	0	1	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:8	20/11/2020	https://weibo.com/6455785468/JuPmUsuU9	16k	0	1	0	1	1	1	1	1	0	0	1	0	1	0	1	0	0	1	0
	NO:9	2/8/2020	https://weibo.com/6455785468/Je5XplNnc	15k	0	1	0	1	1	1	1	1	0	0	1	0	0	0	0	0	1	0	0
INTO1-米卡	NO:1	1/3/2022	https://weibo.com/7536272024/LhIR95y38	588k	0	0	1	1	1	1	1	1	0	1	0	0	0	0	0	0	1	0	0
	NO:2	19/6/2021	https://weibo.com/7536272024/KkVhP5l9G	566k	0	1	0	1	1	1	1	1	1	0	0	0	0	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:3	19/3/2022	https://weibo.com/7536272024/LksAvy7nD	519k	0	0	1	1	1	1	1	1	0	0	0	0	0	0	0	0	1	0	0
	NO:4	5/7/2021	https://weibo.com/7536272024/KnnCauZ2Q	490k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	1	0	1	0	0
	NO:5	21/10/2021	https://weibo.com/7536272024/KDJmT14sh	482k	0	1	0	1	1	1	1	1	0	0	0	1	0	0	0	0	1	0	0
	NO:6	17/7/2021	https://weibo.com/7536272024/Kp9msdDjl	429k	0	1	0	1	1	1	1	1	0	0	0	0	1	0	0	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:7	3/7/2021	https://weibo.com/7536272024/Kn26hBl9O	427k	0	1	0	1	1	1	1	1	0	0	0	0	0	0	0	1	1	0	0
	NO:8	7/9/2021	https://weibo.com/7536272024/Kx4bMo6Ff	424k	0	0	1	1	1	1	1	1	0	0	0	0	0	0	0	0	1	0	0
	NO:9	7/11/2021	https://weibo.com/7536272024/L0nFu2EEe	422k	0	1	0	1	1	1	1	1	1	0	0	0	0	0	1	0	1	1	0
Troye_Sivan	NO:1	30/1/2022	https://weibo.com/6700964291/Ld9DTpG0m	24k	0	0	1	1	0	1	1	1	0	0	1	0	0	0	0	0	0	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:2	10/6/2021	https://weibo.com/6700964291/KjvNTzDPs	16k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	0	0	1	0	0
	NO:3	15/9/2021	https://weibo.com/6700964291/Kyilv3qhK	16k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	0	0
	NO:4	16/9/2021	https://weibo.com/6700964291/Kyqjv3Zvh	12k	0	1	0	1	0	1	1	1	0	0	0	0	0	1	0	1	1	0	0
	NO:5	17/9/2021	https://weibo.com/6700964291/KyAYQ991n	11k	0	1	0	1	0	1	1	1	0	0	0	0	1	0	1	0	1	0	0

Celebrity	NO:WEIBO	Date of post published	Link	Number of likes	Media Materials			Personal Profile				Image	Dimension								Depth/Level Of Intimacy Of The Disclosure		
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	NO:6	9/9/2021	https://weibo.com/6700964291/KxoXtiLQU	11k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	1	0	1	0	0
	NO:7	22/7/2021	https://weibo.com/6700964291/KpU2HopyS	11k	0	1	0	1	0	1	1	1	0	0	0	0	0	0	1	0	1	0	0
	NO:8	29/3/2021	https://weibo.com/6700964291/K8tj21j9p	11k	0	1	0	1	0	1	1	1	0	0	1	0	0	1	0	0	1	0	0
	NO:9	16/11/2021	https://weibo.com/6700964291/L1LwaD6DX	10k	1	0	0	1	0	1	1	1	0	0	0	0	0	0	1	0	1	0	0

BIODATA

Name-Last Name: Jing Yang

Email: yang.jing1@bumail.net

Educational Background: 2019–2024: Master Degree of

Communication Arts in Global

Communication (International Program),

Bangkok University, Thailand