

**A Comparative Analysis of Sina Weibo and the People's Daily in  
the Coverage of Social Emergencies in China**

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## **ABSTRACT**

In current society, the new media play an increasingly pivotal role. When emergencies occur, they exert a profound influence on the society, as well as on the mainstream media. This research aims to contribute to a more comprehensive understanding of the differences between the new media and the traditional mass media in terms of the news coverage of social emergencies, in particular the Chinese environment. The objects of this research are Sina Weibo — the most popular microblogging portal in China, and the People’s Daily — the most authoritative newspaper in China which are considered respectively as a representative of the new media and the mainstream media. In this thesis, crisis communication is applied to construct the research in three stages: precrisis, crisis and postcrisis. In each stage, content analysis is utilized to analyze the differences between Sina Weibo and the People’s Daily in publishing social emergency news of the Wenzhou Train Collision from three perspectives: 1) visibility (i.e., amount, prominence, source); 2) valence (i.e., tones, attitudes); and 3) attribution of responsibility. In addition to the results from statistics, some distinctive features of Sina Weibo are also discussed. The result of the research indicates that the messages on Sina Weibo were more critical and more sympathetic, whereas the articles in the People’s Daily reported the news using a neutral tone and there were no negative comments or expressions of concerns for the injured. Furthermore, this thesis also proposes the idea of media convergence in the coverage of social emergencies.

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## 1. Introduction

In the past several years, after the proliferation of blogging, microblogging, which "allow[s] users to exchange small elements of content such as short sentences, individual images, or video links" (Andreas 2011), has been playing an increasingly significant role in the modes of communication in various events of modern society. In China, Weibo which is the Chinese name of microblogging, is also experiencing rapid growth and is being adopted and has spread widely. Comparing to the traditional mass media, Weibo has brought huge differences on dissemination of news information, especially in relation to the latest, sudden, and important "hot" social topics or social emergencies.

First of all, the term of "social emergencies" should be defined. Generally, an emergency is a situation that poses an immediate risk to people's life, health, property or environment, which includes examples that are self-evident, such as a natural disaster that threatens many lives and others as defined and set by the government, whose agencies are responsible for emergency preparation and management. In China, emergencies are defined in Article 3, Chapter 1 of the *Emergency Response Law of the People's Republic of China*:

For the purposes of this Law, emergencies include natural disasters, calamitous accidents, public health accidents and public security incidents, which occur abruptly and cause or may potentially cause serious social harm and for which measures for handling emergencies need to be adopted (Emergency Response Law of the People's Republic of China 2007).

In consideration of this definition, the notion of emergency is divided into two parts: natural and non-natural emergencies. Natural emergencies refer to natural catastrophes such as earthquakes, tsunamis or flood disasters, while non-natural emergencies includes social incidents like accidental disasters, public health incidents, or social safety incidents, etc. as mentioned above. It seems that the mode of message diffusion on Sina Weibo is similar in different natural disasters; however, in non-

natural ones, there are differences. Therefore, social emergencies, which mean significant incidents caused by human beings and that exclude natural catastrophes, are selected in this study.

### **1.1 Goal of the Research**

This thesis focuses on Sina Weibo, which is one of the biggest and most popular microblogging sites in China, and offers a case study of a well-known social disaster “Wenzhou Train Collision” to compare with the representative of traditional mass media — the People’s Daily, which is the most authoritative newspaper in China, in order to contribute to a more comprehensive understanding of the differences between new media and traditional mass media in coverage of social emergencies, particularly in the Chinese environment. In addition, this thesis explores the distinctive features of Sina Weibo in publishing emergency news and related information. Thus, this research will provide an in-depth point of view on the comparison of new media and traditional mass media in the coverage of social emergencies in China and will contribute to further research on this subject.

### **1.2 Main Research Questions**

In searching for ways to discuss the distinctions between Sina Weibo and the People’s Daily regarding the coverage of social emergencies in China, this study attempts to find the answers to the following questions:

Main research question: How does Sina Weibo differentiate from the People’s Daily in its coverage of social emergencies in China?

Sub-questions:

- 1) What are the differences between Sina Weibo and the People’s Daily in reporting emergencies before, during and after the “Wenzhou Train Collision” disaster?
- 2) Compare with the People’s Daily, what are the distinctive features of Sina Weibo regarding the coverage of social emergencies?

### **1.3 Significance of the Research**

First of all, it is believed that mass media play a pivotal role in disseminating emergency information regarding natural catastrophes and human-initiated disasters (Lowrey et al. 2007). When emergencies occur, “people who are being exposed to external hazards expect timely and accurate information from authoritative sources in order to make informed decisions, make prompt responses, and maintain a higher level of personal safety and well-being” (Fu et al. 2011, 2). Thus it is significant to research how media affect before, during and after emergency events.

Furthermore, as reported from the *Successful Cybermarketing in a Week*, “it took 38 years for radio to attract 50 million listeners. 13 years for television to attract 50 million viewers. In just 4 years the Internet has attracted 50 million surfers” (Gabay 2000). Moreover, the statistics show that it took only fourteen months for microblogging to achieve the same size audience (Jiang 2010). Thus, the popularity of microblogging is much faster than the traditional mass media. In China, Sina Weibo has also become popular fairly fast, raising its potential for serving as a new informal, and to some extent formal, communication medium, providing a variety of impacts on the society. However, generally Weibo is still a relatively new phenomenon in online social networking in China, and Sina Weibo has obtained limited scholarly attention to date. Specifically, there is no solid understanding or research studying the comparison of Sina Weibo and the People’s Daily.

Therefore, the exploratory research in this paper will take a step in this direction, seeking to build a rich understanding on the distinctions between a new communicational medium and a traditional mass medium in coverage of social emergencies in China.

### **1.4 Structure of the Thesis**

The first chapter of the thesis is the introduction, in which the goal of the research, the main research questions, and the significance of the study, as well as the structure of the entire thesis are presented.

The second chapter is a description of the unique background of Chinese media, including the social and political situation of the emergence of Sina Weibo and its features as distinguished from other microblogs, as well as the context of the People's Daily and its characteristics. A literature review of the relevant works in this field of study is introduced in this chapter.

The third chapter discussed the theories related to the topic of this thesis. In this chapter, to deal with the research on emergency, first crisis will be defined in crisis communication literature, the model of crisis communication and the role of media in each stages of crisis communication will be explained, as well as how the crisis communication applied in this thesis. Then framing analysis theory will be introduced to comparatively analyze the differences between two media, including the explanation of the theory, why it is suitable for comparative analysis and how it will be applied in the research.

The fourth part of the thesis is the description of the methodology employed. The first part of this chapter introduces the research design, and describes how the research is planned to answer the research questions. This part includes the introduction to case study, the selected case "Wenzhou Train Collision", and the steps of the case study process. The second part is the quantitative method — content analysis, which analyzes statistic data in both Sina Weibo and the People's Daily in three phases — before, during and after the train collision disaster. The reasons for choosing content analysis and how it is applied in this research will be explained.

After the theories and methodology, the following step is data analysis and the results. In this chapter, the selected case will be analyzed using content analysis to answer the research questions regarding the differences between Sina Weibo and the People's Daily in the coverage before, during and after the emergency case of Wenzhou Train Collision, and the distinctive features of Sina Weibo on disseminating the information of the disaster. Then the research results will be described in each phase of the analysis.

Finally, the last chapter comprises the discussion and conclusion. In the discussion part the results of this research and the contributions that this study has made to this

field will be discussed; and in the conclusion part, the answers to the research questions will be summed up. Last, the limitations of the study and the prospects for further study in this field will be stated.

## **2. Background**

This chapter will explain the social and political background of Sina Weibo and the People's Daily, as well as their characteristics and functions, in order to be conducive to a comprehensive understand the two different media in China.

### **2.1 Social Context of Sina Weibo**

#### **2.1.1 History of Sina Weibo**

Twitter, which was created in March, 2006 by Jack Dorsey, is considered the most notable and popular microblogging tool all over the world. Since the Twitter service was launched in July of 2006, it has gained worldwide popularity rapidly, with over 300 million users as of 2011 (Taylor and Chris 2011).

Twitter had also turned up in China but it was blocked in the afternoon of the 2<sup>nd</sup> of June, 2009. It was said that the fact that Twitter was blocked was related to the anniversary of "The Tiananmen Square protests of 1989", which was also known as the "June Fourth Incident" in Chinese. There were pictures and other links posting information about the looming 20th anniversary of the "June Fourth Incident" which has never been shown in any media in China. At around 5:00 pm (0900 GMT) on Tuesday, the 2<sup>nd</sup> of June, access to Twitter was denied shortly with a message shown on the computer screen: "The connection to the server was reset while the page was loading. The network link was interrupted while negotiating a connection. Please try again" (The Globe and Mail 2009).

The BBC wrote that "as the anniversary of what China calls the '4 June incident' gets closer, the Communist Party appears to be in a particularly vigilant mood — it wants to make sure that there is no mention of the subject whatsoever" (Reynolds 2009).

The Guardian argued that most Chinese Internet users rely on the websites that are controlled by Chinese government, so they consider that Twitter and some other western social networks would create a threat:

"While most Chinese internet users rely on domestic services which are heavily monitored and controlled, Twitter had become hugely popular among an urban elite. They used the site to share information on sensitive issues in recent months, such as the fire at the Chinese state television complex in February" (Branigan 2009).

"While people could not access twitter.com this evening, some users were still able to tweet – sending their complaints about the ban" (ibid.).

At noon on the 8<sup>th</sup> of June, 2009, the blocking was removed.

Compared to Twitter, Chinese domestic microblogging is more popular because most Chinese people prefer communicating in the Chinese language. At that time, a few Chinese portal websites such as Fanfou, Jiwai, Digu, Taotao, etc., were the first Twitter clones launched in China. Fanfou was the earliest, biggest, and most similar to Twitter. It provided almost the same functions as Twitter, such as API (Application Program Interface), private notes, a blog package, posting messages with SMS (Short Messaging Service), and IM (Instant Messaging), and one month later adding more functions, such as "@ other users", sharing and posting messages with MMS (Multimedia Message Service) and flash plug-in applications, which made it successful in the first few years. It was launched in 2007 and the number of its users jumped from 300,000 at the beginning of 2009 to almost one million at the end of June of that year (Tian 2009). On the 2<sup>nd</sup> of June 2009, Hewlett-Packard became the first enterprise customer of Fanfou and Fanfou received the first profit. In the meantime, some famous cultural celebrities, such as Chen Danqing, Ai Weiwei, Liang Wendao, Ou Ning, Lian Yue and so on joined in Fanfou; furthermore, famous newspapers such as the "Southern Weekly" and "Southern Weekend" opened official Fanfou accounts (Baidu Baike<sup>1</sup>). All of these drove the rapid growth of Fanfou in

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<sup>1</sup> <http://baike.baidu.com/view/952977.htm>

China.

On the 5<sup>th</sup> of July, 2009, the "Ürümqi riots", which was a series of violent riots involving more than 1,000 Uyghurs attacking mainly the Han (ethnic Chinese) people happened in Ürümqi, the capital city of the Xinjiang Uyghur Autonomous Region (XUAR) in northwestern China (BBC News 2009). On the next day, China shut down most of the popular domestic and non-China-based microblogging services, including Fanfou, Jiwai, Digu, Twitter, Facebook, and Plurk. The strict censorship was considered to be an opportunity for Sina's CEO Cao Guowei, and on August 14, 2009, Sina Corporation launched the tested version of Sina Weibo (Epstein 2011).

Sina Weibo had been developing rapidly in a short time. Before March 2011, the registered users surpassed 100 million (Sina Tech 2011), and the number has risen to 300 million as of February 2012 (Phneah 2012). On the 7<sup>th</sup> of April, 2011, a simple new URL, shortening the domain name to weibo.com, was used officially instead of the old one, t.sina.com.cn, by the website. In June of the same year, Sina announced that an English version of Sina Weibo would be launched soon, whose contents would still be controlled by Chinese law.

### **2.1.2 Features of Sina Weibo**

Sina Weibo borrows many features from Twitter. It allows its users to exchange short messages of no more than 140 Chinese characters, and to insert graphical emoticons, images, music or video links to their followers. The content ranges from "What I am doing right now" to some thematic topics such as movie stars or house decoration. This information can be sent in many ways, including SMS, instant message software, E-mail or web pages. Users can communicate with others using the "@UserName" format, add tags with the "#keywords#" format, re-post with the "//@UserName" format, put a post into their favorite list, etc. In addition, Sina Weibo is available with both simplified and traditional Chinese characters, which caters to users from Hong Kong and Taiwan. In brief, Sina Weibo provides a new communication channel for people to broadcast information and it is more convenient and efficient than the other existing channels.

Since Sina Weibo was introduced to China in August 2009, some other big web portals such as Sohu, Tencent, and Netease have begun to open Weibo to the public and it has developed dramatically in China. According to data from the China Internet Network Information Center (CNNIC), the total number of Weibo users rose 296 percent to 249.9 million in 2011, meaning nearly half (48.7%) of the Chinese Internet population were using Weibo (by the end of December 2011, there were 513 million Internet users in China) (Reuters 2012).

Generally speaking, Weibo has some basic features. 1) It contains brief content. People can share the information within 140 Characters or a picture or a video link which is easy for both writers and readers. 2) It provides the most recent information. People share news about the events surrounding them anytime and anywhere. The news might be published much faster than with the other media because people could publish the news by using a computer or cellphone (through SMS, MMS or WAP). 3) Weibo users can "follow" other users. "Follow" in Weibo means that users pay close attention to someone whom they like and they can see all the information from him/her in their own Weibo homepages. A follows B, then A is B's fan, and vice versa. This is a unidirectional relationship, which means that people can follow someone without his or her confirmation. Thus, on the one hand, the more people they follow, the more information they can get; on the other hand, the more "fans" people have, the broader their information is diffused. 4) It could be a social interaction platform. People can start a topic or participate in one or a few topics and discuss it with their fans or other Weibo users and they might also make friends with them. In addition, Sina Weibo users could use @ to communicate with one or more specific users.

Besides those features above, Sina Weibo has some other distinctive characteristics. 1) Sina Weibo uses the "celebrity effect." Sina Weibo invited many movie stars, company presidents, important persons in a certain news, and other celebrities to open accounts with Sina Weibo as with the same successful strategy of Sina Blog, which was the most popular blog in China in earlier years. This action attracted ordinary people to join Sina Weibo and made Sina Weibo more active than other Weibos. For example, the most popular VIP user, whose name is Yao Chen, a young actress, has 18,983,622 followers, according to the figure shown on her Sina Weibo homepage at 0:00 on the 7<sup>th</sup> of April, 2012 (Beijing Time). 2) Sina Weibo confirms identification.

Sina Weibo confirms the identification of the celebrities or enterprises by adding a letter "V" after their names to distinguish them from other ordinary users and also for the sake of avoiding fraud. 3) Recently, Sina Weibo has become a means of formal communication for some government authorities, media, and non-government organizations. A large amount of bureaus regarding public security, judicial, municipal administration, transportation, tourism, etc. have opened Sina Weibo accounts and this has made them an important communication platform for the public.

In addition, as a matter of fact, although Weibo is theoretically allowed *anyone* to post *anything at anytime and anywhere*, there is no exception avoiding censorship in China. Sina Corporation controls the information in its service to cooperate with Internet censorship in China. Posts are under surveillance and some sensitive topics with blacklisted key words on Sina Weibo will be deleted after manual checking (Global Post 2011). However, compared to other Chinese mainstream media, Sina Weibo services are considered freer (Ramzy 2011).

## **2.2 Social Context of the People's Daily**

### **2.2.1 History of the People's Daily**

The People's Daily (人民日报) was established on 15<sup>th</sup> of June, 1948 in Pingshan, Hebei. First it was regarded as an organ newspaper of the Central Committee of the Communist Party in Hebei area. On 15<sup>th</sup> of March, 1949, the People's Daily moved to Beijing and served as an organ of the Central Committee of the Communist Party of China (CPC) since the 1<sup>st</sup> of August, 1949. The name of the newspaper "人民日报" was inscribed by Mao Zedong (Baidu Baike<sup>2</sup>).

Ever since it was founded, the People's Daily has been an official mouthpiece for the CPC. During some significant historical periods, such as the Cultural Revolution and "The Tiananmen Square protests of 1989", the articles and editorials in the People's Daily were considered authoritative statements of government policy and was spread nationwide (ibid.).

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<sup>2</sup> <http://baike.baidu.com/view/38274.htm>

Since July of 1985, the People's Daily overseas edition has been published. Afterwards, an Eastern China News Edition and a Southern China News Edition were established in January 1995 and July 1997 respectively, however, both editions were stopped in 2007 (ibid.). On 1<sup>st</sup> of January, 1997, People's Daily Online, the internet new portal of People's Daily was launched and “offers 16 versions in 15 languages including Chinese (simplified and traditional), Mongolian, Tibetan, Uygur, Kazhksan, China's ethnic Korean language, Yi, Zhuang, English, Japanese, Korean, French, Spanish, Russian and Arabic” (People’s Daily Online).

Nowadays, the People’s Daily is the most authoritative and most influential newspaper in China published worldwide with a circulation of more than three million. According to UNESCO (the United Nations Education, Scientific, and Cultural Organization), the People’s Daily is one of the ten most widely published newspapers worldwide (People’s Daily Online). With thirty-eight local news bureaus stationed domestically, three offices in Hong Kong, Macau and Taiwan, and thirty-two correspondent bureaus around the globe, the People’s Daily is circulated to over one hundred countries and to the whole China (Baidu Baike<sup>3</sup>). Therefore, the People’s Daily is considered as a bridge between China and the world.

### **2.2.2 Features of the People’s Daily**

At present, the People’s Daily publishes 24 pages in folio from Mondays to Fridays. Generally, pages 1-6 are current important affairs pages, including news of government activities, CPC top leaders, etc. Page 7 is theory of communism. Page 8 is dedicated to advertisements for renowned brands or domestic social news. Pages 9-15 feature domestic news, including economy, politics, culture, society, sports, etc. Page 16 is advertisements or special editions. Pages 17-20 are weekly features, divided respectively into the Economic Weekly, Party Construction Weekly, Democracy and Law Weekly, Science and Education Weekly, Government Affairs Discussion and Proposals weekly from Monday to Friday. Pages 21-23 are international news. Page 24 is supplement. On Saturdays and Mondays, the People’s Daily publishes 8 pages in

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<sup>3 4</sup> <http://baike.baidu.com/view/38274.htm>

folio. Pages 1-4 are current important affairs pages. Pages 5-8 feature Special Editions on Saturdays and the New Countryside on Sundays respectively (Baidu Baike<sup>4</sup>) (see Figure 1).

<b>Page</b>	<b>Mondays – Fridays</b>
1-6	Current Important Affairs
7	Theory of Communism
8	Advertisements or Domestic Social News
9-15	Domestic News, including Economy, Politics, Culture, Society, Sports, etc.
16	Advertisements or Special Editions
17-20	Weekly Features, divided respectively into the Economic Weekly, Party Construction Weekly, Democracy and Law Weekly, Science and Education Weekly, Government Affairs Discussion and Proposals
21-23	International News
24	Supplement

<b>Page</b>	<b>Saturdays and Sundays</b>
1-4	Current Important Affairs
5-7	Special Editions on Saturdays, the New Countryside on Sundays
8	Supplement

**Table 1: The Content of People’s Daily on Weekdays and Weekends**

From observation, the coverage of emergency news which is focused in this thesis is mostly published on Page nine, and the articles of some crucial emergencies may also appear on the first six pages.

### 2.3 Literature Review

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Microblogging in China has become quite a new phenomenon and study area in recent years, and the research related to microblogging is not very extensive. The existing research is approached from different angles, for example focusing on the communication features of microblogging, comparison between microblogging and traditional mass media, media convergence, governmental microblogging, network marketing study of microblogging, its effects on particular events, etc. Related to the topic of this thesis, there are two categorized research articles in the perspectives of crisis study and comparison between two media which may assist with the research for the present subject.

First of all, since this thesis focuses on the particular perspective of emergency events in China, special attention is paid to the relevant research. Even though most of the articles that have researched microblogging and emergencies focused on natural disastrous emergencies such as floods and earthquakes, they are still significant for the present research.

A group of western researchers investigated various aspects of the use of Twitter during the 2007 California Wild Fires, the 2009 Oklahoma Grassfires, and the 2009 Red River Floods. Before, during and after these emergencies, Twitter was actively used to update real-time situation, exchange information, show emotional support, and facilitate other activities in real life. For instance, Vieweg (2010) and her partners described in their research *Microblogging during Two Natural Hazards Events: What Twitter May Contribute to Situational Awareness* that:

“We focus on communications broadcast by people who were ‘on the ground’ during the Oklahoma Grassfires of April 2009 and the Red River Floods that occurred in March and April 2009, and identify information that may contribute to enhancing situational awareness. ... We consider ‘situational update’ information that is communicated by people through microblogging in mass emergency situations. Our aim is to support what time- and safety-critical domains refer to as situational awareness, an individually as well as socially cognitive state of understanding ‘the big picture’ during critical situations” (Vieweg et al. 2010, 1079).

In another paper *Microblogging for Crisis Communication: Examination of Twitter Use in Response to a 2009 Violent Crisis in the Seattle-Tacoma, Washington Area*, the researchers Heverin and Zach analyzed the case of a non-natural emergency event — a shooting violent crisis which occurred in the U.S. in 2009 by using Twitter as a communication and information sharing resource. They claimed that “the goal of the larger research effort is to investigate the role that microblogging plays in crisis communication during violent events” (Heverin and Zach 2010, 1). In their study,

“A stream of over 6,000 publically available messages on Twitter, a popular microblogging site, was collected and individual messages were categorized as information, opinion, technology, emotion, and action-related. The coding and statistical analyses of the messages suggest that citizens use microblogging as one method to organize and disseminate crisis-related information. Additional research is in progress to analyze the types of information transmitted, the sources of the information, and the temporal trends of information shared.” (Heverin and Zach 2010, 1).

In China, a great deal of research also focused on natural disasters and analyzed how people used Weibo to respond to the catastrophes. For example, in the article *Microblogging after a Major Disaster in China: A Case Study of the 2010 Yushu Earthquake* (Yan Qu et al. 2011), the authors conducted a case study of Sina Weibo to investigate the role of microblogging in a disastrous emergency — the 2010 Yushu Earthquake — and how information was spread in the microblogging system. It compared the situation with western culture and analyzed how Chinese people respond to an emergency through microblogging, and "enabled us to gain insight into how to harness the power of microblogging to facilitate disaster response" (Yan Qu et al. 2011, 1).

Some research explored the communication features of microblogging in emergencies and provided suggestions to utilize those features to control the negative effects. For example, the article *The Spread of Microblogging and Public Opinion Guidance in Emergencies* (Meng 2011) elaborated the two roles of microblogging in emergencies — the information platform and the public-opinion platform. The advantages, such as timeliness and active interaction, etc., impel microblogging to be the first reporter and

a powerful carrier and supervisor of public opinion in emergencies. In addition, microblogging has also changed the pattern of emergency reporting of traditional media, which is an opportunity for and challenge to public opinion guidance in emergencies. However, the absence of a gatekeeper, spontaneous agenda-setting, and the proliferation of rumors and violent speech could create negative effects. Therefore, this article focused on public opinion guidance in emergency events and proposed a coping strategy in three ways — through governments, media, and microblogging operators.

Secondly, there are also research that has contributed to the perspective of the comparison between Microblogging and traditional mass media, such as newspapers, radio, and TV programmes. Most of the research emphasized the advantages of microblogging which traditional mass media could not achieve, and they believe that microblogging has been challenging or threatening the exclusive position of mainstream media in the last few years and that media convergence will be the inevitable outcome of media development. For example, the article *How Traditional Mass Media Survive in the Microblogging Era* (Han 2010), where we can even see the implication from the title of the article, illuminates the significance of improving the orthodox method of communication of traditional mass media and provides seven "survival rules" that will help the mainstream media adopt the strong points of microblogging and strengthen their own merits. In the article *Change and Not Change - Newspaper Development in Microblogging Era* (Duan 2010), the author demonstrated that microblogging has challenged the necessity of the existence of the newspaper, but newspapers could survive by "changing" something and "not changing" something. It analyzed the real condition of newspapers in the microblogging era, and promoted serious thinking about the transition of newspapers. The article *Convergence of Traditional Mass Media and Microblogging on Coverage and Interaction* (Wang 2011) introduced the media convergence in three main practical ways. To be specific, some mainstream media, such as the People's Daily and The Wall Street Journal Chinese Website, have integrated the microblogging platform by reporting original news information, live broadcasting, and by interacting with followers. According to this perspective, the mainstream media are facing a big challenge in the current media environment, and in the relevant research some solutions or practical suggestion are provided to improve the media convergence.

To sum up, the studies above make an attempt to explain the significance of microblogging in the emergency events. Even though there is no solid research of the comparison between Sina Weibo and the People's Daily in the coverage of social emergencies, the literature with the two perspectives which related to the role of microblogging in crisis communication and the comparison between Weibo and mainstream media have supported the author in terms of enriching the present research.

### **3. Theoretical Framework**

Since this thesis focuses on how emergencies are reported, the research area of crisis communication is indispensable to be stated, including the definition of crisis and crisis communication, the model of crisis communication and the role of media in each stages of crisis communication. In terms of the comparison between the two media, the framing theory will be introduced. The definition of the theory, the reasons why this theory is selected and how it is applied into this analysis will be explained.

#### **3.1 Crisis Communication**

##### **3.1.1 Definition of Crisis and Crisis Communication**

According to the scholar Coombs (2012), a crisis is “the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization’s performance and generate negative outcomes” (Coombs 2012, 2). Similarly, a crisis is defined by Fearn-Banks (2007) as “a major occurrence with a potentially negative outcome affecting the organization, company, or industry, as well as its publics, products, services, or a good name” (Fearn-Banks 2007, 8). The types of crises are various. Crises can be not only natural catastrophes, but also human-initiated emergencies, such as bankruptcy, strikes, terrorism, etc.

To be more specific, a crisis has the following characteristics: 1) “A crisis is unpredictable but not unexpected” (Coombs 2012, 3). As Coombs argued, no organization is immune to a crisis. Organizations know that crises will occur, but they do not know when the crises will happen (Coombs 2012). That is to say, crises occur abruptly and urgently, interrupting the normal progress of current events. 2) Crises can bring damages to organizations or individuals, and some can threaten their existence. The damages may contain property damage, reputation losses, and even injuries or deaths (ibid.). 3) “A crisis compels organizations to communicate with various audiences in order to limit the damages that may be caused by crisis. The quality of these communications can ameliorate or exacerbate the situation” (Zaremba 2010, 21). In other words, organizations have the responsibility to prepare the crisis

management.

In terms of crisis communication, Fearn-Banks believes it is “the dialog between the organization and its public prior to, during and after the negative occurrence. The dialog details strategies and tactics are designed to minimize damage to the image of the organization” (Fearn-Banks 2007, 9). Other scholars, Johansen and Frandsen, define crisis communication as “a complex and dynamic configuration of communication processes – before, during, and after a crisis – where various actors, contexts and discourses (manifested in texts) are related to each other (instructing, adjusting and internalizing)” (Johansen and Frandsen 2007, 3). Furthermore, Zaremba added that “crisis communication involves identifying internal and external receivers who most receive information during times of crisis. Crisis communicators conceive, create, and disseminate messages to these internal and external receivers, and prepare to receive and respond to feedback from these audiences” (Zaremba 2010, 23).

Comparing the definition and characteristics of crisis with the interpretation of emergency mentioned in the introduction part, the emergencies which are focused in this thesis completely match with crises. To deal with the crises or emergencies, crisis communication represents the factors and strategies. Therefore, it is important to understand crisis and crisis communication for the present research.

### **3.1.2 The Model of Crisis Communication**

The goal of crisis communication is to minimize the damage created by the crises. Then various crisis communication approaches emerged from the previous research to achieve this goal. Fink (1986) is the earliest researcher to present the “four-stage model”. In his book *Crisis Management: Planning for the Inevitable*, Fink claimed four stages in a crisis life cycle: (1) prodromal: clues or hints that potential for a crisis begin to emerge; (2) crisis breakout or acute: a triggering event occurs along with the attendant damage; (3) chronic: the effects of a crisis linger as efforts to clean up the crisis progress; and (4) resolution: there is some clear signal that the crisis is over (Fink 1986). Sturges (1994) elaborated on Fink's model that different action and different types of communication are required during various crisis phases (Sturges 1994).

At the same time of the publication from Sturges, another scholar Ian Mitroff (1994) proposed a “five-stage model” in crisis communication process: (1) signal detection: new crisis warning signs should be identified and acted upon to prevent a crisis; (2) probing and prevention: organization members search known crisis risk factors and work to reduce their potential for harm; (3) damage containment: a crisis hits and organization members try to prevent the damage from spreading into uncontaminated parts of organization or its environment; (4) recovery: organization members work to return to normal business operations as soon as possible; and (5) learning: organization members review and critique their crisis management efforts, thereby adding to the organization’s memory (Mitroff 1994).

The study in this area evolves. Scholar Coombs (1999) provided a basic “three-stage model”: precrisis, crisis and postcrisis. Coombs considered these three stages as “macrostages”, and each stage involves several substages (Coombs 2012) (See figure 2).

Macrostages	Substages
Precrisis	Signal detection
	Prevention
	Crisis preparation
Crisis	Crisis recognition
	Crisis containment
Postcrisis	Evaluation and learning from the crisis

**Table 2: Three-stage Model from Coombs**

Considering the development of technology and proliferation of social media, Coombs' crisis communications model is upgraded by Gonzalez-Herrero and Smith (2008). They integrated the factor of social media into the crisis communication stages. To be more specific, Gonzalez-Herrero and Smith (2008) suggested that new technologies can be used for monitoring and issues management tools in the precrisis stage, for example, registering with an online media monitoring service, creating a

website that can be used externally in case of a crisis, and keeping relationships with stakeholders online, etc. could be effective ways for crisis management in the precrisis stage (Gonzalez-Herrero and Smith 2008).

“Faced with these fragmented, empowered audiences (online), it is clear that early identification of issues and a quick, clear, honest response is essential to preventing issues from becoming crises and facts from becoming distorted by rumors. An early analysis of web-based content might provide the early warning needed to develop appropriate plans and responses and enable them to avoid bad situations” (Gonzalez-Herrero and Smith 2008, 4).

In the crisis phase, Gonzalez-Herrero & Smith (2008) suggested using the internet as a third-party information site to communicate with public. Blogs and other social media can be used as a way to gather and communicate information (ibid.). And in the postcrisis phase, social media can assist with evaluating online-related measures, defining online strategies and tactics to rebuild reputation, and continue tracking and monitoring blogs, online media (ibid.).

### **3.1.3 The Role of Media in Crisis Communication**

In the crisis management process, media play a crucial role. “Information about a crisis reaches publics through the media more than through any other means” (Fearn-Banks 2007, 22). And as stated by Zaremba,

“What is collectively referred to as ‘the media’ — television and radio, newspapers, magazines, and in the twenty-first century the Internet — are very important players in crisis communication. The media are important to crisis communication because the media can quickly disseminate influential messages to mass audiences and also because experienced crisis communicators can engage the media to actually assist with the crisis communication effort” (Zaremba 2010, 26).

And according to Lowrey et al. (2007), mass media not only disseminate and

communicate disaster-related information timely during an emergency, but also provide essential information about personal protective actions and public safety (Lowrey et al. 2007).

More specifically, in each stage of the Coombs' (2012) model, media has different effects. In the precrisis stage, including signal detection, crisis prevention and preparation, media (both traditional and online media) could be the information sources to help organizations to find warning signs of crises (Coombs 2012). Coombs specially mentioned social media such as blogs, microblogs and social networking sites, and he stated that "most social media is irrelevant to an organization, so crisis managers must carefully identify the social media most relevant to their concerns" (Coombs 2012, 49).

In the crisis phase, media is responsible for reporting the crisis, the response made by organizations and other related information. According to Fearn-Banks, during normal times, an organization cannot easily attract media's attention, but during the times of crisis, the media will find the public relations (PR) personnel of the organization because "bad news sells" (Fearn-Banks 2007, 22). And he argues that the news media want to know the answers to the following questions:

- "What happened?
- Were there any deaths or injuries?
- What is the extent of the damage?
- Is there a danger of future injuries or damage?
- Why did it happen?
- Who or what is responsible?
- What is being done about it?
- When will it be over?
- Has it happened before?
- Were there any warning signs of the problem?" (Fearn-Banks 2007, 24)

Coombs (2012) believes that "newspapers have been a frequent channel for delivering apologies to stakeholders" (Coombs 2012, 163), however, the channels used to deliver the crisis response "become more complicated with the expanding social media

channels” (ibid.). Social media is “audience driven”, and “being part of social media can create an expectation for interaction” (Coombs 2012, 164). Social media such as microblogs, blogs and other social networking sites are “logical places for instructing information (part of the crisis response) when the emphasis is on the risk to stakeholders” (ibid.). On the other hand, social media “makes it easier for rumors to spread and for stakeholders to challenge an organization” (ibid.).

In the postcrisis stage, organizations need to learn from the crisis and try to avoid the similar crises in the future. The media report the review or memorials of the crises and provide instructing information. Social media are also utilized to interact with stakeholders or public.

To sum up, the role of media was elaborated in the three stages of a crisis communication model. Social media is increasingly used in the crisis communication process, therefore the role of social media is significant to be researched.

#### **3.1.4 The Application of Crisis Communication in This Thesis**

This thesis aims to apply crisis communication to analyze the emergency news coverage in two media – Sina Weibo and the People’s Daily in China. In light of the model of crisis communication and the role of media in this model described above, this thesis will compare the two media in three stages – precrisis, crisis and postcrisis. In other words, the differences between Sina Weibo and the People’s Daily in the coverage of the emergency case will be analyzed in three phase – before, during and after the crisis.

### **3.2 Framing Analysis**

According to Entman (1993), when an emergency event occurs, the goal of mass media “is to frame the problem: to propagate a specific problem definition, causal interpretation, moral evaluation, and problem-solving recommendations” (Entman 1993, 6). Therefore, framing theory is related to and supports this thesis.

#### **3.2.1 Introduction of Framing**

The first presentation of frame could be traced to Gregory Bateson in *A Theory of Play and Fantasy* (1954) which stated that frames of interpretation applies in the movie. Then Erving Goffman developed the theory of frame in *Frame Analysis* (1974) and argued that frames help audiences “locate, perceive, identify, and label” the flow of information around them (Goffman 1974, 21).

Influenced by Goffman’s comprehensive explanation of frames, a great number of scholars researched the frame theory in different perspectives and gave their descriptions of the definition of framing. For example, Gitlin (1980) defined frames as “persistent patterns of cognition, interpretation, and presentation of selection, emphasis and exclusion by which symbol handlers routinely organize discourse” (Gitlin 1980, 7). Gamson and Modigliani (1989) referred to frames as “interpretative packages” that give meaning to an issue. And at the core of this package is “a central organizing idea, or frame, for making sense of relevant events, suggesting what is at issue” (Gamson and Modigliani 1989, 3, italics in original). According to Entman (1993),

“Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (Entman 1993, 52).

Consequently, “the framing and presentation of events and news in the mass media can thus systematically affect how recipients of the news come to understand these events” (Price et al. 1995, 4)

Compare to Agenda-setting theory, Semetko and Valkenburg (2000) claimed that framing analysis and agenda-setting research have a common focus “on the relationship between public policy issues in the news and the public perceptions of these issues” (Semetko and Valkenburg 2000, 93), however, framing analysis

“expands beyond agenda-setting research into what people talk or think about by examining how they think and talk about issues in the news” (Pan and Kosicki 1993, 70). Simply put, “while agenda-setting theory deals with the salience of issues, framing is concerned with the presentation of issues” (Vreese 2005, 53). “In short, a frame is an emphasis in salience of different aspects of a topic” (ibid.).

As framing in the news study, Neuman et al. (1992) defined news frames as “conceptual tools which media and individuals rely on to convey, interpret and evaluate information” (Neuman et al. 1992, 60). Entman (1993) proposed that frames in the news can be examined and identified by “the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments” (Entman 1993, 52). More comprehensively, Tankard (2001) listed “11 framing mechanism or focal points for identifying and measuring news frames:

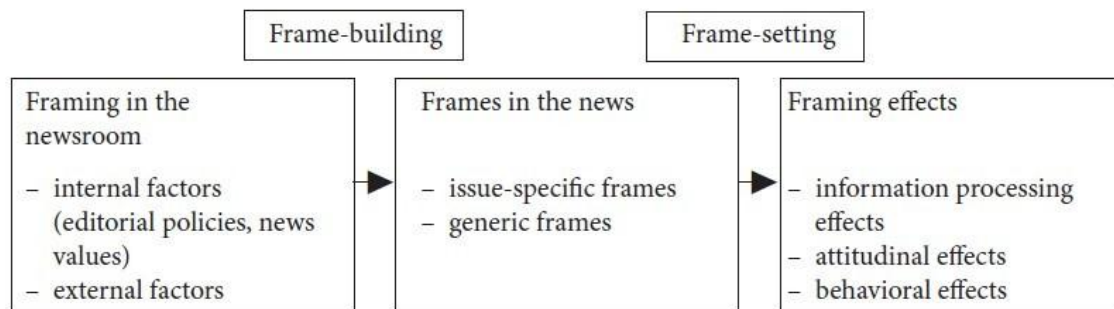
1. headlines
2. subheads
3. photos
4. photo captions
5. leads
6. source selection
7. quotes selection
8. pull quotes
9. logos
10. statistics and charts
11. concluding statements and paragraphs” (Tankard 2001, 101)

That is to say, the approach of measuring news frames depends on measuring these “specific textual and visual elements”, and these elements “are essentially different

from the remaining news story which may be considered core news facts” (Vreese 2005, 54).

### 3.2.2 The Process Model of Framing

Vreese “defines framing as a process and it outlines an integrated process model of framing that includes production, content, and media use perspectives” (Vreese 2005, 51). And he also stated that communication “is a dynamic process that involves frame-building (how frames emerge) and frame-setting (the interplay between media frames and audience predispositions)” (ibid. See Figure 1).



**Figure 1: An Integrated Model of Framing (Vreese 2005, 52)**

To be specific, frame-building “refers to the factors that influence the structural qualities of news frames” (ibid.). In other words, the key question of frame-building process is “what kinds of organizational or structural factors of the media system, or which individual characteristics of journalists, can impact the framing of news content” (Scheufele 1999, 115). The factors include internal and external ones. The internal factors frame issues from journalists and news organizations (Shoemaker & Reese, 1996), while the external factors such as political actors, authorities, interest groups, cultural contexts, and other elites (Scheufele 1999) also influence news frames significantly. In this model, news events are covered by “journalists simply holding a mirror to them and reflecting their image to the audience” (Gans 1979, 79). And “the outcomes of the frame building process are the frames manifest in the text” (Vreese 2005, 52).

Compare to the first process frame-building, frame-setting deals with the effects of framing. A framing effect is "one in which salient attributes of a message (its organization, selection of content, or thematic structure) render particular thoughts applicable, resulting in their activation and use in evaluations" (Price et al. 1997, 486). Frame-setting, which is considered as the second level of agenda-setting by McCombs and his colleagues (1997), is concerned with the salience of issue attributes. The process of frame-setting "refers to the interaction between media frames and individuals' prior knowledge and predispositions" (Vreese 2005, 52). Frames in the news "may affect learning, interpretation, and evaluation of issues and events" (ibid.), and the framing effects indicate the extent that audiences reflect those frames, both on "individual level and societal level" (ibid.). The consequence of an individual level framing may "be altered attitudes about an issue based on exposure to certain frames" and on the societal level, frames may "contribute to shaping social level processes such as political socialization, decision-making, and collective actions" (ibid.).

In the framing processes, media frames can be both independent variables such as "antecedents of audience interpretations" and dependent variables such as "organizational pressures, journalistic routines, and elite discourse" (ibid.).

In the coverage of news issues, there are different types of news frame. As Vreese (2005) suggested, a general typology divided news frame into issue-specific frames and generic frames. Issue-specific frames are certain frames which "are pertinent only to specific topics or events" (Vreese 2005, 54), while "other frames transcend thematic limitations and can be identified in relation to different topics, some even over time and in different cultural contexts" (ibid.) can be generic frames. In the generic frames, Semetko and Valkenburg (2000) identified five news frames: conflict, human interest, economic consequences, morality and attribution of responsibility.

*"The conflict frame* emphasizes conflict between individuals, groups, institutions or institutions.

*The human interest frame* brings a human face or an emotional angle to the presentation of an event, issue or problem.

*The economic consequences frame*, reports an event, problem or issue in terms of the economic consequences it will have economically on an individual, group, institution, region or country.

*The morality frame* puts the event, problem or issue in the context of religious tenets or moral prescriptions.

*The responsibility frame* presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group” (Semetko and Valkenburg 2000, 95-96).

To sum up, according to Vreese (2005), the integrated process model of framing links “features of the production of news with the content (frame-building) and/or content with studies of uses and effects (frame-setting)” (ibid.). The first process frame-building refers to the factors that influence the news frames, in other words, how news are framed, and the second process frame-setting refers to frame effects to the audiences. Between the processes, the frames of news are in different genres: conflict, human interest, economic consequences, morality and attribution of responsibility. These types of news frames are common used in the coverage of news issues.

### **3.2.3 The Application of the Framing Model in This Thesis**

Drawing on the framing model described above, on the one hand, the first process of frame-building is focused in this research because the aim of the thesis is to analyze the media coverage, namely, how media frame news reports; on the other hand, the second part, the frame-setting process, is beyond the concern of the present research.

In this thesis, news framing theory will be utilized in three aspects: visibility, valence, and frame genres (Liu 2009). Visibility refers to “both the amount and the prominence level of an event/issue or a nation receives in news coverage” (Liu 2009, 8). The amount of the news coverage can be counted from the number of articles and the number of the Chinese characters in the articles in the People’s Daily, and also the number of entries or messages on Sina Weibo. The prominence could be measured by

the places of the articles in the People's Daily and the places of the events in the "Top Ten Topics" on Sina Weibo site, as well as the eleven points listed by Tankard (2001) which is mentioned above in both media. In addition, "to compare the treatment of one event in different media, analysts would have to distinguish texts by source" (Krippendorff 2004, 93), the sources of the emergency news are also considered in the comparison of the two media.

Valence refers to the "tone of a news story or comment regarding certain frames" (ibid.). It can be examined by the topics and attitude of the articles in the People's Daily and the Sina Weibo messages/comments.

Frame genre refers to the five frame types explained in the part of framing process model. In order to analyze the social emergency case which will be elaborated in the chapter of methodology, the attribution of responsibility frame will be utilized in this thesis. It is found not only in the news reports of politics and social issues (Semetko and Valkenburg 2000) but also in the coverage of risk, crises and disasters (Kuttschreuter et al. 2011). And Vasterman et al. (2005) found that attribution of responsibility framing was prevalent among frames used in disaster media coverage. This thesis will analyze the attribution of responsibility frame in both the People's Daily and in Sina Weibo.

### **3.3 Summary of the Theoretical Framework**

This purpose of this study is to analyze how emergencies are covered in news media, thus it is based on the crisis communication, and interprets the distinctions of emergency news coverage between Sina Weibo and the People's Daily in the crisis communication stages: precrisis, crisis and postcrisis. In each stage, framing theory is used to compare the differences between the two media in three aspects: visibility, valence and the attribution of responsibility frame.

## **4. Methodology**

This chapter will explain the research methods applied to investigate the differences of news coverage of social emergencies comparatively in Sina Weibo and the People's Daily. The first part will introduce the research design for the study, next the qualitative case study analysis and the introduction of the selected case will be elaborated, and then the quantitative content analysis will be explained in detail.

### **4.1 Research Design**

In order to research the field of social emergency, case study is necessary to be used. As Feagin et al. (1991) suggested, case study is an ideal methodology when a holistic, in-depth investigation is needed. According to Robert K. Yin, a case study is “an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used” (Yin, 1984, 23).

Although there have been some critics of the case study method, it has been used successfully by researchers for many years across various subjects. This method strategy emphasizes the details of one or a few complex issues and analyzes the “context and their relationships, which could reach a comprehensive understanding of a contemporary real-life phenomenon and provide the foundation for the application of ideas and extension of methods as well” (Dooley 2002).

The case study method was selected for the present research due to the consideration of the factors below. First and foremost, Robert K Yin, one of the famous researchers in the case study area, pointed out that “In general, case studies are the preferred strategy when ‘how’ or ‘why’ questions are being posted” (Yin 2003, 1). He explained that “‘how’ and ‘why’ questions are more explanatory and likely to lead to the use of case studies, histories, and experiments as preferred research strategies. This is because such questions deal with operational links needing to be traced over time, rather than mere frequencies or incidence” (Yin 2003, 6). The main research question of this thesis is “how does Sina Weibo differentiate from the People's Daily in its

coverage of social emergencies in China”. Therefore, the “how” question is likely to favor the use of case studies.

Secondly, the object of this research is Sina Weibo, which is a contemporary and popular real-life phenomenon because of the development of web technology and the promotion of cultural and social factors in China. It also matches the definition of case study that “investigates a contemporary phenomenon within its real-life context”. Therefore, case study is a suitable research method for this thesis.

Last, as mentioned before, social emergencies are distinguished from natural-disaster emergencies. This implies that the social emergencies needed to focus on are of a great variety and may be complex. However, it is impossible to study all of the social emergencies in China and therefore a few typical events are chosen to analyze their context and relationships, proceeding to the next step to generalize the common characteristics of social emergencies in China. Case study is a method of analyzing limited issues and making generalizations about the phenomenon. Consequently, case study is exactly appropriate for this research.

All in all, case study is a method for researching “how” questions and contemporary real-life situations, and it can also generalize the common features of the entire phenomenon from limited issues. Therefore, case study is the most suitable methodology for the research questions and for the entire thesis. Then the next part will elaborate the case study process.

## **4.2 Case Study**

### **4.2.1 Case Study Process**

Since the last decades, some well-known researchers such as Robert E. Stake, Helen Simons, and Robert K. Yin have contributed to case study research. In this thesis, their achievement is drawn upon and six steps of case study are proposed:

- Determine and define the research questions
- Select the cases

- Prepare for data collection
- Collect the evidence
- Evaluate and analyze the evidence
- Prepare the report (Soy 1997)

### ***Step 1 Determine and define the research questions***

The first step of case study research is to design research questions by determining the target for the study and defining the situation of the questions. Generally, the object of case study is a program, an entity, a person, or a group of people, and they have an intensive relationship with social, political, historical and personal issues (ibid.). In addition, as mentioned above, case study research prefers questions which begin with “how” or “why”. The determination and definition of the study aim and questions will lead to the research to be conducted. In brief, the first step of the case study in this research provides the determination of the study target, the definition of the research range, and the exact “how” question.

### ***Step 2 Select the cases***

During the second step of a case study, the cases are selected, including a description of how they are selected. First, researchers should decide whether to select single or multiple cases. Next, researchers also have to determine to select unique cases or typical ones which could represent a variety of parameters. And then, a holistic or embedded design (Yin 2003) should be determined. An analysis of a single case which is an entire issue would be considered as a holistic analysis, while the analysis of more than one level and more complexity in a case would be considered as an embedded analysis. According to Yin, “the same case study may involve more than one unit of analysis. This occurs when, within a single case, attention is also given to a subunit or subunits” (Yin 2003, 42). In addition, most cases gathered are qualitative, but they may also be quantitative, and surveys, interviews, documentation reviews and observations, etc. could be the tools to collect the data.

Following the second step of the case study, a single typical holistic case, the Wenzhou Train Collision in 2011, is selected for the research. The reasons why the

case is chosen and how the range was narrowed down to obtain the case are explained below.

First, there is a huge variety of social emergencies, but a single case will concentrate on the entire issue and assist with the holistic analysis. And a typical or representative case could illuminate the similar type of social phenomenon. Hence, a single typical case is selected in this thesis.

Secondly, to compare the coverage of two media, it is necessary that the coverage existed in both media. The People's Daily has been around for a long time, whereas Sina Weibo is a new media. After the launching of Sina Weibo in 2009, an increasingly number of people had become users of Sina Weibo and actively participated in discussions of multiple topics. Thus, Sina Weibo became the most active and influential microblogging portal in the last two years.

Next, one of the features of Sina Weibo is that the most discussed topics will appear in the column of the "Top Ten Topics" shown on every user's homepage. And at the end of the year, the result of the ten most popular topics for the whole year are officially calculated and reported by Sina Weibo website. After searching, the ten "hot" topics for 2011 appears (see Figure 2. The right list is translated by the author of this thesis).



**Figure 2: Ten "Hot" Topics in 2011 Were Summed Officially by Sina Weibo**

Finally, from the ten topics, only the first one “Wenzhou Train Collision” and the eighth one “Xiao Yueyue accident” fulfilled the conditions of “emergency” in China. However, the event of “Xiao Yueyue accident” was social introspection from a moral perspective, which did not fit the definition of social emergency, therefore it was filtered. Since the “Wenzhou Train Collision” had a great influence to the whole society in China in 2011, it was consequently selected.

In addition, it was also necessary to review and examine whether the case fulfilled the condition of “social emergencies”. As stated before, an emergency "occur[s] abruptly and cause[s] or may potentially cause serious social harm" (Emergency Response Law of the People’s Republic of China). Apart from natural emergencies, social emergencies take place in different situations. The Wenzhou Train Collision was a severe accident which damaged people’s lives and health, therefore it is eligible to be classified as social emergencies.

### ***Step 3 Prepare for data collection***

This step suggests that every case study should follow the procedures of “the preparation and training of case study investigators for a specific case study, the nature of case study protocol, the screening of candidate cases and the role and purpose of a pilot case study” (Yin 2003, 81). Advanced preparation helps to deal with large amounts of data through categorizing, sorting, storing, and retrieving data for analysis.

The research for the present thesis collects data by first collecting the news and articles discussing the case from various sources, including the most popular web portals in China and some foreign web portals, articles written by well-known critics, the published articles in the People’s Daily, and a great amount of messages reposted on Sina Weibo portals during the case. After that, an investigator training program containing a discussion of the topic by many blogging or microblogging users was developed. Next, the extra case of the “Shenyang Wanxin fire” was selected as a pilot case to determine whether the plan was feasible. Finally, the data on the case were collected and evaluated based on the results of the pilot case study.

#### ***Step 4 Collect the evidence***

According to Yin, evidence for case study “may come from six sources: documents, archival records, interviews, direct observation, participant-observation, and physical artifacts” (Yin 2003, 83). In addition, three principles of data collection are also emphasized to help establish the construct validity and reliability of the case study evidence: a) use multiple sources of evidence; b) create a case study database; and c) maintain a chain of evidence (Yin 2003). To be more specific, researchers should collect evidence from different sources, and store the various data to create a database of the cases, and “follow the derivation of any evidence” (Yin 2003, 105).

Based on the principles of data collection, and since the selected case had happened in 2011, documents and archival records are the sources of evidence used in this research. Those include not only published documents, but also many other material which “may be in any format, including text on paper or in electronic formats, photographs, motion pictures, videos, sound recordings” (Society of American Archivists). Therefore, the sources of evidence in this thesis include articles in the People’s Daily which described or commented on the emergency story “Wenzhou Train Collision”, and also Sina Weibo messages with wordage, pictures or website links which discuss the same issue. Once the data were gathered, they were stored in the database for the case. Furthermore, it was necessary to maintain a relationship between the whole issue and the evidence, and in this way all of the evidence was able to be recalled for examining the cases.

#### ***Step 5 Evaluate and analyze the evidence***

This step is the most difficult part of a case study. Researchers examine raw data throughout the evaluation and analysis process using one or a few general strategies and several analytic techniques. Yin suggested that case study should use any of the three strategies, which are “relying on theoretical propositions, setting up a framework based on rival explanations, and developing case descriptions” (Yin 2003, 109), and should consider “five specific techniques for analyzing case studies: pattern matching, explanation building, time-series analysis, logic models, and cross-case

synthesis” (ibid.). To evaluate and analyze the collected evidence, researchers categorize, tabulate, test, and recombine data (both qualitative and quantitative) to address the initial propositions or purpose of the study (Yin 2003) and conduct a comparison in order to find a connection between the research object and the results of the research questions.

The first analytic strategy, “relying on theoretical propositions” was used in this research to examine how Sina Weibo differentiates from the People’s Daily in its coverage of social emergencies in China because it is “extremely useful” to answer “how” and “why” questions (Yin 2003, 112), as discussed above. The proposition shaped the plan for data collection and helped to focus attention on certain data, such as the communication effects of using Sina Weibo and the articles in the People’s Daily reporting or discussing the emergency news. In the meantime, pattern matching and logic models were used as specific techniques to analyze the evidence. These two techniques helped to create a model for the particular situation — social emergencies in the Chinese environment.

### ***Step 6 Prepare the report***

Reporting on the results of a case study aims to expound on a complex issue and transform it into one that can be easy understood and examined by readers, and then a vicarious experience is provided for the readers so that they can apply the experience to their own real-life situation (Soy 1997). During the report preparation process, each case can be separated into different chapters or in a chronological recounting, and sometimes representative people or groups are asked to review and comment on the draft report (ibid.).

The outline of this report contains listing the research questions, describing the theories and methods used to conduct the study, stating the selected case and data in a chronological way, explaining the phenomenon by analyzing the data, and concluding with answers to the research questions. The limitation of the research and suggestions for further research are also included.

### **Summary**

The six steps above could assist researchers in using case study to conduct comprehensive research. First is to determine and define the research questions, and then based on the study target and the research questions to select the appropriate cases. The next two steps are preparing for data collection and collecting the evidence from different sources. After that is evaluating and analyzing the evidence using some analytic strategies and specific techniques. Finally is making conclusions concerning the results and preparing for the whole report. Those six steps are used in the research to make this study more clear and reasonable.

#### **4.2.2 Introduction to the Selected Case — Wenzhou Train Collision**

At 20:34 on the 23<sup>rd</sup> of July, 2011, two high-speed trains, D301 and D3115, traveling on the Yongtaiwen railway line collided on a viaduct in the suburb of Wenzhou, Zhejiang Province, China. The two trains derailed each other, and four cars fell off the viaduct. According to the official news report on the 25<sup>th</sup> of July 2010, 40 people were killed, and at least 192 were injured, 12 of which had severe injuries. This collision was the first fatal crash involving high-speed rail (HSR) in China, and the second-deadliest HSR accident in history following the 1998 Eschede train disaster in Germany.

This shocking disaster happened at 8:34 pm. Seven minutes before the tragedy, Wenzhou local resident *Smm\_miao* (*Smm\_苗*) announced the news about the train going slowly; four minutes after the crash, passenger *Yuanxiaoyuan* (*袁小莞*) on the same train published the first news on Sina Weibo — that the train was stopped in an emergency, that the power was cut, and that she felt strong strikes twice. Thirteen minutes after the crash, passenger *Yangjuanquanyang* (*羊圈圈羊*) sent a message on Weibo seeking help. The message was soon distributed over 100,000 times and two hours later, the passenger was rescued. Two hours after the train crash, the government called on the public on Sina Weibo to donate blood for the wounded people, and more than 1000 Internet users headed to the blood bank to donate within a short time. News about the real situation in the blood bank was published on Sina Weibo by *yaoyaosz* (*yaoyaosz*) and was reposted over 100,000 times. Twelve hours

after the train crash, news and discussion about it on Sina Weibo were more than two million pieces, including 500,000 messages about looking for people. By noon the next day (12:00, 24<sup>th</sup> of July 2011), there were 3,286,883 messages on Sina Weibo (Ren and Zhu 2011) related to this train crash.

Afterwards, suspicions about the security of the high-speed rail, the responsibility of the Ministry of Railways, and the rescue operation for the accident were spread by Sina Weibo users.

At first, the officials' response regarding the accident's cause was a faulty signal system which failed to warn the train that another train ahead was stationary on the same track and they also said that the faulty signal system was caused by thunderstorm and lightning. However, people were skeptical of this result. Some Sina Weibo users who were professionals did some research and analyzed the deficiency of the high-speed rail system, for example, saying that there should be a standby system in case of an emergency.

Then during the rescue, officials hastily concluded rescue operations and ordered the burial of the derailed cars. Wang Yongping, who is the spokesman of the Ministry of Railways, stated in a press conference that the burial was for facilitating the rescue work. Responding to the disbelief from the press, Wang said “whether or not you believe [this explanation], I believe it (至于你信不信，我反正信了).” These actions and the respond from the officials elicited strong criticism from the online community, and Wang's words became an internet meme. However, as the mouthpiece of the CPC and a representative mainstream media, the People's Daily did not report the news.

In addition, some people posted information on Sina Weibo seeking their friends or relatives, or asking for help with blood donation. The last person that was rescued was most notable. This was a two-and-half-year-old girl whose parents did not survive the accident. Countless people offered concern and help for this little girl through Sina Weibo.

On the 28<sup>th</sup> of December 2011, the official investigation report of this accident was

released which announced that the reasons for the accident were the severe defects in the design of control center equipment, lax equipment inspection and failure to adequately respond to equipment malfunction caused by lightning. The report blamed as responsible three main organizations: China Railway Signal & Communications Corporation, Ministry of Railways and Shanghai Railways Bureau. The report also named 54 officials who bear the responsibility for the accident and the botched rescue effort. Those officials include two main senior officials who had been detained on corruption charges before the accident, and another main senior official who was dead. As the final solution, the government of the Ministry of Railways made a public apology and offered compensation for the casualty. In the meantime, Railways Minister Sheng Guangzu announced that speeds on other major high-speed rail lines were uniformly decreased.

### **4.3 Content Analysis**

#### **4.3.1 Introduction to Content Analysis**

To compare two media, the quantitative research method – content analysis is considered the appropriate and effective tool to analyze data for this thesis. Content analysis is first defined by Berelson (1952) as “a research technique for the objective, systematic and quantitative description of the manifest content of communication” (Berelson 1952, 18). Recent years, scholar Krippendorff (2004) researched on this area and claimed that “content analysis is a research technique for making replicable and valid inference from texts (or other meaningful matter) to the contexts of their use” (Krippendorff 2004, 18).

According to Krippendorff (2004), there are six components “the analyst needs to proceed from text to results” (Krippendorff 2004, 83), they are:

- Unitizing: is the systematic distinguishing of segments of texts – images, voices, and other observables – that are of interest to an analysis.
- Sampling: allows the analyst to economize on research efforts by limiting observations to a manageable subset of units that is statistically or conceptually representative of the set of all possible units, the population

or universe of interest.

- Recording/ Coding: bridges the gap between unitized texts and someone's reading of them, between distinct images and what people see in them, or between separate observations and their situational interpretations.
- Reducing data to manageable representations: serves analysts' need for efficient representations, especially of large volumes of data.
- Abductively inferring contextual phenomena: bridges the gap between descriptive accounts of texts and what they mean, refer to, entail, provoke, or cause.
- Narrating the answer to the research question: amounts to the researchers' making their results comprehensible to others (Krippendorff 2004, 83-85)

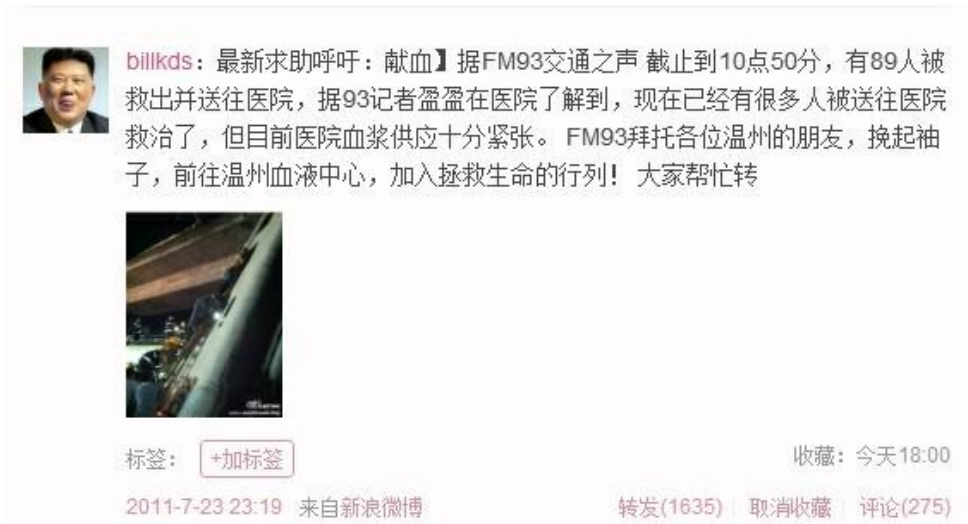
The first four components together could constitute the step of “data making” which means to create calculable data from raw texts (Krippendorff 2004). The fifth component could be the step of interpretation of the data, and the last component could be the result. In this study, the procedure of content analysis will be followed to analyze the data from both media – Sina Weibo and the People's Daily.

#### **4.3.2 The Application of Content Analysis in This Thesis**

Based on the crisis communication and framing analysis theory, and also the procedure of content analysis, this research will analyze the data of the case “Wenzhou Train Collision” by the following steps:

##### ***Step 1: Unitizing.***

One unit of the data from the People's Daily is one article, including texts and images; one unit of the data from Sina Weibo is a piece of message or an entry, including texts, images, audios, videos and links (see Figure 3). All units were related to the selected case.



**Figure 3: An Example of An Unit from Sina Weibo**

The units from the People’s Daily were collected from the newspapers downloaded online; and the units from Sina Weibo were gathered through Sina Weibo Search Engine with key words “温州 (Wenzhou)” and “动车 (high-speed train)”. Since the data is changeable on Sina Weibo, the certain date of the data collection is 8<sup>th</sup> of November, 2012.

### ***Step 2: Sampling.***

First of all, according to the three-stage model of crisis communication – precrisis, crisis and postcrisis, this research divided the data in three stages – the news coverage before, during and after the train collision. The tragedy occurred at 20:34 on the 23<sup>rd</sup> of July, 2011, and the official investigation and evaluation terminated on the 28<sup>th</sup> of December 2011. Thus, the holistic issue was segmented into three stages (see Table 3): On 23<sup>rd</sup> of July 2011, the information before the emergency happened were collected as the stage of precrisis; after the disaster occurred on the same day, until the 29<sup>th</sup> of July, when the processing of the accident had been complete, the data about the response from the citizens and governments were collected for the crisis stage; finally, the data of the evaluation of the emergency were collected for the postcrisis stage, which was from the 30<sup>th</sup> of July till the end of the year 2011, when the result of the investigation and evaluation were published to the public.

<b>Stages</b>	<b>Time</b>	<b>Content</b>
Precrisis	Before 20:34, 23 <sup>rd</sup> July, 2011	Warning signs
Crisis	After 20:34 23 <sup>rd</sup> July – 29 <sup>th</sup> July, 2011	Crisis recognition and containment
Postcrisis	30 <sup>th</sup> July – 29 <sup>th</sup> December, 2011	Evaluation and learning

**Table 3: Three-Stage Sampling**

Based on the segments above, 6,369,199 units from both Sina Weibo and 39 units from the People’s Daily were gathered: 18 units, 3,768,111 units and 2,601,070 units from Sina Weibo were found according to the three stages, and in the People’s Daily, 0, 24 and 15 units were found respectively (see Table 4).

<b>Stages</b>	<b>Units of Sina Weibo</b>	<b>Units of the People’s Daily</b>
Precrisis	18	0
Crisis	3,768,111	24
Postcrisis	2,601,070	15
<b>Total</b>	<b>6,369,199</b>	<b>39</b>

**Table 4: The Units Collected from the Two Media in Three Stages**

Next, the sample of the data from the People’s Daily is explicit and limited (see Appendix 1). Namely, the number of the unit represents the whole population. In the contrast, since the data on website is infinite and changeable, the number of the unit on Sina Weibo cannot represent the whole data population. Consequently, a smaller amount of simple random sampling (SRS) was selected.

In terms of the sample size, the parameter of proportion was introduced.  $p$  means the proportion of population, but usually it is unknown, then  $\hat{p}$  represents the sample proportion. For a sufficiently large sample  $n$ , the distribution of  $\hat{p}$  is closely approximated by a normal distribution, thus the 95% confidence interval of the population could be formed by  $\hat{p}$ :

$$(\hat{p} - 2\sqrt{0.25/n}, \hat{p} + 2\sqrt{0.25/n})$$

In the formula of the confidence interval, the part  $2\sqrt{0.25/n}$  is called the margin of error (M). Thus, according to the formula  $M=2\sqrt{0.25/n}$ , the sample size could be calculated by:

$$n= 1/M^2$$

Therefore, in order to make sure that the margin of error is less than 5%, the sample size should be at least 400. That is to say, at least 400 units of data from Sina Weibo should be selected and analyzed. In this study, the data was divided into three phases, and the data in the first phase was limited, thus 400 units in each of the other two phases were examined.

According to Babbie (2011) in his book *The Practice of Social Research*, the data was selected randomly in different stages.

### ***Step 3: Recording/Coding.***

This step aims to “create durable records of otherwise transient phenomena” and to “transform unedited texts, original images, and/or unstructured sounds into analyzable representations” (Krippendorff 2004, 84). In this research, as explained in the part of framing theory, the comparison will be in three aspects – visibility, valence and the attribution of responsibility frame. Therefore, the randomly selected units from Sina Weibo and the whole units from the People’s Daily will be recorded/coded and classified into the three aspects respectively.

### ***Step 4: Reducing data to manageable representations.***

This step “reduce[s] the diversity of text to what matters” (Krippendorff 2004, 85). In this study, large volumes of data will be reduced to efficient representations.

### ***Step 5: Abductively inferring contextual phenomena.***

“Abductively inferring contextual phenomena from texts moves an analysis outside the data” (ibid.). “It points to unobserved phenomena in the context of interest to an analyst” (ibid.). In this step, the descriptive information will be “transferred” to the meaning in-depth with the statistic warrants.

***Step 6: Narrating the answer to the research question.***

The result of the content analysis to the research questions will be expressed in the next chapter.

#### **4.4 Limitations**

The methodology applied in this thesis has a few limitations. First, a single case is useful for analyzing a holistic issue but it cannot cover the variety of the social emergency phenomenon. Second, some data on Sina Weibo are inconstant and uncertain. In other words, some messages may be deleted by the users due to personal reasons, or by the external force due to the censorship in China. Thus the data analyzed in this thesis were collected in a certain day, and they might not exist in another day. Another problem is the data could not include all the information related to the case due to the limitation of the selected key words. Therefore the collected data cannot be precise. Next, the sample size of units from the People’s Daily was not big enough, however that was all information it had during the period. Last, to compare the differences between two media in the coverage on one issue, discourse analysis which could clearly illustrate the distinction on the choice of wording and phrasing is helpful to the research. Those are expected to be improved in further study.

## 5. Analysis and Results

To answer the first research question *What are the differences between Sina Weibo and the People's Daily in reporting emergencies before, during and after the "Wenzhou Train Collision" disaster?*, this chapter analyzes and compares the data from both media by following the process of crisis communication – precrisis, crisis and postcrisis. Data from both media were collected for each stage and then analyzed using the framing theory presented above. The news coverage is visualized, through the help of tables, line diagrams, bar charts and pie charts, in terms of its: 1) visibility (i.e., amount, prominence, source); 2) valence (i.e., tones, attitudes); and 3) attribution of responsibility.

### 5.1 Precrisis Stage

Media are often the source of warning signs of an upcoming emergency. Table 4 indicates that Sina Weibo had 18 messages showing warning signs whereas People's Daily presented none.

From observation, all the warning signs on Sina Weibo came from the site of accident. The users who posted the messages were on the train, and they stated that the train stopped and that there was a severe thunderstorm in the Wenzhou area. A few examples are reported below:



**Universal 蔡怀宇:** I see, not only the airplanes afraid of thunderstorm. Is it

really happening? The D train stopped because of the thunderstorm. Now it stops at Yongjia station, 10 minutes' way to Wenzhou, and less than half an hour's way to Cangnan. Now it has been stopped more than 10 minutes. (2011-07-23 20:11)

绿比谷: The thunderstorm in Wenzhou is so severe! The D train stopped because of the lightning flashes! When will the train start to move again! (2011-07-23 20:12)

**Figure 4: The Examples of the Units on Sina Weibo before the Disaster**

<http://www.weibo.com/2071459677/xg7ic8aoy>

The data also indicated that all the 18 pieces of warning sign messages were posted within one hour before of the occurrence of the disaster. Due to the time limit, the People's Daily could not publish the warning signs.

Furthermore, from the valence perspective, all the 18 units from Sina Weibo narrated the facts, even though there were some emotional expressions such as dissatisfaction, preoccupation and fear, the tones of the messages could be considered as neutral; and no news was published by the users related to the attribution of responsibility. While there is no data from the People's Daily.

## **5.2 Crisis Stage**

### **5.2.1 Visibility**

In the stage of crisis, media play a significant role on reporting the emergency news, the response made by organizations and related information. First, as Table 4 showed above, 3,768,111 units from Sina Weibo and 24 units from the People's Daily are related to the case. One message on Sina Weibo is no more than 140 words, and messages can be reposted; while the words amount of one article in the People's Daily is uncertain and cannot be reposted. The word count of 24 articles in the People's Daily can be found in Table 5.

Time	Page	Position	Title of the Articles	Word Count
24 <sup>th</sup> July	2	Right bottom	Train Collision on Shen-Hang Line	557
25 <sup>th</sup> July	1	Head	President Hu Made Instruction on the Train Collision Accident	1476
	9 full	Head	Rescue Is the Most Important	2148
		Right top	Buckle Safety Belts up on Train	1199
		Left bottom	News Update	366
		Middle bottom	Wenzhou Citizens Donate Blood	1046
Right bottom	Narrate of the Accident	716		
26 <sup>th</sup> July	9	Head	Why it happened?	2391
		Right	Strength and Warm from Wenzhou	1126
	10	Right middle	Insurance Companies Start Paying	205
27 <sup>th</sup> July	9	Right top	First Name List of Victims	131 & image
		Right middle	59 Injured People Cured	212
		Right bottom	All Victims had been Identified	595
28 <sup>th</sup> July	1	Right middle	Safety Should Be in the First Place	987
	9	Left bottom	All Efforts for the Recovery	1018
		Right bottom	Physical and Psychological Cure	137 & image
29 <sup>th</sup> July	1	Head	Premier Wen Laments for Victims	1657
		Right top	Premier Wen Answers To Reporters' Request	2957
	1&2	Middle	Premier Wen's Speech	1049
	9 full	Head	Investigation on the Accident Starts	457 & image
		Left middle	Ministry of Railways Denied Negative Reports	491
		Left middle	The Name List of 39 Victims Is Published	567
		Right column	Victim Name List Should Be Published	977
Bottom	Rescue We Never Give up	989		

**Table 5: The Detail of the People's Daily Units in the Stage of Crisis**

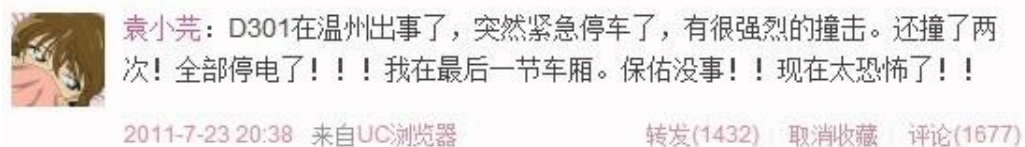
Second, although there is no tangible evidence to prove how prominent the “Wenzhou Train Collision” accident was showed on Sina Weibo website during the crisis, it was showed as the “Top One” topic in the whole year 2011 (see Figure 2). The huge

volume of the messages (see Table 6) could also show the importance and priority of the issue on Sina Weibo. The position of the articles in the People's Daily indicates the prominence of the accident. From Table 5, the data shows that on the second day after the accident, the news was published in the bottom right corner of page 2 and counted 557 words. In the next five days, most information related to the accident was placed on page 9 which is reserved to Domestic News. Especially on the 25<sup>th</sup> and 29<sup>th</sup> of July, page 9 were full of the news about the issue. Furthermore, the news appeared on the first or second page on the 25<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup> of July.

Time	Units of Sina Weibo
23 <sup>rd</sup> July 2011	142,209
24 <sup>th</sup> July 2011	908,901
25 <sup>th</sup> July 2011	1,044,927
26 <sup>th</sup> July 2011	531,738
27 <sup>th</sup> July 2011	649,215
28 <sup>th</sup> July 2011	424,566
29 <sup>th</sup> July 2011	196,784

**Table 6: The Amount of the Units from Sina Weibo**

Last, in regards to the source of the news in emergency situations, at the beginning of the accident, Sina Weibo users who were at the accident site posted the news information. For instance, in the Wenzhou Train Collision case, the first information was published four minutes after the disaster by Sina Weibo user *Yuanxiaoyuan* (袁小荒), who was on the train. The following is an excerpt from her statement on Sina Weibo (see Figure 5):



**袁小荒: D301 (the first train) stopped suddenly in Wenzhou. I felt a**

**strong collision twice! There is no electricity!! I'm in the last train car. I hope there is no problem!! It is too scary now!!**

**2011-7-23 20:38**

**Repost (1432) Comments (1677)**

**Figure 5: The First Information of the Wenzhou Train Collision on Sina Weibo**

<http://www.weibo.com/1144332832/xg7t5AmUW>

Later on, Sina Weibo reposted news information gathered from some traditional mass media such as local newspapers, TV news programs. The news sources of the People's Daily were all professional journalists working for the official newspaper.

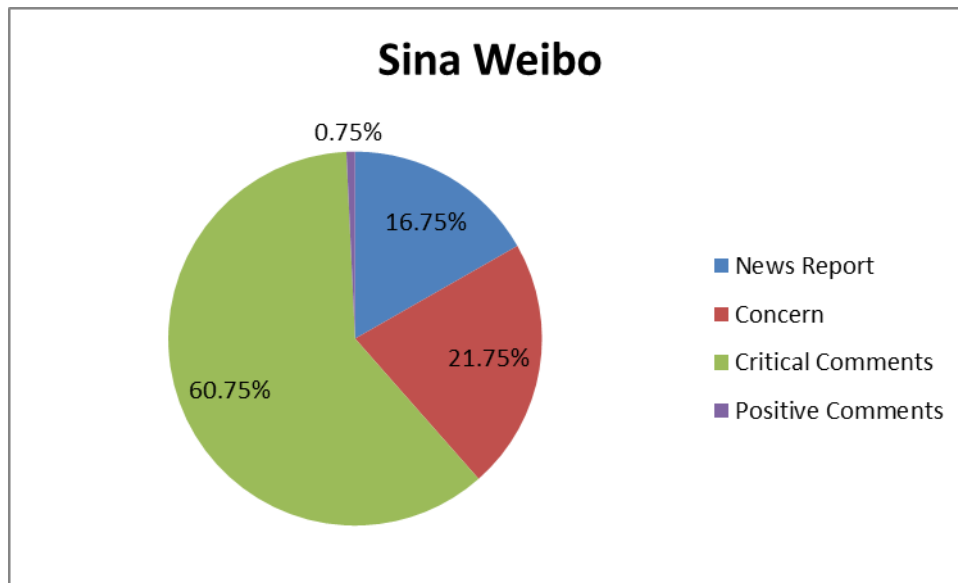
### 5.2.2 Valence

Table 7 indicates the differences of the content and tones between the two media. The information types were divided into five categories: *news report*, *concern*, *critical comments* and *positive comments*. *News report* includes the information of the train accident, the response of the people and the government and other facts, with no regards for the information from professional journalists or citizens. *Concern* is chosen to label messages that present sympathy, blessing and offers of help to look for the victims' relatives. *Critical comments* contain criticism, distrust, query, satire, rage and so on. Positive comments refer to praise, eulogy and other positive standpoints. In these categories, *news report* could be labeled as "neutral", *critical comments* and *positive comments* could be labeled as "negative" and "positive" respectively.

Category	Units of Sina Weibo		Units of the People's Daily	
	Amount	Proportion	Amount	Proportion
<b>News Report</b>	67	16.75%	19	79.17%
<b>Concern</b>	87	21.75%	0	0%
<b>Critical Comments</b>	243	60.75%	2	8.33%
<b>Positive Comments</b>	3	0.75%	3	12.5%
<b>Total</b>	400	100%	24	100%

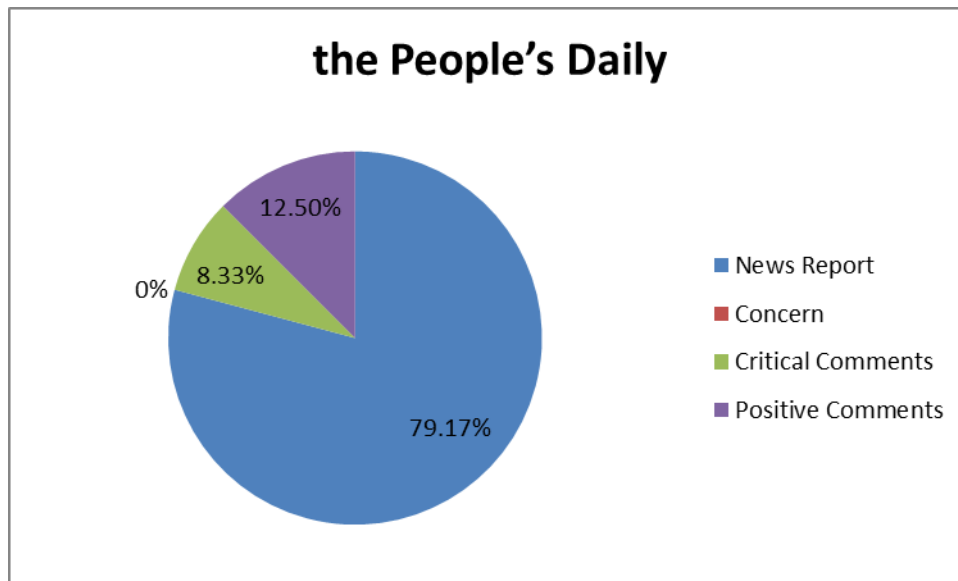
**Table 7: Comparison between the Two Media on the Stage of Crisis**

In the sample of 400 units from Sina Weibo, 67 units report the event, 87 units show concern, 243 units are critical comments, and 3 units are positive comments. It also can be seen from the pie chart (see Figure 6) that 16.75% of the messages in the sample consisted of news of the accident, 21.75% messages express people's concern to the victims and injured people. Negative and positive comments represented 60.75% and 0.75% of the messages respectively.



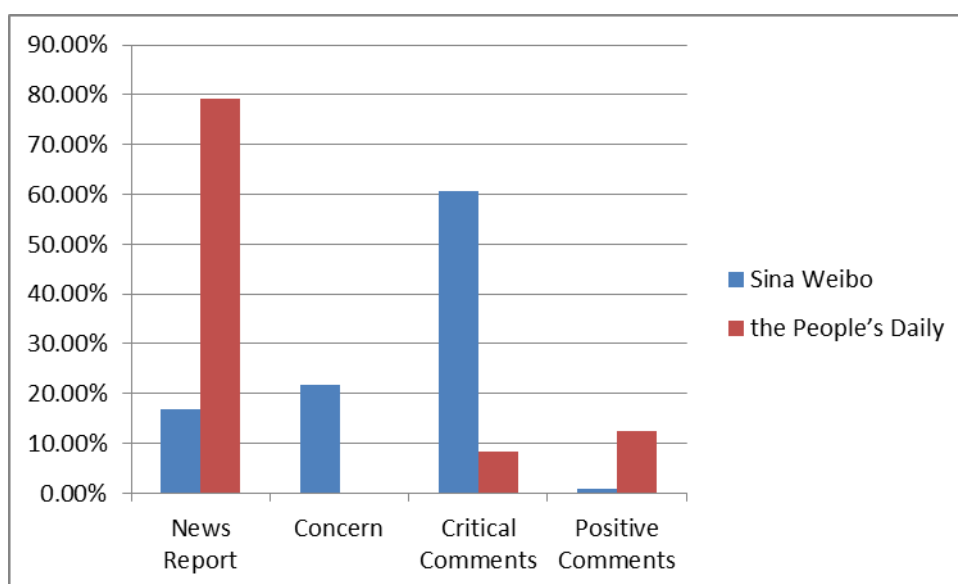
**Figure 6: The Valence of Sina Weibo in the Stage of Crisis**

The data of the People's Daily shows that 19 units reported the emergency news, 2 units are critical comments and 3 units are positive comments. The pie chart (see Figure 7) illustrates that 79.17%, 8.33% and 12.5% of messages were neutral, negative and positive respectively.



**Figure 7: The Valence of the People's Daily in the Stage of Crisis**

To compare Sina Weibo and the People's Daily on the perspective of valence, the bar diagram is drawn. Figure 8 below distinctly indicates the significant differences between the two media in regards to the tones of the coverage. On the one hand, the units of the People's Daily occupy markedly larger proportion than the units of Sina Weibo on the attitude of neutral and positive; on the other hand, the proportion of negative attitude on Sina Weibo is overwhelming. In addition, people showed their concern to the victims and the injured persons through Sina Weibo, while there was no article stating concern in the People's Daily.



**Figure 8: The Comparison between Sina Weibo and the People's Daily on**

## Valence in the Stage of Crisis

### 5.2.3 The Attribution of Responsibility

All the negative-toned 227 units of Sina Weibo hold the view of taking responsibilities targeted the Ministry of Railways, the officials, and the government. In contrast, the two negative-toned articles in the People's Daily merely emphasized that safety is the most important thing for transportation, without looking for the responsibility. However, one news report mentioned something on this regard. The article is titled "Investigation on the Accident Starts" and it is published as the head news of Page 9, 29<sup>th</sup> of July, 2011. It reported that the preliminary result of the investigation indicated that the accident was caused by the thunderstorm and by the neglect of duty of the operators.

### 5.3 Postcrisis Stage

#### 5.3.1 Visibility

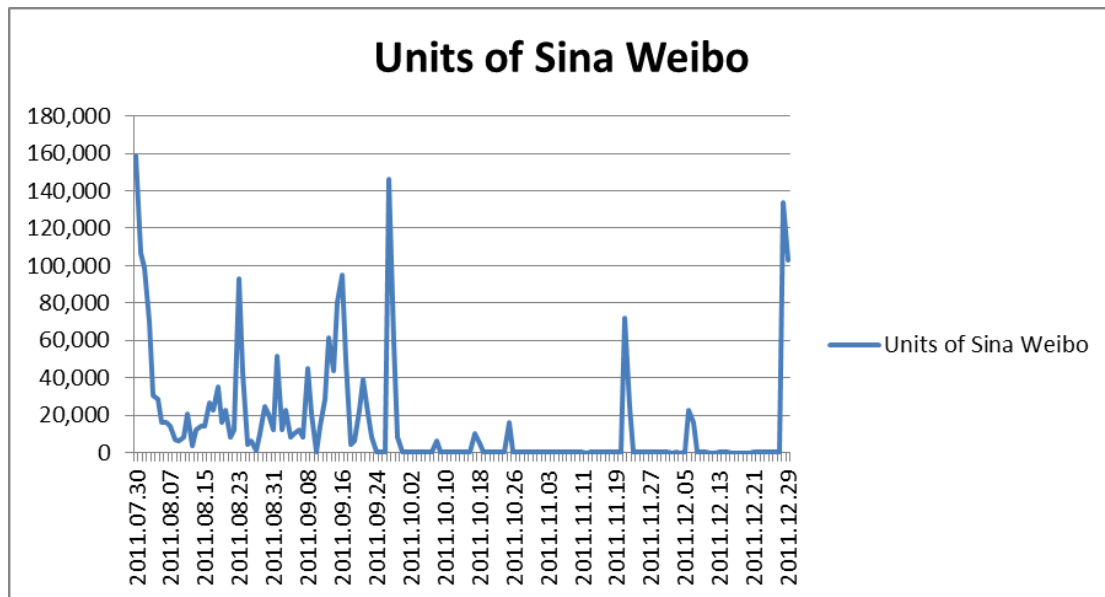
In the stage of postcrisis, the role of the media is to report the review or memorials of the crises and provide instructions. First of all, as it can be seen from Table 4, there were 2,601,070 units from Sina Weibo and 15 units from the People's Daily regarding the train collision accident. The word count of 15 articles in the People's Daily is presented in Table 8.

Time	Page	Position	Title of the Articles	Word Count
30 <sup>th</sup> July	2	Left middle	Compensation to Each Victim Is 915,000 RMB	512
		Left middle	Victims Number Rose up to 40	240
		Left middle	Banks will not end the cooperation with the Ministry of Railways	121
31 <sup>st</sup> July	2	Left middle	Compensation Supplement Is Delivered	310
1 <sup>st</sup> August	9	Left column	Train Signal Appliances Are Corrected	1177
5 <sup>th</sup> August	9	Right top	Hide Danger Should Be Eliminated	1208

9 <sup>th</sup> August	4	Left bottom	Ministry of Railways Responds to Rumors	1116
11 <sup>th</sup> August	4	Left column	Investigation Experts Team Was Formed	96 & image
	13	Head	All high-speed trains' speed Will Be Reduced	2067
13 <sup>th</sup> October	4	Bottom	76 Claims Agreements Were Signed	355
29 <sup>th</sup> December	5 full	Head	The State Council Reports the Result	2703
		Middle	Punishment to 54 Persons	2237
		Bottom	Learn from the Accident	933
		Right column	Give People A Responsible Account	2645
	14	Bottom	Development in High-speed Era	251

**Table 8: The Detail of the People's Daily Units in the Stage of Postcrisis**

Secondly, since the crisis ended and the stage of postcrisis is a long period in this case, the coverage in both media showed less prominence than in the crisis stage. The line diagram shows the amount of the units on Sina Weibo during the period of postcrisis (see Figure 9). At the beginning of this stage, the coverage of this event on Sina Weibo is still active. On the 27<sup>th</sup> of September another severe subway accident which occurred in Shanghai revitalized the discussion about the Wenzhou Train Collision. From the 1<sup>st</sup> of October, the coverage of the emergency faded until the end of the stage. On the last two days of the postcrisis stage, the coverage raised to more than 130,000 units of messages due to the announcement of the results of the official investigation of the accident. At the same time, the articles in the People's Daily were markedly fewer. In table 8, it is indicated that there was no coverage from the 12<sup>th</sup> of August to the 12<sup>th</sup> of October, and from the 14<sup>th</sup> of October to the 28<sup>th</sup> of December. On the last day of this stage, Page 5 of the People's Daily was full of news about the results of the investigation.



**Figure 9: The Units of Sina Weibo in the Stage of Postcrisis**

Last, the sources of the news information on Sina Weibo were mostly from the websites of various traditional mass media, and users reposted the news. While the news sources of the People’s Daily were all professional journalists of the official newspaper.

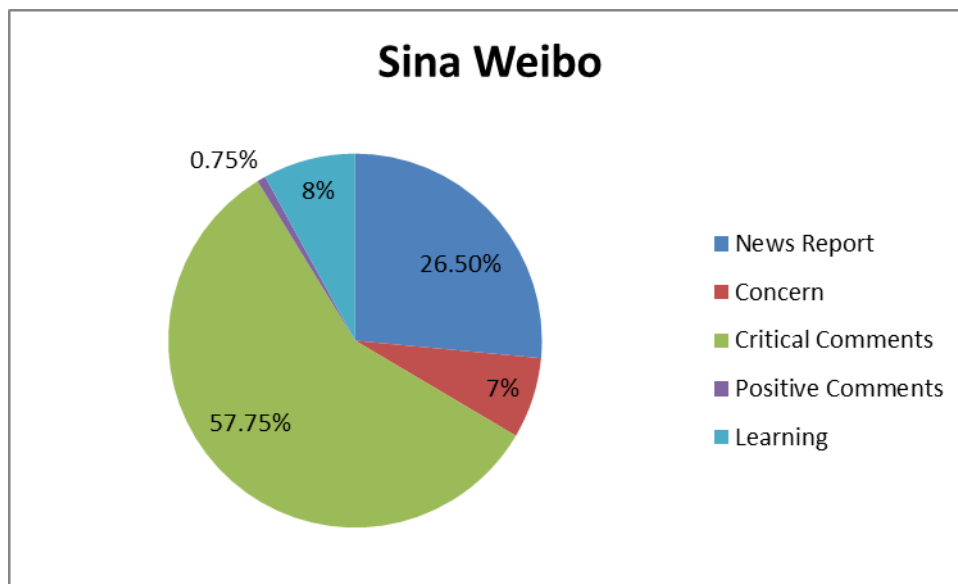
### 5.3.2 Valence

The distinctions of the content and attitudes between the two media are showed in table 9. The type of the information was divided into six categories: besides the same four types of the crisis stage *news report*, *concern*, *critical comments*, and *positive comments*, there is an important and exclusive type in the postcrisis stage – *learning*. *News report* includes the information of the development of the accident, the recovery of the injured people and the railways, the evidence of the accident, the investigation results and other facts. *Concern* is label chosen to represent people’s sympathy and blessing to the victims and the last survivor – a two-year old orphan girl. *Critical comments* contain criticism, distrust, query, satire, rage and so on. Positive comments refer to praise, eulogy and other positive standpoints. *Learning* includes deliberation, introspection and learning. In these types, *news report* and *learning* could be regarded as “neutral” and *critical comments* and *positive comments* could be labeled as “negative” and “positive” respectively.

Category	Units of Sina Weibo		Units of the People's Daily	
	Amount	Proportion	Amount	Proportion
<b>News Report</b>	106	26.5%	11	73.33%
<b>Concern</b>	28	7%	0	0%
<b>Critical Comments</b>	231	57.75%	0	0%
<b>Positive Comments</b>	3	0.75%	0	0%
<b>Learning</b>	32	8%	4	26.67%
<b>Total</b>	400	100%	15	100%

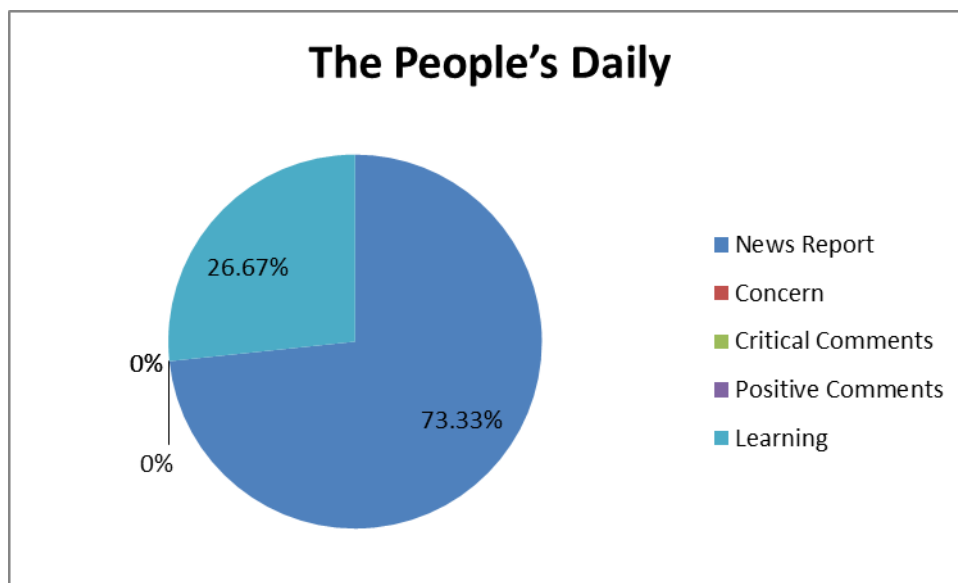
**Table 9: Comparison between the Two Media on the Stage of Postcrisis**

In the sample of 400 units from Sina Weibo in the postcrisis stage, 106 units report the event, 28 units show concern, 231 units are critical comments, 3 units are positive comments, and 32 units present learning. It also can be seen from the pie chart (see Figure 10) that 26.5% of the messages sampled are news posts of the accident, 7% of the messages express people's concern to the victims and injured people, 57.75% are negative comments, 0.75% positive comments, and 8% of the messages stand for learning.



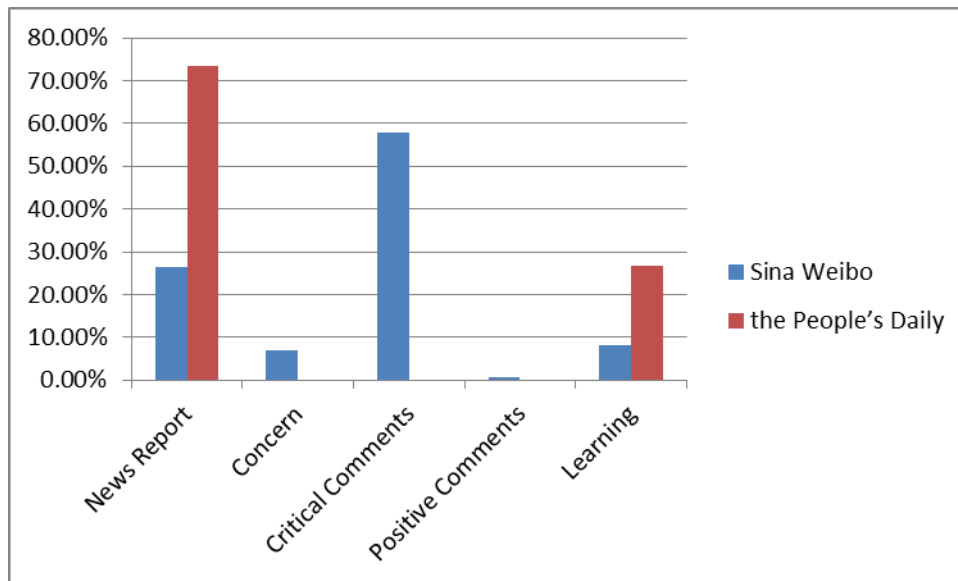
**Figure 10: The Valence of Sina Weibo in the Stage of Postcrisis**

There are only two variables – *news report* and *learning* in the People’s Daily during the postcrisis phase. 11 units report the news related to the issue, 4 units are learning. As the pie chart indicated, 73.33% are news and 26.67% present learning from this emergency. There are no data involved in critical comments, positive comments or concern (see Figure 11). Since news report and learning are both considered “neutral”, the figure states that 100% of the information in the People’s Daily in the postcrisis stage assumed a neutral stance.



**Figure 11: The Valence of the People’s Daily in the Stage of Postcrisis**

The comparative bar chart highlights the differences between the two media regarding the attitude of the coverage in the postcrisis phase. From Figure 12 it can be seen that the tones of coverage in Sina Weibo and the People’s Daily are in stark contrast with each other. Firstly, the units of the People’s Daily are more neutral than the units of Sina Weibo. Furthermore, there are no positive or negative comments to be found. On Sina Weibo instead, the majority of comments present a negative attitude. In addition, the messages on Sina Weibo display concern for the victims and the injured people especially the last survivor from the accident.



**Figure 12: The Comparison between Sina Weibo and the People's Daily on Valence in the Stage of Postcrisis**

### 5.3.3 The Attribution of Responsibility

Similar to the previous results in the stage of crisis, all the negative-toned 211 units of Sina Weibo blame the government and officials to take the responsibility. The users distrusted the investigation conducted by the government and criticized the officials, for example, some users posted ironic messages or images to satirize the government as irresponsible and passing the buck. The official investigation report of the accident released in the People's Daily on the 29<sup>th</sup> of December 2011 announced that the reasons for the accident were the severe defects in the design of control center equipment, lax equipment inspection and failure to adequately respond to equipment malfunction caused by lightning. The report blamed as responsible three main organizations: China Railway Signal & Communications Corporation, Ministry of Railways and Shanghai Railways Bureau. The report also named 54 officials who bear the responsibility for the accident and the botched rescue effort, including two senior officials who had been detained on corruption charges before the accident, and another main senior official who was dead. This result triggered the dissatisfaction and rage on Sina Weibo.

### 5.4 Summary

To sum up, the differences between Sina Weibo and the People's Daily in the coverage of the Wenzhou Train Collision event were explained in three phases. In the precrisis stage, a small amount of messages on Sina Weibo showed warning signs of the accident, while there was no information from the People's Daily. In the phase of crisis, both media reported the disaster with a great deal of information and placed it in a prominent position. However, the content and tones of the two media are fairly different. More than half of the users criticized the government through Sina Weibo, and more than one-fifth were concerned and offered help to the victims and injured people, while the People's Daily's tone was more positive than negative, and presented no information showing the concern to the victims and injured people. In regards to the attribution of responsibility, Sina Weibo users retained that the government and the officials should have been deemed responsible, whereas the report in the People's Daily claimed that the accident was caused by the natural reason and targeted responsibility to a few operators. In the stage of postcrisis, both media reduced the amount of information concerning the accident. However, Sina Weibo users continued to discuss the issue over a long period, even when no journalists from the People's Daily were paying attention to the issue from 12<sup>th</sup> of August to the 28<sup>th</sup> of December. Furthermore, the tones of the content differed between the two media. The messages on Sina Weibo were more critical and more sympathetic, whereas the articles in the People's Daily reported the news using a neutral tone and there were no negative comments or expressions of concerns for the injured. For the attribution of responsibility, Sina Weibo users did not deem to trust the investigation report provided by the government and asked the officials to take responsibility. The official investigation report released on the People's Daily targeted the responsibility to China Railway Signal & Communications Corporation, Ministry of Railways and Shanghai Railways Bureau, and held 54 officials as liable to the accident, including three main ex-officials who had been detained on corruption charges before the accident.

## 6. Discussion

The previous chapter interpreted the differences of two media in the coverage of an emergency issue which is the first research question of this study, then the second research question *Compared with the People's Daily, what are the distinctive features of Sina Weibo regarding the coverage of social emergencies?* will be discussed in this chapter.

### 6.1 Inductive Discussion

The People's Daily has been the mainstream media and the representative of the authority of Chinese government for a long time before the invention of the Internet, especially on the propaganda of important events. However, owing to the proliferation of the new media such as Sina Weibo, more and more people use the relatively new communication platform to receive and share information when emergencies occur. Compared with the People's Daily from the statistics above, it can be shown inductively that Sina Weibo has some distinct features from the perspective of communication effects, interaction, social influence, etc. When social emergency issues occur, the features are displayed more saliently in the following aspects.

#### 1) News Values

According to Owen Spencer-Thomas, news values are general guidelines or criteria that determine the worth of a news story and how much prominence it is given by broadcast media (Evans 1972). These values include several primary factors such as impact, timeliness, prominence, proximity, conflict, currency, bizarreness, and human interest. In terms of some of the factors, Sina Weibo owns exclusive features compare to the People's Daily and many other traditional mainstream media in the coverage of social emergencies.

**i) Timeliness.** This means the time and efficiency spent on the information—from the mass media to the audience. This contains two facets. One is that the news spreads from the source to the media quickly and efficiently, and the other is that this

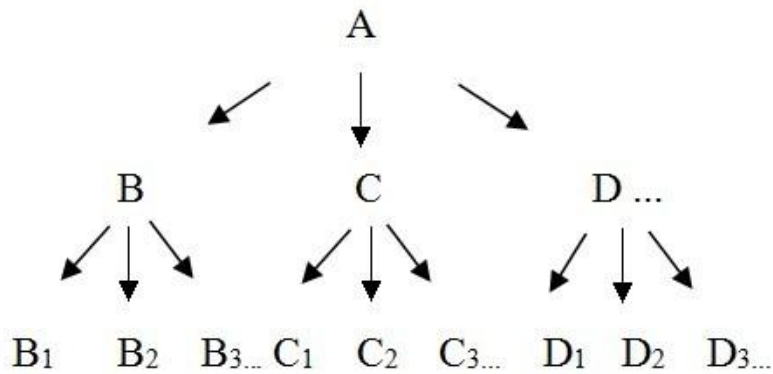
information spreads from the media to the audience quickly.

Generally speaking, the more recent the event, the more newsworthy is it considered. Compared to the People's Daily, Sina Weibo has superiority since the news on it is usually live broadcast. In emergency situations, no matter whether natural disasters or social incidents, information is generally posted by Sina Weibo users that are the experiencers, witnesses, bystanders, or someone else in the event. For instance, in the Wenzhou Train Collision case, the warning signs were posted by the Sina Weibo users in the precrisis stage, and during the crisis, the first information was published four minutes after the disaster by Sina Weibo user *Yuanxiaoyuan* (袁小荒), who was in the train (see Figure 4). *Yuanxiaoyuan* (袁小荒) posted what she saw and felt during the accident, which was the latest news and without much time and manpower investment, as with the mainstream media. In the People's Daily, the first news reported this accident was on the second day, 24<sup>th</sup> of July, 2011.

The other aspect involves how information is spread, or, in other words, the communication mode. Obviously, Sina Weibo, as a new medium, has been changing the transformation and communication of information during social emergencies, and this new communication model has altered the mode of receiving information by the public.

The systems of Sina Weibo provide a lightweight, easy form of communication that enables users to broadcast and share information about their current activities, thoughts, opinions and status very fast, which is an irreplaceable advantage, especially in social emergencies, because “it lowers user's requirement of time and thought investment for content generation” and “fulfills a need for a faster mode of communication” (Java et al. 2007).

The most important reason for the fast dissemination is that the model of information communication of Sina Weibo is a “fission mode” which makes the incidents spread more widely and effectively. From all three cases, we can see that the news of the emergencies were spread very broadly in a short time. That is the result of the diffusion mode (see Figure 13).



**Figure 13: Information Communication Model on Sina Weibo**

However, an increasing number of media including the People’s Daily (see Figure 14) have opened official accounts on Sina Weibo and have achieved confirmation so that they can spread emergency news faster than the traditional broadcasting method. The official account of the People’s Daily keeps updating the news on Sina Weibo by their journalists, spreading the news about the emergency to the public online, which is much faster than the newspaper, and also could compensate for the deficiency of formal newspaper publication during the public holidays.



**Figure 14: The Official Account of People’s Daily on Sina Weibo**

Therefore, Sina Weibo has become an increasingly important resource for social

emergencies in light of its superiority of timeliness. On the one hand, Sina Weibo is advanced from the timeliness perspective, which gives the People's Daily a big challenge; on the other hand, Sina Weibo also provides a new communication mode with which the People's Daily can enhance its efficiency.

**ii) Proximity.** This refers to the geographical or emotional closeness of events to the audience and helps them relate to the situation on a more personal level. Geographically, the closer the media reach to the incident site, the heavier the reportage and the greater the newsworthiness. Since emergencies always have a huge influence on the society, Sina Weibo helps to create proximity within the national range by showing the most important news on "Hot Top Topics" on users' homepages. However, sometimes the People's Daily neglects the news value of proximity. For instance, the news of the Wenzhou Train Collision was widespread on Sina Weibo and attracted national attention on 23<sup>rd</sup> of July, while the People's Daily did not give this news high priority on the front page. On the 24<sup>th</sup> of July, only a small piece of news briefly stated the accident with 557 words appeared at the bottom corner of Page 2 in the People's Daily, and on Page 3, a piece of detailed news of the mass killing in Norway occupied more than half page at the top. The Norway mass murder and Wenzhou Train Collision were both important news emergency, but geographically the Chinese people consider the train crash more important rather than an emergency in a far-away Nordic country, according to a proximity-based evaluation. Those actions from the People's Daily caused strong dissatisfaction on the part of some people, especially media persons. As Sina Weibo user *Yitian* (易天) posted, some mainstream media disappointed the audience.

Emotionally, in emergencies, the direct-information receivers on Sina Weibo are not only the relatives or friends of the information publisher, but also the great number of followers. Those people feel close to an emergency because someone they know or they like is in the circumstance, or they have the same feeling or experience and thus will pay more attention to the emergency and collect more information from other Sina Weibo users or using other approaches. For example, many Sina Weibo users stayed awake for the whole night to pay attention to the news of the Wenzhou train crash on Sina Weibo and transmitted information to help find relatives of the victims.

**iii) Conflict.** Controversy or conflict between two or more parties is newsworthy. It may include a war, a political conflict during an election, or a contention of opinion. In social emergencies, the underlying causes of disagreement between two different classes in a society are exposed and attract a larger audience to invest in the news. For instance, during the crisis, officials responded to the accident by hastily concluding rescue operations and ordering the burial of the derailed cars. These actions elicited strong criticism from the online community. Sina Weibo user *Ye Kefei* (叶克飞) said,

“Could you wait for the relatives of victims to identify their belongings rather than arbitrarily bury them? There may be clothes which they bought when they went shopping together, and text messages, photos or videos memorizing happy time they spent together... Or even some of them might have recorded their last words before they died. You cannot guarantee our security, but can you give the victims a little dignity?” (Sina News 2011) (The original message on Sina Weibo was deleted).

Although the government issued directives to restrict media coverage, it did not stop the discussion from Sina Weibo users. However, in order to retain social stability, the conflicts which were considered sensitive issues and might lead to social instability were invariably concealed by the People’s Daily.

Nevertheless, some social emergencies could not be concealed due to the influence of Sina Weibo; hence, the People’s Daily have to publish the conflicts but in a different way, attempting to hide the potential and deep-seated social contradictions. For instance, on the 29<sup>th</sup> of July, the People’s Daily published an article to respond to the negative information spread online that officials declared the rescue finished on 24<sup>th</sup> of July when the last survivor had not been rescued. The article claims that nobody declared the end of rescue, and the life detection instrument could not work well due to the complicated mess, but they still searched carefully and finally rescued the last survivor. The actions which the People’s Daily took aimed to cover the conflicts and to hide the truth of the events from the public.

In terms of news value on the perspective of conflicts, Sina Weibo has a unique feature because the People's Daily and many other mainstream media tend to conceal social conflicts while Sina Weibo is inclined to reveal them. Thus, the audience receives more information which discloses the social conflicts and contradictions on Sina Weibo, and they do not want to believe the People's Daily, which always broadcast positive issues covering the truth in reality.

**iv) Prominence.** A piece of news is deemed having more value if the news features well-know people. In emergencies, the responses or attitude of celebrities are important since they have more influence than obscure people. Sina Weibo has a great number of celebrity users. In social emergencies, the information they post shows their own opinions about or attitudes toward the events at any time directly from themselves rather than through traditional media at a fixed time. Thus, the information with more news value shown on Sina Weibo attracts more people to follow and transmit it more broadly. This is also one of the reasons that makes Sina Weibo successful with most users of Chinese Weibo. For example, many celebrities indicated on Sina Weibo their sympathy with the victims in the Wenzhou Train Collision and some of them wanted to offer help to the survivals. Hao Haidong, an ex-football star in China, posted on Sina Weibo that he would like to adopt the last survivor—a two years old girl named Yiyi (see Figure 15).



郝海东: reply to @ frank 家的猪猪: I discussed with my wife and she

**totally agreed that we adopt her. We truly want to help her. Tell me your contact information. I promise in front of national football fans that I am serious! // @ frank 家的猪猪: If you really want to help, I have the contact information of Yiyi's uncle and aunt. I am a colleague of Yiyi's mother. It was me telling this grievous news to her family yesterday.**

**The death toll of the train collision has been raised to 38. A girl named Yiyi was miraculously rescued but she lost her parents. Many people mourned for Yiyi's father on his webpage of Sina Weibo and found he was a football fan and followed the famous ex-football star Hao Haidong.**

**2011-07-25 17:00**

**Repost (4217) Comments (4152)**

**Figure 15: An Ex-Football Star in China Claimed on Sina Weibo that He Would Like to Help the Last Survivor of the Wenzhou Train Collision**

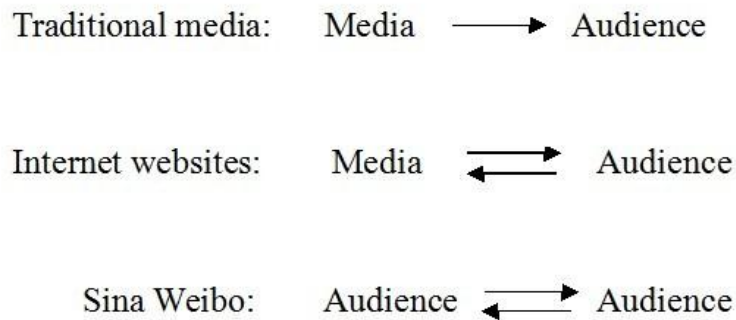
<http://www.weibo.com/1905077071/xgoTs2aVL>

This message on Sina Weibo illuminated the attitude of a celebrity regarding the emergency, and more information updated by other celebrities showing their points of view all have more news value. At the meanwhile, this information may not be shown on the People's Daily at anytime or anywhere due to various condition limitations.

## **2) Interaction**

Interaction can be one of the most significant distinctions between Sina Weibo and the People's Daily and many other mainstream media. The People's Daily provides a linear model of communication established by Claude Elwood Shannon and Warren Weaver for Bell Laboratories in 1949 (Shannon and Weaver 1949). It is simply a one-way process model: "media → audience". In this model, the sender (media) broadcasts a message to the receiver (audience). For example, people read the newspaper, and thus communication and understanding occurs. Afterwards, the model of communication is developed into an interactive one via the Internet, for example

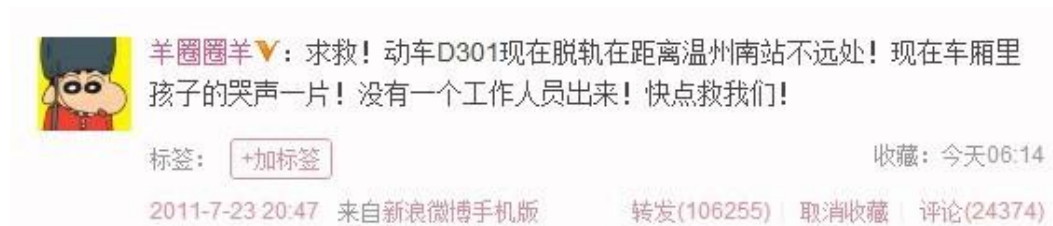
with online discussion forums or blogging, which allow feedback to be transposed over the linear communication model. Now on Sina Weibo, the feedback is shown instantly, not only between the media and users, but also among users (see Figure 16).



**Figure 16: The Development of the Interactive Communication Model**

As illustrated above, the linear communication way of the People’s Daily (traditional mass media) does not include or includes very limited feedback from the audience during the information diffusion, while in the Weibo era intensive interaction between Weibo and the audience is included. The number of followers manifests the potential interaction between the users, and the number of reposts or comments below the piece on Sina Weibo indicates the liveness of the interaction to a certain event.

Focusing on social emergencies, one picture or a piece of news posted on Sina Weibo may receive a huge amount of feedback immediately by comments or reposting the information, and the results in changing the emergency. For instance, the first piece of Sina Weibo news seeking help during the Wenzhou Train Collision incident was sent by a passenger that was also a Sina Weibo user named *Yangjuanquanyang* (羊圈圈羊) on 20:47, 23<sup>rd</sup> of July, 2011 (see Figure 17).



**羊圈圈羊: Help! D301 derailed not far from Wenzhou south station. Now there is full of children's cry. Nobody come to rescue us. Please help!**

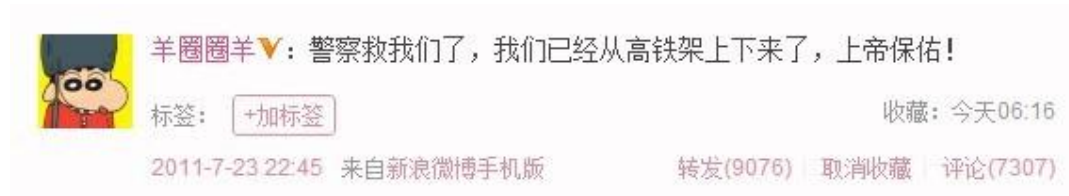
**2011-07-23 20:47**

**Repost (106255) Comments (24374)**

**Figure 17: The First Massage on Sina Weibo Seeking for Help**

<http://www.weibo.com/1736782135/xg7wy9IjJ>

This information was reposted more than 100,000 times and affected not only through the Internet but also the real world. Two hours later, *yangjuanquanyang* (羊圈圈羊) posted another message declaring that she was rescued (see Figure 18).



**羊圈圈羊: Policemen came to rescue us. We are out of the train now. God bless!**

**2011-07-23 22:45**

**Repost (9076) Comments (7307)**

**Figure 18: The Sina Weibo User Posted A Message Claiming that She Was Rescued**

<http://www.weibo.com/1736782135/xg8irxsHw>

Additionally, Sina Weibo users spread the name list of victims to help look for their relatives and friends; people at a distance presented their concern for the survivors by comments with sympathy and prayer; many local people offered help and support by reaching the accident site, offering rescue spontaneously, etc. Those were instantaneous reactions to the information referring to this accident on Sina Weibo, which had a great influence on this emergency.

Being more interactive than the People's Daily, Sina Weibo provides a relatively free

and technological platform for *anyone* to express his or her opinion and communicate it to others at *anytime* and *anywhere*, which consequently changes the emergencies in different ways. On the one hand, the interactions may alleviate some emergencies, such as saving lives without delay or obtaining concern and help from the whole society; on the other hand, it may exacerbate some events with serious damage by spreading rumors or false information. As users of Sina Weibo, people not only rely on the information from the People's Daily or other mainstream media, but they also participate in and interact with the emergencies. Although there is strict censorship in China, Sina Weibo users achieve subjective interaction and eventually alter some emergencies.

### **3) Gatekeeping**

Gatekeeping is one of the essential theories in communication studies and was instituted by social psychologist Kurt Lewin. It is the process through which information is filtered before being published, and unwanted, sensitive, or controversial information is blocked or removed by the gatekeeper to “control our access to news, information, and entertainment” (Wilson and Wilson 2001, 14). As in China, the censorship of the mass media would be a good example of the gatekeeping theory.

News censorship in China can never be ignored since it plays a vital role in the mass media communication. It is the official suppression of unacceptable information whose subjects include, for example, the Tiananmen Square protests of 1989, corruption, gossip, disparity of wealth, food safety, pornography, etc.

In the People's Daily, generally journalists, editors and news directors as the gatekeeper examine the news information, and something covered in the censored subjects will be prevented from being transmitted to the public, even if they are emergencies. As mentioned previously, due to the emergence of Sina Weibo, the traditional mass media are not the only news resource, and Sina Weibo users do not receive information passively only from the traditional media; instead, they may directly generate or participate in the emergencies avoiding the gatekeeper.

Furthermore, some emergencies have already been “hot” topics and have been discussed in a lively way on Sina Weibo before the publishing of the People’s Daily, and sometimes the People’s Daily has to publish the news merely because they are not able to use gatekeeping to block the news to the public (the example was interpreted on the aspect of conflicts). In this situation, gatekeeping is not as effective as it was in the People’s Daily.

As a matter of fact, censorship in China is not only applied to the mainstream media, but also covers the Internet. Sina Weibo is no exception. Sina Corporation controls the information in its service to cooperate with Internet censorship in China. Posts are under surveillance and some sensitive topics with blacklisted key words on Sina Weibo will be deleted after manual checking.

However, compared to the People’s Daily which is the mouthpiece of the CPC, Sina Weibo services are considered freer (Ramzy 2011). After the Wenzhou Train Collision, for example, the People’s Daily emphasized the difficult rescue operation and elaborate investigation commanded by the government, and any words that may damage the Chinese government’s image would be blocked by the gatekeeper; on Sina Weibo, however, in spite of the censorship, suspicion, dissatisfaction, and criticism against governmental corruption were posted and transmitted widely. Therefore, we could say that compared to the mainstream media, Sina Weibo is a new cultural phenomenon with the spirit of relative freedom.

Nevertheless, this relative freedom also promotes the spread of verbal violence, rumors or inauthentic information. Most information posted on Sina Weibo is not verified; thus rumors and some cynical comments may deteriorate the development of emergencies or make the consequences more complicated.

#### **4) Agenda-setting**

In gatekeeping theory, information has to pass through a series of checkpoints before it arrives to the public, and after this procedure comes agenda-setting. According to the agenda-setting theory formally established by Dr. Max McCombs and Dr. Donald Shaw, the mass media may set the agenda of society and influence public opinion by

emphasizing certain issues. Thus, “readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position” (McCombs and Shaw 1972, 176).

Obviously, the decisions which news need to emphasize are determined by the mass media according to their value and benefits. Therefore, the news agenda received passively by the public is not a “mirror” of the reality but a result of the reprocessing by the mass media. In China, guiding public opinion with a clear-cut stand is one of the basic principles of the People’s Daily. However, the agenda-setting function is not a privilege in the new media era. The People’s Daily is losing the authority to lead public opinion in emergencies in terms of two levels: the order of the salience and the content organization.

First of all, the importance of some emergencies is not determined or arranged by the media but the audience themselves. According to McCombs, the mass media influence the salience of topics in the public agenda—the more salient the news issue is, in terms of the prominence of coverage and frequency, the more important the issue will be regarded, as can be seen in the following statement on the People’s Daily:

"The agenda of a news organization is found in its pattern of coverage on public issues over some period of time, a week, a month, an entire year. Over this period of time, whatever it might be, a few issues are emphasized, some receive light coverage, and many are seldom or never mentioned" (McCombs 2003, 2).

However, on the basis of the manner of communication of Sina Weibo, some news information or emergencies is spread broadly, quickly, and spontaneously, and the most important news which emerges on the “Top 10 Topics within One Hour/One Day/One Week” in the right column of the Sina Weibo homepage is calculated by the frequency of the discussions by Sina Weibo users. For instance, the Wenzhou Train Collision case was on the “Top 10 Topics” for several weeks during the period, while in the People’s Daily, the same issue had been published on Page 9 for one week, and then the page was filled by other news.

The first level of agenda-setting identifies the common issues that are most important—telling people “what to think about”—and it then develops into the second level, which determines how the agenda of attributes affects public opinion (McCombs and Evatt 1995); that is, telling people “how to think”. “At the second level of agenda-setting, the salience of affective attributes, intertwined with the public’s cognitive pictures of these leaders, represents the convergence of attribute agenda-setting with opinion formation and change” (McCombs 2004, 133). More precisely, the second level of agenda-setting of the People’s Daily influences public opinion in terms of content; i.e. what parts of the issues are important. Since the People’s Daily is directly controlled by the government and thus have a clear-cut stand, people receive only one viewpoint from them, even in social emergencies. In the coverage of the emergency news about the Wenzhou Train Collision, what the People’s Daily reported most and emphasized was the following: a) the leaders of the country considered this accident important, and some leaders arrived at the accident scene to command the rescue process; b) following the command from the leaders, the police and some local citizens put great effort into the rescue; c) compensation was made to the relatives of the victims; d) some touching stories during and after the accident were told, etc. For example, in the People’s Daily on 29th of July 2011, a picture of the Premier Wen visiting the two years old girl who was the last survivor from the accident in the hospital occupies the most important place of the front page, and three-fourth news reports on the front page are related to Premier Wen, such as the full text of his speech and the transcript of his answers to reporters' request. While at that time, a great deal of Sina Weibo users reposted the pictures of burying the derailed train cars and was blaming the officials and government. The two media emphasized different parts of the news, and the prominence of different parts in Sina Weibo is not set by the People’s Daily or any other mainstream mass media, but set by the users.

The example also clearly explained that, Sina Weibo users tend not to believe the information from the People’s Daily. They set their own agenda through the information they choose to receive by “following others”. Sina Weibo users follow others, inspect all of the information from them, and then they analyze different points of view in their mind and decide which news is most important and what is the truth according to their own agenda. On Sina Weibo people may find the answers by

sharing the information from the “human flesh search” (in Chinese “人肉搜索”, which is a primarily Chinese internet phenomenon and through this way people use Internet such as forums and some social network websites to “hunt down and punish people who have attracted their wrath” (Downey 2010). The system is “crowd-sourced detective work, pursued online – with offline results” (ibid.) and “the goal is to get the targets of a search fired from their jobs, shamed in front of their neighbors, run out of town” (ibid.) but never in the People’s Daily because most of the information from the “human flesh search” are negative which would be censored by the gatekeepers in the People’s Daily. In social emergencies, people hear many more voices from different angles or facets from Sina Weibo, shared by other users rather than the one voice from the People’s Daily.

To sum up, Sina Weibo users could decide what information and what part of the information is the most important by reposting the information and communicating it to others. Since the information is diffused in the “fission mode” it makes the most-discussed issues appear on the list of “Top Ten Topics” on every user’s homepage. This distinguishing function of Sina Weibo is weakening the effect of agenda-setting in the People’s Daily and other traditional mainstream mass media.

## **5) Authenticity**

Authenticity is the essence of a piece of news, including macro and micro authenticity. In the macro aspect, the whole issue needs to be objective as fact, while in the micro aspect, the details and procedures of the news should be authentic. In emergencies, Sina Weibo users are “citizen journalists” posting information unprofessionally, but some of this information represent the truth from different angles or perspectives, with pictures showing the real situation in detail; on the other hand, the People’s Daily emphasizes the authenticity of the whole event and sometimes ignore some parts of the news according to the gatekeeping and agenda-setting function. For instance, when people were in a rage about the burial of the derailed train cars on Sina Weibo, the news on the People’s Daily reported the news such as “Rescue Is the Most Important” which emphasizes the efforts of the government, instead of reporting the outrage and suspicion of the public. As the data showed above, the People’s Daily

usually publishes positive news and omit the negative parts, which decreases the authenticity of the news, and owing to the huge amount of information posted on Sina Weibo, people could obtain more information from different angles.

However, since Sina Weibo is an open platform and every user is allowed to publish, as seen in the collected data, information posted on Sina Weibo is comprised of the subjective opinions of the users, while in the People's Daily, the information needs to be verified seriously before being published, and any false or uncertain information will not be announced to the public. From the perspective of authenticity, the People's Daily possesses the public's trust, and sometimes Sina Weibo has a limited impact on this perspective because it allows anyone to post any opinion, which may include rumors, false information, and cynical or violent speech.

## **6.2 Summary and Proposals**

Previous studies on this subject mainly focused on the features of Sina Weibo, and most of the research in China has claimed that Sina Weibo has challenged mainstream media in broadcasting emergency news due to the advantages of Sina Weibo in such areas as timeliness, interaction, communication mode, news sources, etc. Those studies suggest that Sina Weibo has become the main source for various news, and it posts news much faster, more broadly, and has much more intensive interaction among the users than the mainstream media. However, in this study, in addition to the perspective of features, some more profound perspectives such as gatekeeping and agenda-setting effects were analyzed to explore the distinct features of Sina Weibo in the coverage of social emergencies, and three principal findings were gained below.

1) Due to timeliness, which includes efficient broadcasting and fast dissemination, the controller at Sina Weibo could not censor all of the messages and news sources. Thus a great deal of information pass the gate without a gatekeeper. In the People's Daily, different gatekeepers supervise many gates and a piece of news needs to pass all of the gates to the public. However, in terms of previous experience in dealing with emergencies, the government would have blocked the news and would never have let it reach the public. Therefore, from this angle, timeliness also helps to avoid gatekeeping on Sina Weibo, and Sina Weibo challenges the authority of the People's

Daily in posting social emergency news directly.

2) Efficient interaction has enabled Sina Weibo to collect public power, as well as common public opinion from moral and emotional perspectives. During an emergency, the People's Daily guided the public opinion by one voice without interaction with audiences. On the contrary, Sina Weibo promotes users to communicate. During the Wenzhou Train Collision case, from the statistic data above, a large proportion of Sina Weibo users posted message to expose the mistakes and to criticize and heckle the government and officials; there were also a great number of users showing their sympathy and offering help through Sina Weibo. Therefore, through interaction among the users, the agglomerate power on Sina Weibo can influence the society.

3) Comparing the content published by Sina Weibo and the People's Daily, the different angles and standpoints enabled differences in agenda-setting. The People's Daily placed positive news or positive perspectives of the news in an important position and broadcasted them more often, while there was all kinds of information widely broadcast on Sina Weibo, including positive and negative news, and most of it was negative.

According to McCombs and some other researchers, the agenda-setting process contains two levels: "The first level of agenda setting is, of course, the transmission of object salience. The second level of agenda setting is the transmission of attribute salience" (McCombs et al. 1998, 704).

The first level is setting the prominence of the news. The issues widely discussed on Sina Weibo attracted attention owing to the issues themselves, and their importance was set by the number of people that followed them, while the salience of an issue in the People's Daily was set by a few people that worked for the government. In other words, people could decide and realize which issues were of special concern on their own homepage on Sina Weibo, while they only passively received the news, including the importance of the news in the People's Daily. This difference enabled the prominence of emergencies on Sina Weibo more reliable.

The second level is setting the discourse in order to influence the audience in “what to think” about the issues. In terms of Chinese political circumstances, the People’s Daily publishes the most positive news or the positive aspects of social emergencies. The coverage of the train collision disaster in the People’s Daily intended to avoid leading to negative public opinion. However, some Sina Weibo users posted photos of the accident spot from different angles, such as the fact that the train cars were buried without full rescue, which aroused wide public rage and suspicion. Due to the huge number of Sina Weibo users, any details of an important issue will be published. This difference enables the public reach the truth on Sina Weibo; that is, Sina Weibo challenges the People’s Daily in reporting comprehensively.

Owing to having the features of timeliness and a wide range of information channels, Sina Weibo has become an increasingly important news source in social emergencies. More news value, intensive interaction among users, the lack of a gatekeeper, and spontaneous agenda-setting also grant Sina Weibo some advantages in advocating equality and initiative, and encouraging innovation and individuality. Therefore Sina Weibo has achieved popularity among Chinese Internet users and has challenged the People’s Daily and other traditional mainstream media. On the other hand, the “fission mode” of information transmission also led to that false information or rumors on Sina Weibo spread even more widely and more rapidly than other information, which endangered the communication effect and news development. From this perspective, a piece of news has to be verified before being spread through the People’s Daily, which could stop inauthentic information from spreading and further avoid more damage during emergencies. In addition, 140 Chinese characters in one piece of message on Sina Weibo can only deliver limited information, while some long editorials and thorough analytical articles in the People’s Daily could achieve a greater degree of depth of the news.

Therefore, media convergence of Sina Weibo and the People’s Daily complies with the trends of media development. Nowadays, more and more mainstream media combine with Sina Weibo by opening official accounts and broadcasting news through Sina Weibo. According to the Sina Weibo website, in the middle of August 2011, 4,688 traditional mass media had opened official accounts on Sina Weibo, including 531 newspapers (including the People’s Daily), 1,265 magazines, 869 radio

stations and radio programmes, 2,017 TV channels and TV programmes, and 6 news agencies (Chen 2011). Although censorship and agenda-setting still exist, this media convergence, which integrates the advantages of Sina Weibo and the People's Daily, will change the media development in China in the following perspectives.

1) The People's Daily obtains news about emergencies from Sina Weibo.

As citizen journalists, some Sina Weibo users often become the first reporters of some emergencies, especially some catastrophic events such as the Wenzhou Train Collision and the Shenyang skyscraper fire. In consideration of timeliness, the People's Daily can obtain news resource of emergencies from Sina Weibo.

2) The People's Daily issues authoritative news through Sina Weibo.

One of the most important tasks of the People's Daily is to verify the news when it first obtains the information. After authentication, the People's Daily publishes the news in its official accounts on Sina Weibo and keeps updating the latest news information, which could compensate for the deficiencies of propagation velocity and news coverage. As a matter of fact, due to their higher authority, the official account of the People's Daily have a large number of followers, and once released, the news of emergencies are clicked and reposted at a high rate (Meng 2011). The People's Daily publishes emergencies by maintaining superiority of authentication and by adopting the advantage of timeliness of Sina Weibo.

3) The People's Daily interacts with the audience through Sina Weibo.

The communication format between the People's Daily and its audience is usually one-way, which tends not to satisfy the audience in modern society. Through two-way interactive communication on Sina Weibo, the People's Daily can receive feedback from the audience at any time and improve the communication effect. The People's Daily could utilize the platform of Sina Weibo to communicate with the audience simultaneously during the social emergencies.

4) The People's Daily reaches depth of news coverage of emergencies.

Although the People's Daily is inferior to Sina Weibo in terms of timeliness, they can surpass it in reporting news in depth, including researching, interviewing, commentary, etc. People are not satisfied with some information described on in 140 characters and only with a few pictures when an emergency occurs—they need to know more details and the cause and effect of the event. In terms of media convergence, the People's Daily posts related article links in their official accounts on Sina Weibo, leading the audience to review the context and to analyze the progress of the emergencies.

The convergence of the People's Daily and Sina Weibo is the trend of media development in China today. Sina Weibo and the People's Daily can make their respective advantages complementary to each other, and exert a profound influence on social emergencies.

## 7. Conclusion

### 7.1 Conclusion

The proliferation of Sina Weibo has enhanced the research on the phenomenon of microblogging from various perspectives under the particular social, political, and cultural environment in China. This thesis researched on the field of crisis communication, and conducted comparative analysis between Sina Weibo and the People's Daily on the case of Wenzhou Train Collision which occurred in 2011.

Applying the content analysis, this study answered the first research question: *What are the differences between Sina Weibo and the People's Daily in reporting emergencies before, during and after the "Wenzhou Train Collision" disaster?*

According to the crisis communication, the comparison between Sina Weibo and the People's Daily in the coverage of the Wenzhou Train Collision event were conducted in three phases: precrisis, crisis and postcrisis. In the precrisis stage, a limited number of messages on Sina Weibo sounded warning signs of the accident, while there was no information from the People's Daily. In the phase of crisis, a huge amount of information about the disaster were published on both media and placed in a significant position. However, the content and tones of the two media are fairly different. More than half of the users criticized the government through Sina Weibo, and more than one-fifth were concerned and offered help to the victims and injured people, while the People's Daily reported more positive articles than negative ones and presented no information showing the concern to the victims and injured. Among the critical messages on Sina Weibo, the responsibility of this accident was deemed to be undertaken by the government and the officials, whereas the report in the People's Daily accounted that the accident was caused by the natural reason and targeted responsibility to a few operators who breached of duty. In the stage of postcrisis, the amount of information concerning the accident on both media decreased. However, Sina Weibo users continued to discuss the issue over a long period, while there were only a few articles regarding this issue in the People's Daily. Next, the tones of the messages on Sina Weibo were more critical and more sympathetic, whereas the

articles in the People's Daily used a neutral tone and there were no negative comments or expressions of concerns for the victims and injured. Furthermore, the official investigation report released on the People's Daily targeted the responsibility to China Railway Signal & Communications Corporation, Ministry of Railways and Shanghai Railways Bureau, and held 54 officials as liable to the accident, including two main senior ex-officials who had been detained on corruption charges before the accident and one dead official. Sina Weibo users' attitude was skeptical about the investigation report provided by the government. They used ironic tone to satirize the government and deemed that the officials should take more responsibility. In addition, in all the three stages of the emergency, the sources of the news on Sina Weibo were the users, whilst the articles published on the People's Daily were all from the professional journalists who working for the official newspaper.

After the comparison between the two media in three crisis stages, it leads the thesis to the second research question, which is *Compare to the People's Daily, what are the distinctive features of Sina Weibo regarding the coverage of social emergencies?*

First, the comparison of Sina Weibo and the People's Daily in broadcasting emergency news was mainly divided into three aspects. In the first place, the features of these two types of media are different, and thus the communication effect of Sina Weibo has advantages over the People's Daily. As explained above, one of the most important attributes of Sina Weibo is "3A"—that *anyone* can participate in this new communication media *anywhere* at *anytime*. Thus, Sina Weibo has superiority in terms of the timeliness of both news broadcasting and diffusion of the news, especially in the coverage of emergency issues; regarding other news values, such as proximity, conflict, prominence, and the feature of efficient interaction, Sina Weibo also attracts a larger audience than the People's Daily.

In the second place, the media censorship on Sina Weibo is not as strict as in the People's Daily, which allows for the dissemination of a huge amount of information that may influence the development of the emergencies. According to McNelly, the gatekeeping process begins with the reporters, because they are the "source" of the news and they should be regarded as the first of multiple gatekeepers between a potential news event and ultimate publication (McNelly 1959). Sina Weibo users

sometimes are the exact “source” of social emergencies; thus they post information without a gatekeeper, while in the People’s Daily, many layers of gatekeepers, such as reporters, editors, directors, and eventually the government, decide whether a piece of news should be broadcast to public or not. Therefore, Sina Weibo poses a great challenge to the People’s Daily due to the particular political context in China, although the supervision of the Chinese government exists in Sina Weibo as well.

Last, the users of Sina Weibo set the agenda by themselves, while the agenda of the People’s Daily in the coverage of social issues is set by the government. After the news passing the gate in the gatekeeping process, the prominence of the news is affected by the agenda-setting process. According to previous researchers, the agenda-setting process contains two levels. The first level is to tell people “what to think about” (Cohen 1963), and the second level of agenda setting is to tell the audience “what to think” or “how to think about [it]” (Balmas and Sheafer 2010).

During the first level, people discuss some social “hot” topics on Sina Weibo and the statistics show the most popular events on the user’s homepage. In this way, Sina Weibo users set their own agenda regarding the salience of various issues. In addition, users can set their own agenda by following other users; thus a personal agenda is set by the users themselves. In contrast to Sina Weibo, the audience of the People’s Daily has to follow the agenda set by them, which is eventually determined by the government. The information which were against the government, were not placed in a prominent position in the coverage of the emergency news in the People’s Daily. Those agenda were set by the principals of the mainstream media and eventually were attributed to the government.

The second level of agenda setting is to guide people in how to think about social emergency issues. A piece of news can become an emergency via Sina Weibo, followed by a variety of opinions from the users. In this way, there are few agenda-setting effects of Sina Weibo—as a medium—in guiding the audience in what to think because every user can have his or her own opinion, or they follow their opinion leader. On the other hand, the People’s Daily in China played the role of opinion leader until the emergence of the new media, and thus the People’s Daily always guided the audience’s thinking about social issues, especially when there are conflicts.

From the analysis of the case, since in the first level the People's Daily mainstream media failed to determine the importance of social emergencies, at the second level the People's Daily took the advantage of authority intending to lead public opinion.

Apparently, Sina Weibo is different from the People's Daily in the coverage of social emergency issues mainly in the three aspects of features, gatekeeping, and agenda-setting effects. In the current society in China, Sina Weibo, as the representative of the new media, to a large extent has changed the pattern of media coverage of the People's Daily and even the traditional mass media, which could be a challenge to the People's Daily or an opportunity for evolution.

Since many advantages are distinctly recognized by the public, Sina Weibo has achieved popularity among a huge number of users. From Sina Weibo, users could receive different voices rather than one voice from the People's Daily in coverage of social emergency issues. However, the defects of Sina Weibo cannot be ignored. The communication mode of Sina Weibo has caused negative information spread in a "fission mode". This negative information includes false information, rumours, violent speech, etc., which may be spread more widely and more quickly than other information. This disadvantage would cause the social emergencies to deteriorate and cause more damage. In addition, a message on Sina Weibo only delivers limited information and the discourse lacks standardization. Therefore, the convergence of Sina Weibo and the People's Daily and many other mainstream media is complying with the trends of media development, and they can integrate with each other in the aspects of obtaining news resources, issuing authoritative news, and effective interaction and deep critiques, to exert a profound influence on the coverage of social emergencies.

## **7.2 Limitations and Further Research**

As stated above, this research aimed at exploring the distinction between Sina Weibo and the People's Daily in the coverage of social emergencies in China. The subject of the research considered Sina Weibo as a communication medium; however, opinion leaders among the Sina Weibo users also play an important role in the coverage of social emergencies. The role of the opinion leader was not elaborated on in this thesis

and this is worth further study.

In this study, case study and content analysis were used as the research methods; nevertheless, some useful information could not be found because the users deleted it or the controller at Sina Corporation blocked it due to censorship and it might be thought that the lack of that information made the research less convincing. In order to compensate for this lack, the existing evidence from searching the Sina Weibo database needs to be collected and analyzed by using critical discourse analysis.

Moreover, this thesis only focuses on the media sphere, and more specifically the comparison between Sina Weibo and the People's Daily. However, the dissemination of social emergencies does not exist in isolation. It is also affected essentially by the public and government, especially in the particular social and political background of China. Therefore, the complicated relationships among the public, the government, Sina Weibo, the People's Daily and some other traditional mass media regarding social emergency issues deserve more comprehensive research.

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## Appendix

### Appendix 1: The Detail of the Units from the People's Daily (2011)

Time	Page	Position	Title of the Articles	Type	Word Count
24 <sup>th</sup> July	2	Right bottom	Train Collision on Shen-Hang Line	News report	557
25 <sup>th</sup> July	1	Head	President Hu Made Instruction on the Train Collision Accident	News report	1476
	9 full	Head	Rescue Is the Most Important	News report	2148
		Right top	Buckle Safety Belts up on Train	Editorial	1199
		Left bottom	News Update	News report	366
		Middle bottom	Wenzhou Citizens Donate Blood	News report	1046
Right bottom	Narrate of the Accident	Narrate	716		
26 <sup>th</sup> July	9	Head	Why it happened?	News report	2391
		Right	Strength and Warm from Wenzhou	Eulogy	1126
	10	Right middle	Insurance Companies Start Paying	News report	205
27 <sup>th</sup> July	9	Right top	First Name List of Victims	News report	131 & image
		Right middle	59 Injured People Cured	News report	212
		Right bottom	All Victims had been Identified	News report	595
28 <sup>th</sup> July	1	Right middle	Safety Should Be in the First Place	Editorial	987
	9	Left bottom	All Efforts for the Recovery	News report	1018
		Right bottom	Physical and Psychological Cure	News report	137 & image
29 <sup>th</sup> July	1	Head	Premier Wen Laments for Victims	News report	1657
		Right top	Premier Wen Answers To Reporters' Request	News report	2957
	1&2	Middle	Premier Wen's Speech	Speech	1049
	9 full	Head	Investigation on the Accident Starts	News report	457 & image
		Left middle	Ministry of Railways Denied Negative Reports	News report	491
		Left middle	The Name List of 39 Victims Is Published	News report	567
Right column		Victim Name List Should Be Published	Eulogy	977	
Bottom	Rescue We Never Give up	Eulogy	989		
30 <sup>th</sup> July	2	Left middle	Compensation to Each Victim Is 915,000 RMB	News report	512
		Left middle	Victims Number Rose up to 40	News report	240

		Left middle	Banks will not end the cooperation with the Ministry of Railways	News report	121
31 <sup>st</sup> July	2	Left middle	Compensation Supplement Is Delivered	News report	310
1 <sup>st</sup> August	9	Left column	Train Signal Appliances Are Corrected	News report	1177
5 <sup>th</sup> August	9	Right top	Hide Danger Should Be Eliminated	Editorial	1208
9 <sup>th</sup> August	4	Left bottom	Ministry of Railways Responds to Rumors	Investigation	1116
11 <sup>th</sup> August	4	Left column	Investigation Experts Team Was Formed	News report	96 & image
	13	Head	All high-speed trains' speed Will Be Reduced	News report	2067
13 <sup>th</sup> October	4	Bottom	76 Claims Agreements Were Signed	News report	355
29 <sup>th</sup> December	5 full	Head	The State Council Reports the Result	News report	2703
		Middle	Punishment to 54 Persons	News report	2237
		Bottom	Learn from the Accident	Editorial	933
		Right column	Give People A Responsible Account	Interview	2645
	14	Bottom	Development in High-speed Era	Editorial	251

**Appendix 2: The Amount of Units from the People’s Daily and Sina Weibo in the Three Stages of Crisis Communication**

<b>TIME</b>	<b>Units of the People's Daily</b>	<b>Units of Sina Weibo</b>
2011.07.23	0	142,209
2011.07.24	1	908,901
2011.07.25	6	1,044,927
2011.07.26	3	531,738
2011.07.27	3	649,215
2011.07.28	3	424,566
2011.07.29	8	196,784
2011.07.30	3	158,697
2011.07.31	1	107,172
2011.08.01	1	98,928
2011.08.02	0	70,074
2011.08.03	0	30,915
2011.08.04	0	28,854
2011.08.05	1	16,488
2011.08.06	0	16,488
2011.08.07	0	14,427
2011.08.08	0	7,018
2011.08.09	1	6,183
2011.08.10	0	8,244
2011.08.11	2	20,610
2011.08.12	0	3,993
2011.08.13	0	12,366
2011.08.14	0	14,427
2011.08.15	0	14,427

2011.08.16	0	26,793
2011.08.17	0	22,671
2011.08.18	0	35,037
2011.08.19	0	16,488
2011.08.20	0	22,671
2011.08.21	0	8,244
2011.08.22	0	12,366
2011.08.23	0	92,745
2011.08.24	0	43,281
2011.08.25	0	4,122
2011.08.26	0	6,183
2011.08.27	0	974
2011.08.28	0	10,305
2011.08.29	0	24,732
2011.08.30	0	20,610
2011.08.31	0	12,366
2011.09.01	0	51,525
2011.09.02	0	12,366
2011.09.03	0	22,671
2011.09.04	0	8,244
2011.09.05	0	10,305
2011.09.06	0	12,366
2011.09.07	0	8,244
2011.09.08	0	45,342
2011.09.09	0	20,610
2011.09.10	0	528
2011.09.11	0	14,427
2011.09.12	0	28,854

2011.09.13	0	61,830
2011.09.14	0	43,821
2011.09.15	0	80,379
2011.09.16	0	94,806
2011.09.17	0	49,464
2011.09.18	0	4,122
2011.09.19	0	6,183
2011.09.20	0	22,671
2011.09.21	0	39,159
2011.09.22	0	20,610
2011.09.23	0	8,244
2011.09.24	0	445
2011.09.25	0	288
2011.09.26	0	301
2011.09.27	0	146,331
2011.09.28	0	59,769
2011.09.29	0	8,244
2011.09.30	0	653
2011.10.01	0	359
2011.10.02	0	223
2011.10.03	0	368
2011.10.04	0	198
2011.10.05	0	184
2011.10.06	0	241
2011.10.07	0	400
2011.10.08	0	6,183
2011.10.09	0	218
2011.10.10	0	190

2011.10.11	0	230
2011.10.12	0	196
2011.10.13	1	267
2011.10.14	0	216
2011.10.15	0	365
2011.10.16	0	424
2011.10.17	0	10,305
2011.10.18	0	6,183
2011.10.19	0	562
2011.10.20	0	453
2011.10.21	0	490
2011.10.22	0	234
2011.10.23	0	304
2011.10.24	0	347
2011.10.25	0	16,488
2011.10.26	0	514
2011.10.27	0	246
2011.10.28	0	163
2011.10.29	0	134
2011.10.30	0	254
2011.10.31	0	232
2011.11.01	0	167
2011.11.02	0	162
2011.11.03	0	201
2011.11.04	0	149
2011.11.05	0	160
2011.11.06	0	161
2011.11.07	0	163

2011.11.08	0	214
2011.11.09	0	167
2011.11.10	0	112
2011.11.11	0	114
2011.11.12	0	97
2011.11.13	0	106
2011.11.14	0	167
2011.11.15	0	201
2011.11.16	0	238
2011.11.17	0	272
2011.11.18	0	252
2011.11.19	0	169
2011.11.20	0	107
2011.11.21	0	72,135
2011.11.22	0	24,732
2011.11.23	0	356
2011.11.24	0	176
2011.11.25	0	163
2011.11.26	0	120
2011.11.27	0	147
2011.11.28	0	183
2011.11.29	0	219
2011.11.30	0	112
2011.12.01	0	126
2011.12.02	0	87
2011.12.03	0	108
2011.12.04	0	85
2011.12.05	0	115

2011.12.06	0	22,671
2011.12.07	0	16,488
2011.12.08	0	206
2011.12.09	0	133
2011.12.10	0	108
2011.12.11	0	86
2011.12.12	0	84
2011.12.13	0	170
2011.12.14	0	154
2011.12.15	0	145
2011.12.16	0	79
2011.12.17	0	77
2011.12.18	0	83
2011.12.19	0	92
2011.12.20	0	93
2011.12.21	0	128
2011.12.22	0	226
2011.12.23	0	442
2011.12.24	0	103
2011.12.25	0	110
2011.12.26	0	267
2011.12.27	0	383
2011.12.28	0	133,965
2011.12.29	5	103,050