



Bachelor-, Master- und Doktorandenseminar  
des Instituts für Informatik

## Usage Analysis of Chinese Social Networking Sites by Students and Universities

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Social networking sites (SNSs) are prevalent around the world and have been used as considerably important social computing applications for people. On SNSs users can add friend, send messages, write blog, edit profile, share links, and write comment etc. These actions contribute to their social interaction and improving interpersonal skills. The number of social networking sites is still increasing every year. However, a few are not available in China, such as Facebook, Twitter, YouTube and Google+. Instead people use indigenous social networking sites such as Renren. In the thesis we have investigated the status of social interaction between Chinese students and (both domestic and international) universities through Chinese SNSs. Based on a thorough technical survey of the most popular social networking sites in China, we have analyzed how Chinese universities use these SNSs, and whether/how international universities use them. We have then conducted an online survey among Chinese university students to analyze how Chinese students use Chinese SNSs. Based on our findings we have developed a concept how TU Clausthal can use Chinese SNSs to interact with Chinese students, in particular to improve public awareness and to recruit students.

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Besprechungsraum 106, IfI, Julius-Albert-Straße 4