# User Experience Design And Social Networks In China

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## Introduction

By the end of December in 2012, China has 5.64 hundred million internet users, the internet Penetration grows up to 42.1%. Besides, the mobile internet users increased to 4.2 hundred million at the same year. With the development of internet, social networks has been increased wildly in China. Approximately, 60% netizens check their social network every day, 38.2% of them check more than twice a day, 20.3% netizens will at least log in once (Nielsen China 2012).

Why are people so obsessed with social networks? What within the magical website keeps attracting them to come back again and again? Obviously, People could share experiences as well as emotions instantly through social networks , no matter where they are. Definitely each social network have their own powerful competitiveness, which should mainly exists in their distinction of interaction design. " Interaction design is the creation of a dialogue between a person and a product, service or system."[1]  This dialogue is usually found in the behaviors. To design behaviors requires an understanding of the fluidity of natural dialogue, which is both

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[1] Kolko, Jon. *Thoughts on interaction design*. Morgan Kaufmann, 2010. 83.

reactionary and anticipatory at the same time. It is easy to realize that a good

network is one offers a good or memorable story that the user will engage with, and

pass on to others, either by sharing the artifact or talking about it (Kolko 2011).

This study will inquiry the relationship between interaction design and social

networks through a case study. Within the case study, two popular Chinese social

networks, which are QQ and SINA Weibo, will be compared through aspects from

social communication and interaction design.

Through those two popular social website, this study will dig deep into relationship

between social network, social communication and interaction design, especially the

effects of interaction design on social communication. How does different interaction

design in these two examples shape people thoughts ,needs, wants, behaviors,

habits in their social life? How differently do people interact with different

interaction design on social networks?"

### *Review of the literature*

As the main focus of this study is relationship between interaction design and social

communication in atmosphere of social networks, therefore, literature will come

from interaction design, emotional design and social networks.

Literature review meant to ground this inquiry, focused on the emerging field of design research literature to understand current proposed models of design research and more specifically, interaction design research. Literature review on interaction design will contain user experience design, usability, and emotional design.

"Interaction design should be desirable-beautiful, elegant, and ppropriate-regardless of the medium chosen to visualize a solution"(Kolko 2011). Interaction design plays an important role in shaping social communication and social network through a creation of visual language. When it comes to interaction design, it does not mean the behaviors of interface, it talks about the behaviors of people. Adobe, which is one of the leading companies in interaction design indicates the five principles in interaction design. They are consistency, visibility, learnability, predictability and feedback. People are sensitive to change, so consistency of each web pages could avoid unexpected attention. Besides, people could not interact with devices unless they see the possibility, therefore visibility is important for users to understand what choices they have. Besides, if they use one function and get the result as expected, users will get involved into the experience and improve their performance in next step. Also, users will perform better if predictability exists. Predictability means

during the experience users could see what is going to be next or what outcomes

they will have. Last, people need additional information in the experience to tell

where they are and what they are doing. Thus, feedbacks will offer information like

how long they need to wait, which steps they have in total, etc. Based on the five

principles, therefore, within social network, " user needs should be considered as

early as possible, before and during the concept generation phase" (Bruseberg et al.

2000). These online social interactions not only occur in a new way of

communication, but also parallel with offline "real" life (Williams 2006).Literature

review on this area could help researcher with understanding of basic interaction

design requirement on social website.

Different from other authors, Don Norman points out an interesting view to evaluate

interaction design in his book, Emotional Design: why we love (or hate) everyday

thing. Here Norman argues that the emotional side of design may be more important

than the practical side. This is because aesthetically pleasing objects have a better

chance of being adopted and used, because the user is better disposed towards

them. In contrast, "usability design as a field is rooted in cognitive science; as such, it

fails to acknowledge the role of emotion in human interactions with objects" (Leung

2008).

Most of the social networking are involved with social media, as it is also a tool to interact with other users. Media of representation extend the range of shared attention, providing us with an enormous repertoire of behaviors and ideas, and with a wide range of strategies for preserving them and sharing them with one another (Murray 2011).

Social network get popular as online hangout spaces for people in all ages. "People flock to them to socialize with their friends and acquaintances, to share information with interested others, and to see and be seen (Boyd 2011)." Salah points it out in his article that today's network technology could not only provide people with videos and information to learn and play, but also generate the Big Data itself by creating platforms over people's social lives, and get transformed into their behavior patterns. Thus, network might be a tool for people to gather for social, cultural, and civic purposes, and they help people connect with a world beyond their close friends and family . Social networks like the Weibo, and QQ allow users to create their own sub-culture based on the platform they offered. What's more, this approach of communication online is changing the way people live in their daily life step by step. Papacharissi comments that ''the architecture of virtual spaces, much like the

architecture of physical spaces, simultaneously suggests and enables particular

modes of interaction." Social network sites are similar to many other genres of social

media and online communities that support computer-mediated communication, but

what defines this particular category of website is the combination of features that

allow individuals to (1) construct a public or semi-public profile within a bounded

system, (2) articulate a list of others with whom they share a connection, and (3)

view and traverse their list of connections and those made by others within the

system (Boyd & Ellison, 2007).

***Conceptual Framework (graphically represented)***

Based on the focus of relationship between social network and interaction design,

conceptual framework was created and illustrated below.



(Conceptual Framework)
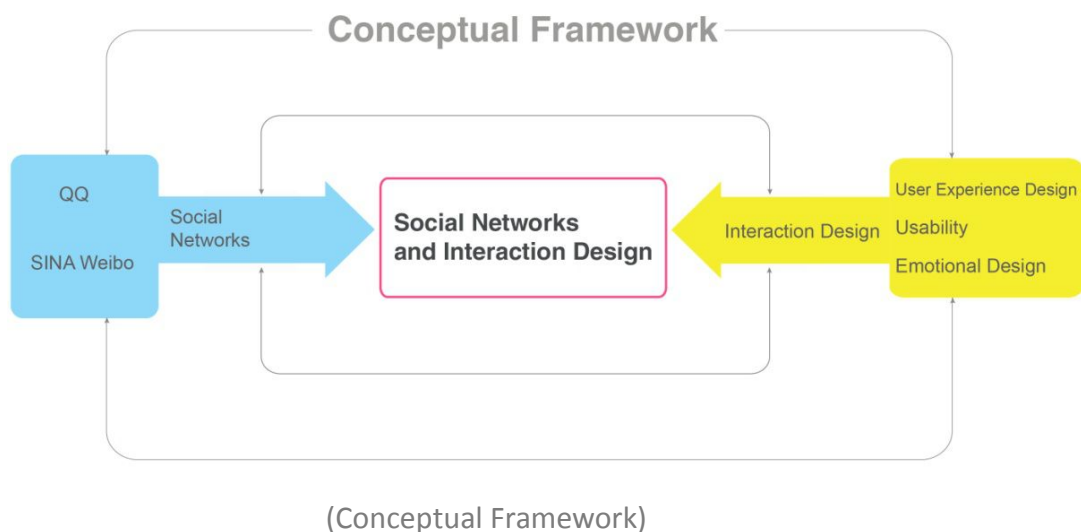
*Research Topics & Questions*

Topic 1: Interaction Design:

- How does user interface design differentiate the user experience on different

  websites?

- What is the main determinant towards social network usability?

  Topic 2: Social Networks

- Which elements within interaction design have important impact on people's

  social communication patterns?

- How does different social network affect people's daily communication in a

  different way?

*Methodology*

- Literature review.

- Case study. Two Chinese popular social networks-QQ and SINA Weibo, will be

  compared through the relationship between social networks communication and

  interaction design.

- Data collection. A survey contains 21 questions will be sent through emails to 28

  participants. Last, online research on social networks.

- Data analysis.

*Case Study*

1) Case Background

QQ and Sina weibo are two of the most popular social networks in China. In 2013,

Sina Weibo has more than 5.36 hundred million users. QQ as the most popular

product of Tencent, which is the China's largest and most used Internet service portal.

By March 2013, there are 798.2 million active QQ accounts, with a peak of 176.4

million simultaneous online QQ users. Why do so many people choose to use these

social networks instead of others? It is even amazed that most of users have QQ

and Sina Weibo accounts at the same time, and check both accounts more than

twice daily. To people who consider them as similar social networks might doubt why

does user use similar things more than once at the same time every day? What are

the prominent features do they have? which design feature outstand themselves?

How does these differences affect social communication online and offline?



(Logo of QQ)  (Logo of SINA Weibo)

2)   QQ and SINA Weibo

QQ is an online software of Tencent, which is one of the largest Internet firms around the world. It was released in February, 1992. Tencent gives each users a number as their account ID, and then users could log in and have an instant chat with one another by using a online tool-QQ. Thereby the whole network is connected by millions of ID numbers. Friends could find each other by the right QQ numbers, or by user names. Since the user experience design concept of QQ is allowed different people to share a same user name, it seems hard to search for people by inputting user name only. However, by using QQ, not only people could chat with friends they know, but also have a chance meet the unknowns. The main and original function of QQ was online instant chatting, nevertheless QQ has been extending itself increasingly step by step. Today it has online chatting, QQ Mail, QQ Zone, QQ music, QQ games, and even QQ automobiles.

SINA Weibo is a product released by SINA Corporation in November, 2009.It is much like Twitter and served the main function as micro blogs. Their service is offered through website, WAP, mobile application. Users could share their emotions and thoughts by using less than 140 characters, and at the same time, they could upload a photo or pictures, or tag other people. Making comments or sharing other's

microblogs is easily here. SINA Weibo offer their customers a chance to set up a small discussion around their friends.

3) Survey on QQ and SINA Weibo

Survey description: This survey is aimed to compare the relationship between interaction design and social communication on social networks of QQ and SINA Weibo. Within the survey, 21 questions are included, they compare Weibo and QQ by asking questions of "why", "when", "where" "who", which in general are from aspects of social communication, user experience and social network usability. Data from this survey could help researcher compare SINA Weibo with QQ from a quantitative view.

Participants description: The participants are chosen from Chinese people in age between 20 to 27, as they are the most active users on Chinese social networks. Twenty-eight persons participated in this survey. At this time, 64.29% of the participants are graduate students, 10.71% of the participants are undergraduate students; 25% of them have already worked.

Data Analysis: Of the participants, 82.14% have QQ account, 57.14% of them have

SINA Weibo accounts. While 85.71% of the SINA Weibo users spend less than 2 hours daily logged in, 60.72% of QQ Users spend more than 8 hours per day with QQ logged in. For most of the time, QQ users like to chat with friends, colleagues or parents through QQ. They feel the most useful aspect of QQ is to help them contact friends and parents even they are not physically together. Conversely, SINA Weibo users would like to use it with friends, schoolmates or online acquaintances. They consider the most practical use of Weibo is help them receive the hot news on time, together with the news of their friends. Only 3.57% of them use it with parents.

Besides, it is interesting to find that 60.71% of QQ users and 53.57% of SINA Weibo users use the social networks before they go to bed and before they get up. Also, 17.86% of QQ users and 10.71% Weibo users use them when they are in class.

Additionally, 3.57% of QQ users like to have interaction with online acquaintances , while 28.57% people would use SINA Weibo to have interactions with online acquaintances . Among QQ users, only 10.71% of them consider QQ as a tool, which could enlarge their social circle. Inversely, even though SINA Weibo has less interactional functions for online friends, 17.86% of them believe Weibo could help them know more new people. Then users were asked if they must sacrifice one social networks between QQ and Weibo, 78.57% of them would stop using SINA Weibo and keep QQ. Compared with SINA Weibo, 78.57% of the participants regard QQ as the

more user friendly tool when they use it for the first time. Of the Weibo users 28.57%

liked the interface; by way of contrast, 21.43% of the users said they never noticed

the interface design. Meanwhile, 36.71% of the QQ users liked the interface of their

social networks, and only 7.14% of them were never aware of the interface design.

When it came to the usability and user experience on both social networks, 64.29%

of the Weibo users support the present functions, while 82.15% of the QQ users

support the current functions.

4) Comparison of SINA Weibo and QQ on user experience design

    a) Sign up

If anyone want to sign up QQ or SINA Weibo, they will see the two pages below.

QQ requires information of user names, password, password confirmation,

gender, date or birth, location, verification code. At the same time, SINA Weibo

need information of Email address, password, username, date of birth, gender,

location, verification code. Although they seem to require similar information,

QQ, in fact, provides a more user-friendly design to Chinese users. Since every

QQ users need to remember their QQ ID, and as the QQ expended increasingly

these years, the ID number gets longer and longer. Usually the ID number is

generated by the Tencent online system after filling in sign up forms. However, in

order to be more user-friendly, they provide choices to users that they can use

their email address or phone number as their QQ ID.

Another important design within QQ sign up page exits in Chinese cultural

aspects. SINA Weibo requires to fill in birthdates, but only offer a choice in

Gregorian Birthdates. However, a lot of Chinese people especially those who

born before 1985, only know their Lunar Birthday and never celebrate their

Gregorian Birthday. If these people need to sign up SINA Weibo and arrive at this

step, they would rather made up a fake birthdate than check their Gregorian

birthdates. On the contrary, by understanding this cultural background, QQ

provides one more choice on birth date, the drop-down list right before the Year

is allowed user to choose Lunar or Gregorian birthdates.



(QQ-Sign Up Page)          (SINA Weibo-Sign Up page)

b)   Personal profile

Profiles are not unique to social network sites, but they are central to them.

Profiles both represent the individual and serve as the locus of interaction. In

addition to being a site of self-representation, profiles are a place where people

gather to converse and share. Profile generation is an explicit act of writing

oneself into being in a digital environment (Boyd,2006).

The main profile in SINA Weibo is quite simple, users could see what did the

micro blogger share recently, who did she follow and her followers. On the other

side, QQ is offering a multi- functional profile. Instead of using a unified layout,

QQ pfovide hundred's of choices of interface design templates for users. Thus,

users could add different effects on their own page. For example, users can

choose to play a animation right before opening their personal page, then others

who click into their page will see the animation. Or they could add effects like

snowing, raining when users are on their profiles. These effects control brings

users a feeling as they were decorating their own home and hoping to show

more about their own culture. Besides, not only users could upload their

pictures as the user photo, but also could create a personal figure in QQ profile.

Girls, especially would definitely love this user experience. With thousands of

types of hire styles, lips, eye shapes, eye colors, jewelries, dress, they could

image themselves as celebrities like Katy Perry or Angelina Jolie. What's more,

QQ provides users a funny experience to see recent visitors of their profile on

the left side of the page. This feature is quite different from Facebook or Twitter.

The experience of letting users see their friends "presence" or "dropped by" on

their pages, especially when they were offline, might help to reinforce the

relationship between friends.



(QQ Profile Page)



(QQ Virtual Figures)



(SINA Weibo Profile Page)

c) Ways to interact with friends and online acquaintances.

Most people like to use social networks because they can interact with friends

easily. If QQ users want to add a friend, first they need to input their the other's QQ ID number, and then send a request. They two cannot become friends without the approval of request. Oppositely, SINA Weibo users could add a friend just by clicking the "follow" button, and without any approval.

Most social network sites provide various tools to support public or semi-public interaction between participants (Boyd 2011). From the aspect of interaction with friends, both SINA Weibo and QQ did a good job. One way on SINA Weibo is to tag friends in order to share photos or discussion with them. The other way is to play online games together with friends on Weibo. Even though those experience is simple, but it still enough for most users on SINA Weibo. As most of them just want to follow up the news of friends and share their feelings. SINA Weibo creates a need for users to upload their feelings in every minutes. Some users do not even care whether people will comment on their feelings or not. However, people could not friend a person unless to know their exact user name on Weibo. The rule of user name on Weibo is one name only for one person. Therefore, millions of strange and long names appeared. Today, Chinese people will be comfortable to say their QQ ID number when is asked, but most of them will feel uncomfortable to speak out their user name on SINA Weibo. Names

seem Ok online might seem awkward in verbal expression. So if they were asked

about the SINA Weibo user name, most of them would like to ask back the

question or add the other directly instead.

Since the main purpose of QQ is to have entertainment with friends, it has

hundreds of approaches to interact: video chat, seeing a movie online with

friends together, sending free online birthday gifts, add impressions to another

person, etc. What really stands out QQ from SINA Weibo is how users interact

with new people. On SINA weibo, users have opportunities to meet new friends

only in hot topic discussion board. But on QQ, users have mainly three different

ways to meet new friends. First, users add the unknown by oriented searching.

Besides, users could meet new friends by join in some groups chatting, which

could be relevant to their majors or hobbies. Last, they could play online games

and meet new people. Nonetheless, through the data collected from previous

survey, participants will consider SINA Weibo more as a tool to enlarge their

social networks, and they like to have interaction with online acquaintances

through Weibo more often than QQ. Why does this happen?

Two possible reasons might lead to this situation. First, because of a more

user-friend experience design, users offer more personal information to QQ. And

add more of their relatives and family members on QQ, therefore they would

not trust online acquaintances easily out of a sense of security. Second, a lot of

interactions between new friends need a request on QQ, which is considered to

be a complex experience. On SINA Weibo, people could have discussions even

though they are not followed by each other.

d)   Social Network Usability

In the survey, 78.57% of the participants regard QQ as the more user friendly

tool than SINA Weibo, when they started using it for the first time. Participants

understand how to use the main functions of QQ more easily. In fact,

there are two steps to use QQ for instant chat. First, users need to sign in;

second, double click on their QQ friends' image in order to open the dialog box.
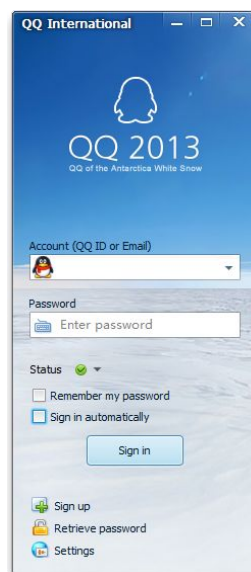

（QQ-Sign in page）
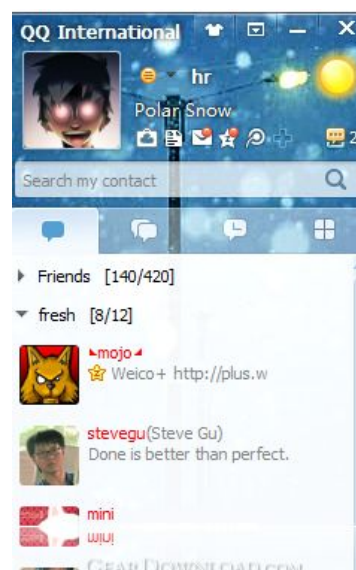

（QQ-Friends list after sign in）
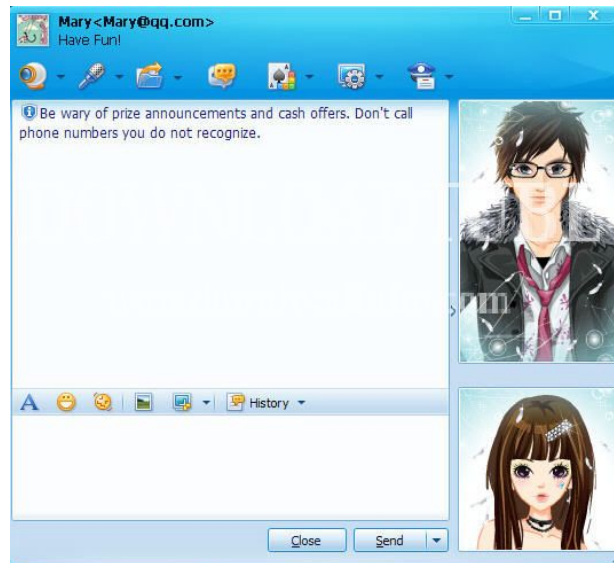
（QQ Dialog Box）

Since the user interface design and the user experience design combine together

in a well defined visual order based on research, users will understand the usage

immediately when they see the interface. For example, they will not spend much

time on wondering how to start chatting with friends, when they see the

interface of QQ. Because the designers make images of other users the biggest

part and locate them in the center of the framework. Since QQ is designed based

on visual orders, users can use it followed by their natural sense. Once they start

using it in the way they thought, and make it worked, they will become confident

about themselves, and feel confident to use this tool in the future. Consequently,

they will consider QQ as a user-friendly tool and will like to use it more.

Inversely, if people who never use social network tools like Twitter or other

micro blogs, would be confused about all the peculiar symbols appeared on SINA

Weibo. The snapshot below illustrates the common problems in usability of SINA

Weibo. Because there is no obvious tutorial for Weibo, users will be confused by

the function of using symbols like "@", and "//". Even, they cannot understand

which user said what content.



(Snapshot of SINA Weibo)

Even though users will learn how to use these bizarre expression time after time,

this problems in usability did hinder the expansion of user groups, especially

people who are not like to try novelties. Once they cannot get it worked as they

expected, they will receive an error as a punishment, how could they get

involved into this experience?

In the survey, 3.57% of the participants indicate they use SINA Weibo with

parents, while 60.71% of them use QQ with parents. As most of parents can

learn how to accept QQ quickly, but feel hopeless to conquer Weibo. They "often

find the shifts brought on by networked publics to be confusing and

discomforting because they are more acutely aware of the ways in which their

experiences with public life are changing" (Boyd 2011). And some of them even

reject it because of the first time frustrating experience.

However, this complexity user experience design in SINA Weibo have a impact on

online social communication. Because, it helps keeping out older generations,

making it a place for the young to interact without their parents being involved.

Therefore, while the older generation treat Weibo as an inappropriate tool. the

young generation treat Weibo as a more free space to express feelings.

e)   Emotional design

SINA Weibo expands speedily these years, more and more people begin their

journey on Weibo. As a result, yesterday you post a microblog the next day

everyone will know it. Andy Warhol argued that mass media would guarantee

that," in the future everyone will be world-famous for fifteen minutes" (Hirsh,

Kett, & Trefil, 2002). Network media blurs public and private in complicated ways.

Because of the social networks online, personal secrets or privacies turn into

luxuries. Some argues that privacy is now dead (Garfinkel, 2001) and that we

should learn to cope and embrace a more transparent society (Brin, 1999).

Sometimes people do have wants to share their feelings and daily experience,

ever since microblog created the potential needs of people. But they do not

want to share everything to the public all the time. Starting from this concern,

SINA Weibo experience designers add an emotional design to their product,

which is considered as a big success.

With the updated product, users could share their microblogs to an assigned

group, which might be groups named "best friends", "classmates" or "all friends".

Those groups could be added, renamed or deleted as the way user wants. This

emotional design protects users privacy and bestowals them an sense of security

on their personal life in online networking.

Usually on any social networks users have options of "online", "invisible" and

"offline" as their log-in status. In China, most people deem low-key style as a

respectful life style, therefore most of them like to use "invisible" status. So even

if you are at work or study carefully, you can log on QQ but without interference.

But, if one choose "invisible" status, how do their good friends know they are

actually there? With this culture issue in mind, experience designers off QQ find

out a way to solve this problem. QQ offers users another function, which is

allowed users empower 10 other users the right to see them online, even though

they are in "invisible" status. This function is quite useful if users have constant

friends to interact online, and it happens to most of users.



(Once you give other user the right to see you online, the eye icon will appear on the left corner on their image.)

*Conclusion*

The case study compared QQ and SINA Weibo through five different aspect: sign up,

personal profiles, interaction with friends and online acquaintance, usability,

emotional design. Since QQ was founded much earlier than SINA Weibo, the

interaction design of QQ is more mature and contains more details in user

experience, and usability based on research. In contrast, SINA Weibo is inconvenient

to start, especially for the older generation. Thus QQ has more persistent users than

SINA Weibo. But young generation consider SINA Weibo as a space they have more

freedom to express themselves without their parents being involved . Therefore,

even though these two social networks seem to serve similar functions, due to the

different interaction design pattern, they are both popular in China.

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# Survey on Sevice Condition of QQ and SINA Weibo

## （ Questions & Raw Data)

*Suevy Inroduction*

Sample: 28
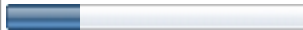
Time: 11/15/2013-12/3/2013
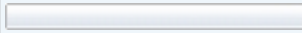
Participants: The participants are chosen from Chinese people in age between 20 to 27. As they are the most active users on Chinese social networks.

Twenty-eight persons participated in this survey. At this time, 64.29% of the participants are graduate students, 10.71% of the participants are undergraduate students; 25% of them have already worked.
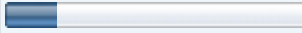
*Raw Data*

1.What is your status now? [1 choice]
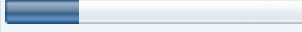
| Options | Times of selection | Proportion |
|---|---|---|
| Undergraduate students | 3 | 10.71% |
| Graduate Students | 18 | 64.29% |
| Full-time worker | 7 | 25% |

| Options | Times of selection | Proportion | |
|---|---|---|---|
| other | 0 | | 0% |
| People participated in this question | **28** | | |

2. How many hours do you spend daily online? [1 choice]
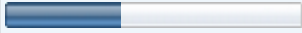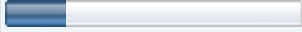
| Options | Times of selection | Proportion | |
|---|---|---|---|
| Less than 1 hour | 0 | | 0% |
| 1-3 hours | 5 | | 17.86% |
| 3-5 hours | 6 | | 21.43% |
| More than 5 hours | 17 | | 60.71% |
| **People participated in this question** | **28** | | |

3. Which social networks do you use?    [ Multiple choices]
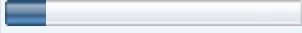
| Options | Times of selection | Proportion | |
|---|---|---|---|
| QQ | 23 | | 82.14% |
| Renren | 7 | | 25% |
| Sina Weibo | 16 | | 57.14% |

| | | | |
|---|---|---|---|
| Wechat | 26 | | 92.86% |
| 其他 | 1 | | 3.57% |
| **People participated in this question** | **28** | | |
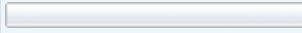
4. How many hours do you spend on QQ daily？    [1 choice]
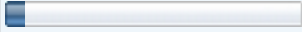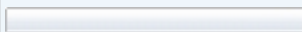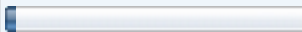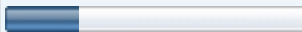
| Options | Times of selection | Proportion | |
|---|---|---|---|
| Less than 2 hours | 6 | | 21.43% |
| 2-8 hours | 11 | | 39.29% |
| 8-14 hours | 5 | | 17.86% |
| More than 14 hours | 6 | | 21.43% |
| **People participated in this question** | **28** | | |
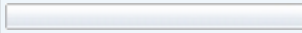
5. How many hours do you spend on SINA Weibo？    [1 choice]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| Less than 2 hours | 24 | | 85.71% |
| 2-8 hours | 4 | | 14.29% |

| | | | |
|---|---|---|---|
| 8-14 hours | 0 | | 0% |
| More than 14 hours | 0 | | 0% |
| **People participated in this question** | **28** | | |
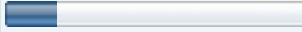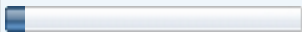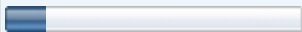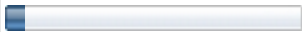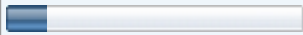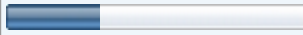
6. Why do use QQ? [ Multiple choices]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| Chat with friends | 21 | | 75% |
| Meet new people online, and enlarge social circle. | 2 | | 7.14% |
| Recieve news of friends | 8 | | 28.57% |
| News and trends | 0 | | 0% |
| For Work | 12 | | 42.86% |
| Recieve official news from school | 1 | | 3.57% |
| Online games | 0 | | 0% |
| Kill time | 7 | | 25% |
| Recieve news about celebrities | 0 | | 0% |

| Read and write blogs | 0 | | 0% |
|---|---|---|---|
| other | 2 | | 7.14% |
| **People participated in this question** | **28** | | |
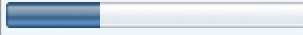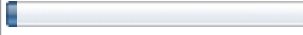
6. Why do use SINA Weibo?　[ Multiple choices]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| Chat with friends | 1 | | 3.57% |
| Meet new people online, and enlarge social circle. | 5 | | 17.86% |
| Recieve news of friends | 13 | | 46.43% |
| News and trends | 15 | | 53.57% |
| For Work | 1 | | 3.57% |
| Recieve official news from school | 2 | | 7.14% |
| Online games | 0 | | 0% |
| Kill time | 4 | | 14.29% |
| Recieve news about celebrities | 2 | | 7.14% |

| | | | |
|---|---|---|---|
| Read and write blogs | 4 | | 14.29% |
| other | 8 | | 28.57% |
| Chat with friends | 9 | | 32.14% |
| Meet new people online, and enlarge social circle. | 4 | | 14.29% |
| **People participated in this question** | **28** | | |
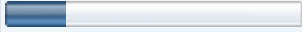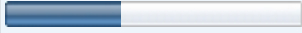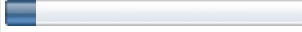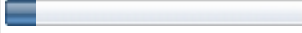
8. When do you usually use QQ?   [ Multiple choices]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| In class | 5 | | 17.86% |
| At work | 13 | | 46.43% |
| Waiting for bus or people | 15 | | 53.57% |
| On bus | 9 | | 32.14% |
| Friends gathering | 2 | | 7.14% |
| Before go to sleep and before get up. | 17 | | 60.71% |
| Other | 1 | | 3.57% |

| Options | Times of selection | Proportion |
|---|---|---|
| **People participated in this question** | **28** | |
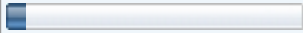
9. When do you use SINA Weibo?　[ Multiple choices]
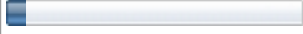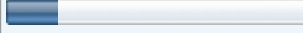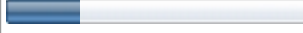
| Options | Times of selection | Proportion | |
|---|---|---|---|
| In class | 3 | | 10.71% |
| At work | 6 | | 21.43% |
| Waiting for bus or people | 18 | | 64.29% |
| On bus | 11 | | 39.29% |
| Friends gathering | 3 | | 10.71% |
| Before go to sleep and before get up. | 15 | | 53.57% |
| Other | 3 | | 10.71% |
| **People participated in this question** | **28** | | |

10. Are those friends on QQ and SINA totally from real life friends？　[1 choice]
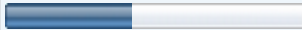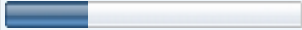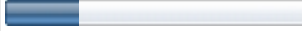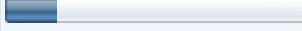
| Options | Times of selection | Proportion | |
|---|---|---|---|
| Yes | 18 | | 64.29% |

| Not | 2 | ▮░░░░░░░ 7.14% |
|---|---|---|
| Not all of them. | 8 | ▮▮░░░░░ 28.57% |
| **People participated in this question** | **28** | |

11. QQ helps you a lot in which aspects of life?　[ Multiple choices]
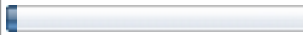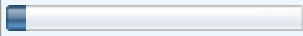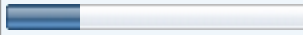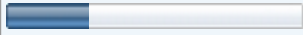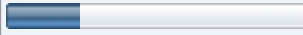
| Options | Times of selection | Proportion |
|---|---|---|
| Recieve official news on time for work or study. | 8 | ▮▮░░░░░ 28.57% |
| Contact with friends and family who are not physically together with you. | 24 | ▮▮▮▮▮▮░ 85.71% |
| Recieve news and trends. | 2 | ▮░░░░░░ 7.14% |
| Adjust my mood. | 5 | ▮▮░░░░░ 17.86% |
| Kill time. | 7 | ▮▮░░░░░ 25% |
| Meet new people and enlarge the social circle. | 3 | ▮░░░░░░ 10.71% |
| Other | 0 | ░░░░░░░ 0% |
| **People participated in this question** | **28** | |

12. SINA Weibo helps you a lot in which aspects of life    [ Multiple choices]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| Recieve official news on time for work or study. | 8 | | 28.57% |
| Contact with friends and family who are not physically together with you. | 12 | | 42.86% |
| Recieve news and trends. | 21 | | 75% |
| Adjust my mood. | 8 | | 28.57% |
| Kill time. | 7 | | 25% |
| Meet new people and enlarge the social circle. | 5 | | 17.86% |
| Other | 2 | | 7.14% |
| **People participated in this question** | **28** | | |

13. On SINA Weibo, who do you contact with the most：    [ Multiple choices]

| Options | Times of selection | Proportion |
|---|---|---|

| | | | |
|---|---|---|---|
| Parents | 1 | | 3.57% |
| Relatives | 2 | | 7.14% |
| Schoolmates | 21 | | 75% |
| Colleague | 7 | | 25% |
| Supervisors and teachers | 4 | | 14.29% |
| The unknowns | 8 | | 28.57% |
| Good friends | 14 | | 50% |
| Online-acquaintances | 7 | | 25% |
| Other | 2 | | 7.14% |
| **People participated in this question** | **28** | | |

14. On QQ , who do you contact with the most： [ Multiple choices]
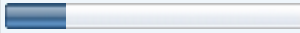
| Options | Times of selection | Proportion | |
|---|---|---|---|
| Parents | 17 | | 60.71% |
| Relatives | 14 | | 50% |
| Schoolmates | 25 | | 89.29% |

| Colleague | 15 | | 53.57% |
|---|---|---|---|
| Supervisors and teachers | 10 | | 35.71% |
| The unknowns | 1 | | 3.57% |
| Good friends | 19 | | 67.86% |
| Online-acquaintances | 1 | | 3.57% |
| Other | 0 | | 0% |
| **People participated in this question** | **28** | | |
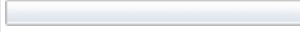
15. Do you think social networks are important to your life? [1 choice]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| Very important | 15 | | 53.57% |
| Important | 12 | | 42.86% |
| So so | 1 | | 3.57% |
| Not essential | 0 | | 0% |
| **People participated in this question** | **28** | | |
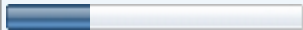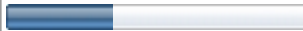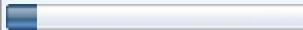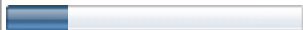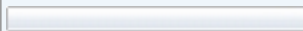
16. If you must sacrifice one of them, which one would you sacrifice? [1 choice]

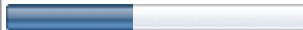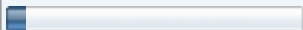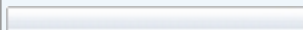| Options | Times of selection | Proportion | |
|---|---|---|---|
| SINA Weibo | 22 | | 78.57% |
| QQ | 6 | | 21.43% |
| **People participated in this question** | **28** | | |
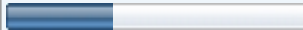
17. Which one do you think is more user-friendly when you used it for the first time?    [1 choice]

| Options | Times of selection | Proportion | |
|---|---|---|---|
| SINA Weibo | 6 | | 21.43% |
| QQ | 22 | | 78.57% |
| None of them is user-friendly | 0 | | 0% |
| **People participated in this question** | **28** | | |

18. Do you like the interface design of SINA Weibo？ [1 choice]
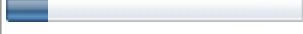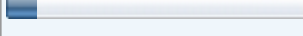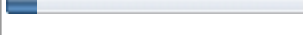
| Options | Times of selection | Proportion | |
|---|---|---|---|
| I Like it very much | 1 | | 3.57% |
| I Like it | 8 | | 28.57% |
| neutral | 10 | | 35.71% |
| I Don't like it. | 3 | | 10.71% |
| Never notice the interface design. | 6 | | 21.43% |
| It doesn't matter with design, as long as it is functional. | 0 | | 0% |
| **People participated in this question** | **28** | | |

19. Do you like the interface design of QQ？ [1 choice]
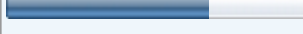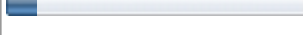
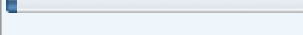| Options | Times of selection | Proportion | |
|---|---|---|---|
| I Like it very much | 2 | | 7.14% |
| I Like it | 10 | | 35.71% |
| neutral | 12 | | 42.86% |
| I Don't like it. | 2 | | 7.14% |
| Never notice the interface design. | 2 | | 7.14% |
| It doesn't matter with design, as long as | 0 | | 0% |

| Options | Times of selection | Proportion |
|---|---|---|
| it is functional. | | |
| **People participated in this question** | **28** | |

20. Do you like the arrangement of each function in SINA Weibo？    [1 choice]

| Options | Times of selection | Proportion |
|---|---|---|
| I Like it very much | 5 | 17.86% |
| I Like it | 13 | 46.43% |
| neutral | 4 | 14.29% |
| I Don't like it. | 3 | 10.71% |
| It doesn't matter, as long as it is functional. | 3 | 10.71% |
| **People participated in this question** | **28** | |

21. Do you like the arrangement of each function in SINA Weibo？    [1 choice]

| Options | Times of selection | Proportion |
|---|---|---|
| I Like it very much | 4 | 14.29% |
| I Like it | 19 | 67.86% |
| neutral | 3 | 10.71% |
| I Don't like it. | 1 | 3.57% |

| It doesn't matter, as long as it is functional. | 1 | 3.57% |
|---|---|---|
| **People participated in this question** | **28** | |