
- A Study of Social Media Posts obtained from WeChat Public Accounts in 2018

1. WeChat (微信) as China's "Super App":
   - 80% market share among all social media apps in China
   - Wide range of features integrated into one app: messaging, chat, news, games, direct payments ...
   - WeChat-based information consumption 240 billion RMB (35 billion USD) in 2018

2. What is WeChat Public Accounts (公众号):
   - A service for media, companies, authorities, "self-media" (自媒体) providing content to a broad audience
   - 20 million registered accounts, of which 5 million are active,
   - 5 billion daily page views

3. What is Europe?
   Key word search with:
   - Europe (欧洲) + EU (欧盟) + 47 member states Council of Europe
   - + Belarus (白俄罗斯), Vatican (梵蒂冈)
   - - Russia (俄罗斯), - Turkey (土耳其)
   - = 11000 posts dealing with Europe or various European countries

4. Who is talking about Europe?
   - State Media
   - Self-Media with nationalistic point of view
   - Commercial entities promoting immigration projects

5. What are they saying?
   1. America First, 2. Refugee Crisis, 3. A Chinese Dream: Europe as a Destination of Migration

6. Conclusion:
   - In light of tensions between global powers, Europe is often portrayed as having a secondary, sideline role, either suffering indignity in the shadow of U.S. hegemony, or standing up against the United States — alongside China. This overarching narrative is deployed to legitimate China’s position against the U.S. or as a counter-balance to its interests.
   - Where Europe-specific issues are concerned, there is a deep polarization of perception on the Chinese side. On the one hand, Europe is perceived as being in the midst of a prolonged disaster owing to the refugee crisis and its imagined fallout. Simultaneously, it is portrayed as an ideal destination for immigration for Chinese middle class.
   - A substantial proportion of social media content referring to Europe in the Chinese social media space can be classified as “junk news,” often adopted or adapted from unreliable sources outside China.

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