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中國微博「熱」的「冷」解析

摘要：2010 年以來，微博在中國引發了一場傳播“革命”，成為最熱的社會現象之一。值得關注的是，微博到底有多熱？微博為什麼熱？如何認識中國的微博熱象？通過對於基礎資料、微觀事實和傳播現象解析，我和大家一起分析中國微博的發展態勢及傳播功能社會影響，並探討微博熱象背後被掩蓋的真相。

Reflection on Hot Phenomenon of Micro-Blogging in China

Abstract: Micro-blogging has emerged as a revolutionary type of social media in China since 2010. How hot the Micro-Blogging was? Why is the Micro-Blogging so hot? How to understand the hot phenomenon of micro-blogging in China? By analyzing the basic data, the micro facts and phenomena, let us work together to analysis of the development trend of Chinese micro-blogging and propagating the function of social influence, and to open the true facts hidden under the hot phenomenon of micro-blogging.