

Beyond Tedious Politics

Government's Evolutionary Strategies of Engaging Gen Z Audiences Through Memes, Slangs, and Trendy Videos on Bilibili

Presented by

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Beyond Tedious Politics: Content

- 1 Introduction
- 2 Framework and Overview
- 3 Data and Methods
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- 5 Discussions

Introduction

Political Propaganda



❑ Political propaganda

information intended to shape people's political perceptions, preferences, and behaviors.
(Bernays & Miller, 1928)

❑ Propaganda evolution

- Traditional Media vs Digital Media
- Passive vs Participatory

It is important to understand propaganda in the digital age

Propaganda on Social Media



- ❑ Propaganda is promoted on social media by dozens of governments (The Washington Post., 2017)
- ❑ Social media – visibility and engagement
The information flood has put governments compete with dissident voices and overwhelming non-political content to promote propaganda
- ❑ Current propaganda strategies on social media
 - Deliberate fabrication of interaction (Ferrara et al., 2020; Woolley & Howard, 2017)
e.g., social media bots, fake accounts
 - Misinformation and disinformation (Woolley & Howard, 2017; Vosoughi et al., 2018)
e.g., rumors, false news
- ❑ However, current strategies may increase the public's negative perception of governments and significantly damage their reputation

Social media propaganda is not merely propaganda with new tools. They represent evolutionary strategies of manipulation with infinite possibilities – **both benign and malignant**

Propaganda on Social Media

- ❑ Instead of “hard” censorship, the Chinese government is looking for more open, dialogical strategies to communicate with citizens through social media platforms

- ❑ The Chinese government restricted the use of artificial manipulation and disinformation, forcing propagandists to actively look for effective operation strategies on social media. (Lu & Pan, 2021; Shan, 2019)

- ❑ We observed that the Chinese government has gained substantial popularity on social media, especially among young people (gaining millions of Generation Z followers).

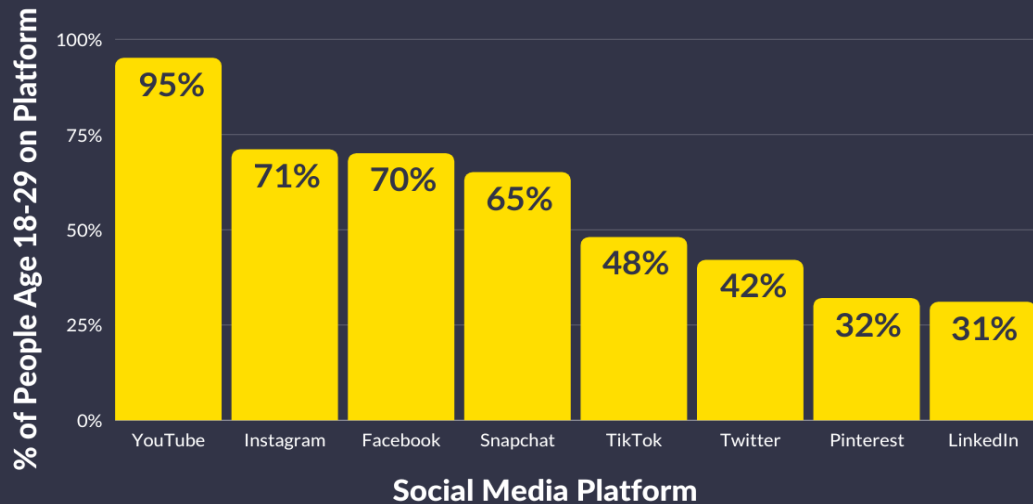
- ❑ This provides a valuable space for us to explore innovative government strategies for engaging young audiences on social media.

Under the Context of China

Notably, a binary, controlled liberalization framework is no longer appropriate for understanding Chinese cyberspace

Generation Z

Gen Z Social Media Usage Statistics - Pew Research



□ Gen Z

- The generation born after 1996.
- Stands as the largest global demographic today and plays an important role in society.

□ This cohort has developed **unique characteristics** shaped by the Internet's inexorable rise (Stahl & Literat, 2023; Du et al., 2022; Suwana et al., 2020)

- Spend most of time on social media
- Inclination toward visually appealing content
- Prefers user-generated content (UGC)
- Memetic engagement

□ Decline of interest in engaging in political activities in traditional forms (Barrett, 2018; Schoenbach et al., 1999)

□ More vulnerable to propaganda and disinformation on social media (Maertens et al., 2023; CBSNEWS, 2016)

Therefore, while propaganda strategies are becoming more diversified and covert on social media, it is important to explicitly identify them and explore the information operation by the government, **so that Gen Z can be better aware of the underlying intentions and methods used to shape their opinions and behaviors, ensuring a more informed and critical engagement with online content.**

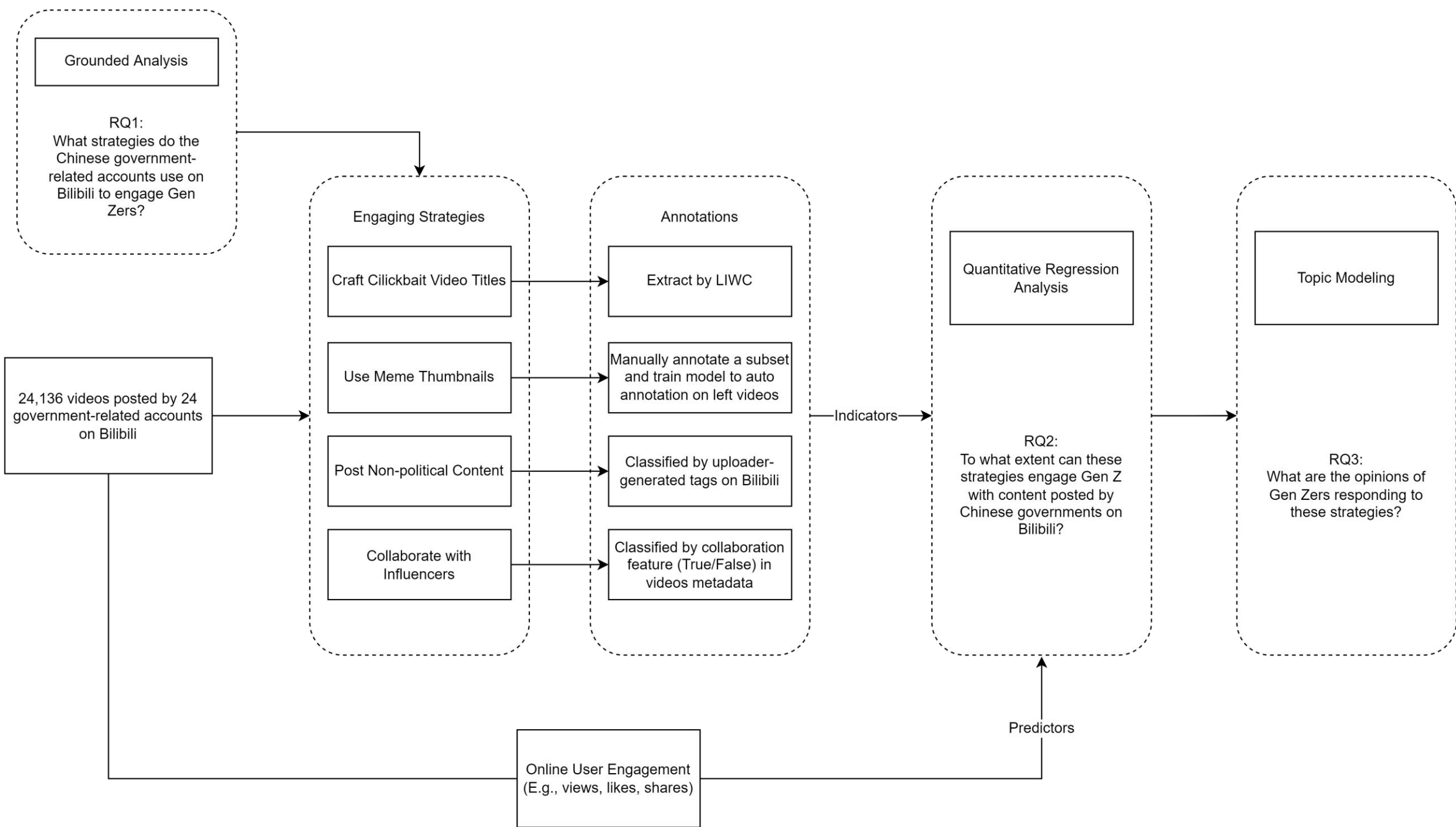
Research Questions

Aims: Exploring the Chinese government's innovative strategies to engage Gen Z and promote propaganda through video-based social media

Three Questions:

- ☐ **RQ1:** What strategies does the Chinese government use on Bilibili to engage Gen Z?
- ☐ **RQ2:** To what extent can these strategies engage Gen Z with the Chinese government's content posted on Bilibili?
- ☐ **RQ3:** What are the opinions of Gen Z responding to these strategies?

Research Framework and Overview



Data and Methods

Research Design - Data

Bilibili

- ❑ Similar to YouTube, Bilibili is a popular video-sharing platform in China
- ❑ According to Bilibili Official, Gen Z makes up approximately **86%** of all users
- ❑ The Chinese government has had great success on Bilibili, having authorized official accounts with millions of followers

Thus, Bilibili is an ideal case for identifying effective government strategies to engage Gen Z.



Research Design - Data

Data Overview

- ❑ We selected Chinese Communist Youth Leagues (共青团, CYLs) at the central and provincial levels, with 24 accounts in total
- ❑ The dataset includes **24,136 videos** from **24 central and provincial accounts**, spanning from February 25, 2016, to June 5, 2022
- ❑ For each video: title, thumbnails, authors, user comments, and metadata (e.g., the number of viewings, likings)

Research Design - Methods

RQ1: Open Coding Analysis

- ❑ Previous studies have provided evidence of new government engaging strategies on social media without reaching a systematic conclusion
- ❑ Through **open coding analysis**, we conclude and propose **four distinct engagement strategies**, demonstrating their effectiveness in reaching and influencing Gen Z
- ❑ We applied different coding schemes to each of these strategies, as shown on the following slides

RQ2: Quantitative Regression

- ❑ **Negative binomial regressions (NBR)** were used to further investigate the relationship between the four engagement strategies and Gen Z's online engagement
- ❑ Independent Variables: engaging strategies
- ❑ Dependent Variables: engagement metrics, such as views, likes, etc

RQ3: Topic Modeling

- ❑ We performed **topic modeling and content analysis** on the 13,107,446 comments of videos in which the strategies were applied
- ❑ Specifically, **Top2Vec model** was adopted, which can automatically detect the number of topics without manually determining the number

Findings

RQ1: What strategies does the Chinese government use on Bilibili to engage Gen Z?

Proposed Engagement Strategies:

- ❑ Clickbait video titles
- ❑ Catchy video thumbnails
- ❑ Non-political contents
- ❑ Collaboration with Gen Z influencers



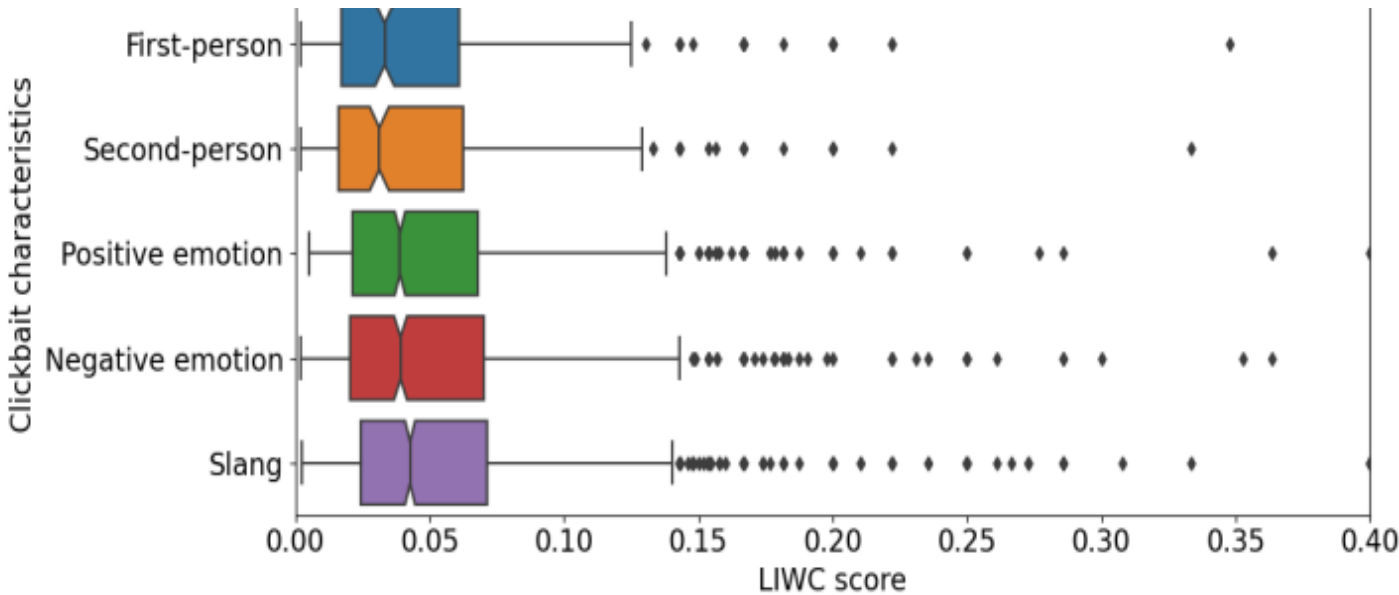
Fig. 3. Social media strategies of the Chinese government on Bilibili.

Engagement Strategies – Clickbait Video Titles

- ❑ We adopted common characteristics of clickbait shown in Table 1
 - Personal pronouns
 - Informal Language
 - Affective process
- ❑ **Method:** We use LIWC to extract the above characteristics in all **24,136** video titles and calculate the percentage of total words in the text that belong to each of the clickbait characteristics
- ❑ Figure: Boxplot of LIWC scores of clickbait characteristics on the dataset
 - Overall, the government makes extensive use of all the clickbait characteristics for making video titles

Table 1: Characteristics of clickbait titles.

Clickbait Characateristic		Descriptions	Examples
Personal Pronouns	First-person	Words that refer to the speakers or writers	I, me, we, us
	Second-person	Words that refer to the person or people being spoken or written to	you, you guys
Informal Language	Slangs	Informal and trendy language often used on the Internet, such as colloquial expressions, internet jargon, abbreviations, or popular phrases	YOLO, AKA
Affective Process	Positive Emotion	Express emotions that we typically find pleasurable to experience	Love, nice, sweet
	Negative Emotion	Expression that evoke feelings of unhappy and sad	Hurt, ugly, nasty



Engagement Strategies – Clickbait Video Titles

- Using **pronouns** and **informal language** often gives users a sense of intimacy and personal involvement for users, allowing governments to create a more personal connection with their audience.
 - CYCLs often use personal pronouns (e.g. I, you)
 - They even create their own nicknames, such as **Tuantuan** (团团)
 - E.g., “As the New Year 2019 is approaching, **Tuantuan** has something to tell you”(2019 新年即将到来，团团有句话要跟你说了)
- **Affective words** are also commonly found in clickbait headlines, as they can potentially translate into moments of paying attention.
 - CYCLs used both positive and negative affective words in crafting their titles, such as “impressive”, “furious”
 - Some of the clickbait titles are emphasized by the “[affective words]...” structure to further highlight these emotional feelings
 - E.g., s “[Impressive] Understanding Made-in-China in three minutes.” (【震撼】三分钟看完中国制造).

Engagement Strategies – Catchy Video Thumbnails

❑ Memes Thumbnails:

We observed a deliberate use of memes by governments in the choice of thumbnails

❑ **Method:** We manually labeled 2000 video thumbnails and trained a **ResNet50 model** to automatically classify the remaining thumbnails

❑ The model has identified **3,381 videos with meme thumbnails** out of 24,136 videos

❑ Many of them are designed to resonate with the Gen Z audience and **break the traditional Gen Z image of governments as serious, boring, and outdated parents**

❑ We conclude these memes into the following types based on the characters in memes: (1) animals; (2) animated figures; and (3) humans (e.g., government officers or well-known people).



(a) Meme using animals



(b) Meme using animated figures



(c) Meme using government officers



(d) Meme using well-known people

Fig. 5. Examples of meme thumbnails.

Engagement Strategies – Catchy Video Thumbnails

- ❑ We conclude these memes into the following types based on the characters in memes:
 - animals;
 - animated figures;
 - humans (e.g., government officers or well-known people).
- ❑ Memes containing **animals** and **animated figures** are often **more casual and humorous**. E.g.,
 - Fig.5.(a): “If you are my buddy, come and play yah ” (是兄弟，就来玩呀)
 - Fig.5.,(b): s “Look at my smart-ass eyes” (看我精明的眼神)
- ❑ The use of **human faces** is a little more diverse
 - The faces of government officials
 - sarcastic and ironic, as the traditional political memes
 - E.g., Fig.5.(c): “Heh! That’s a load of crap.” (呵！一派胡言)
 - Some memes with human faces are also served as fun and pleasurable
 - E.g., Fig.5 (d): “Happy! Applaud!!” (开心！鼓掌！！)



(a) Meme using animals



(b) Meme using animated figures



(c) Meme using government officers



(d) Meme using well-known people

Fig. 5. Examples of meme thumbnails.

Engagement Strategies – Non-political Content

- ❑ **Method:** We assigned content type for each video based on the tag that was self-designed by the video uploader (i.e., CYLs)
 - Political tags: News, Journals, ...
 - Non-political tags: Animations, Daily life, ... (Fig 6)
- ❑ We found **7122 non-political videos** out of 24,136 videos
- ❑ Overall, the government is trying to produce a variety of non-political content such as daily life and entertainment content to **satisfy Gen Z's preferences and engage them to interact with the government**
- ❑ **Figure 7:** Count of non-political videos under each tag
 - Videos about **daily life** appear to be **the most prevalent**
 - Governments also post videos in **different entertainment genres**, including music, TV and Movies, and games, which are most popular among Gen Z



2分钟，有多少你看过的动画片
5.1万 2017-10-30

(a) Animations



“手残党”的小白年夜饭全攻略！用最简单的材料惊艳全家
38.1万 1-18

(b) Daily life



【破浪】这首RAP，燃炸了！
231.8万 2020-12-2

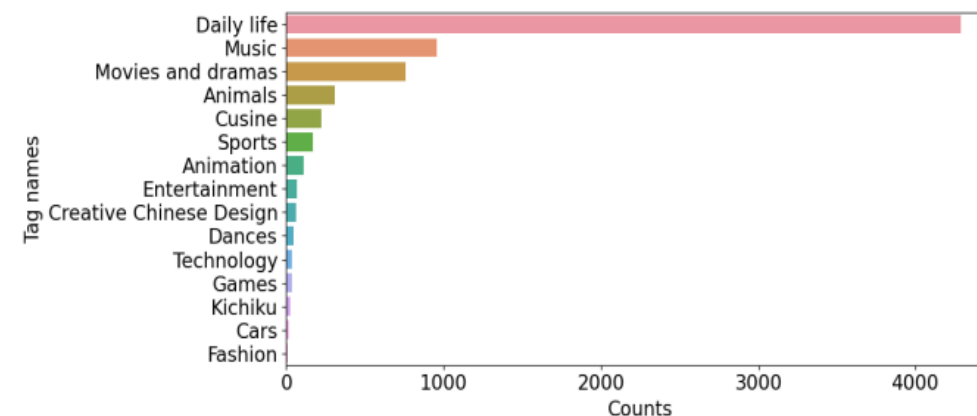
(c) Music



【Minecraft】白衣执甲，今朝凯旋——致敬奋战抗疫一线
24.7万 2020-5-4

(d) Games

Fig. 6. Examples of videos with non-political content.



Engagement Strategies – Collaboration with Gen Z Influencers

- ❑ On Bilibili, over 71% of video uploaders belong to Gen Z
- ❑ **Method:** By examining the number of video authors (e.g., Fig 8), we found a total of **926** government-influencer collaboration videos
- ❑ We found **926 collaboration videos** out of 24,136 videos
- ❑ Interestingly, governments not only created recreational content with influencers, but **they also posted many collaboration videos of political news**

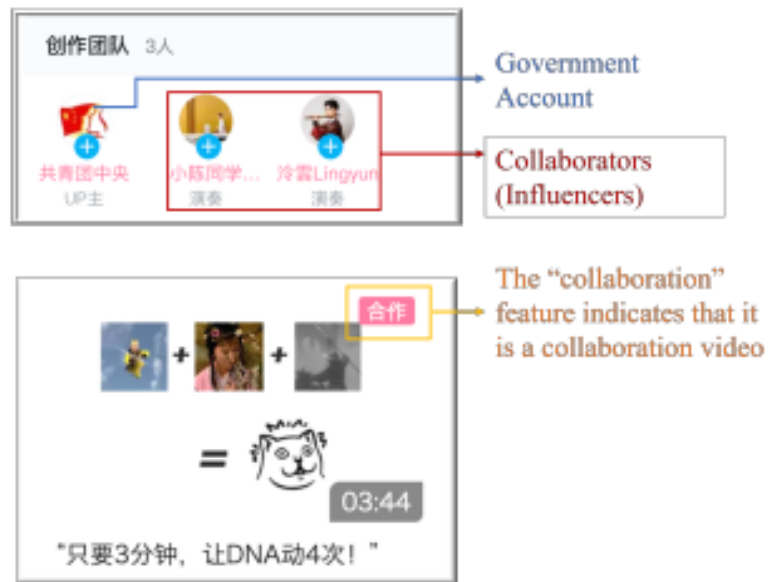


Fig. 8. Example of collaboration videos.

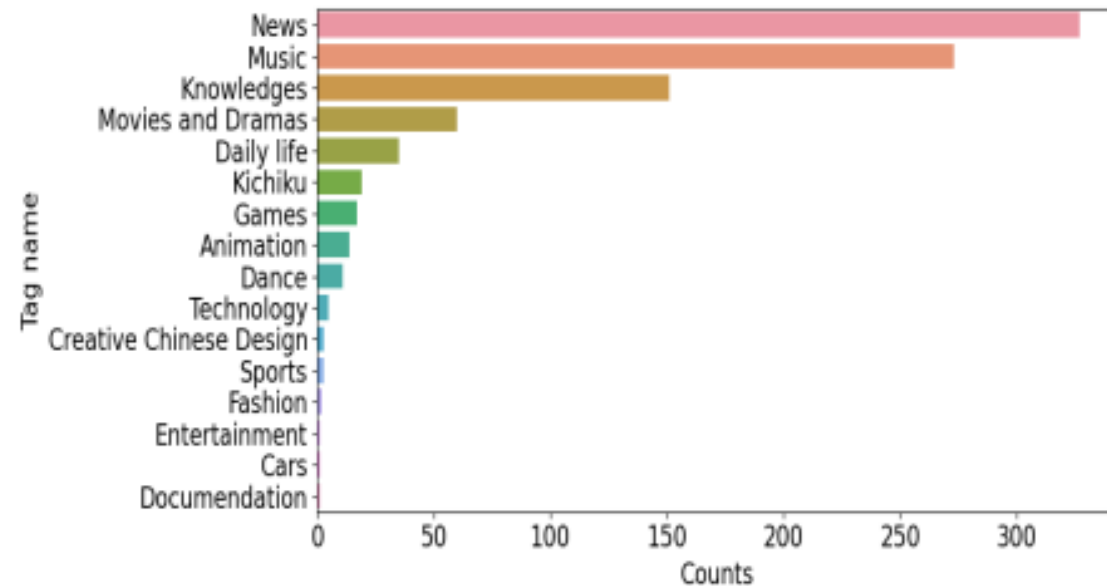
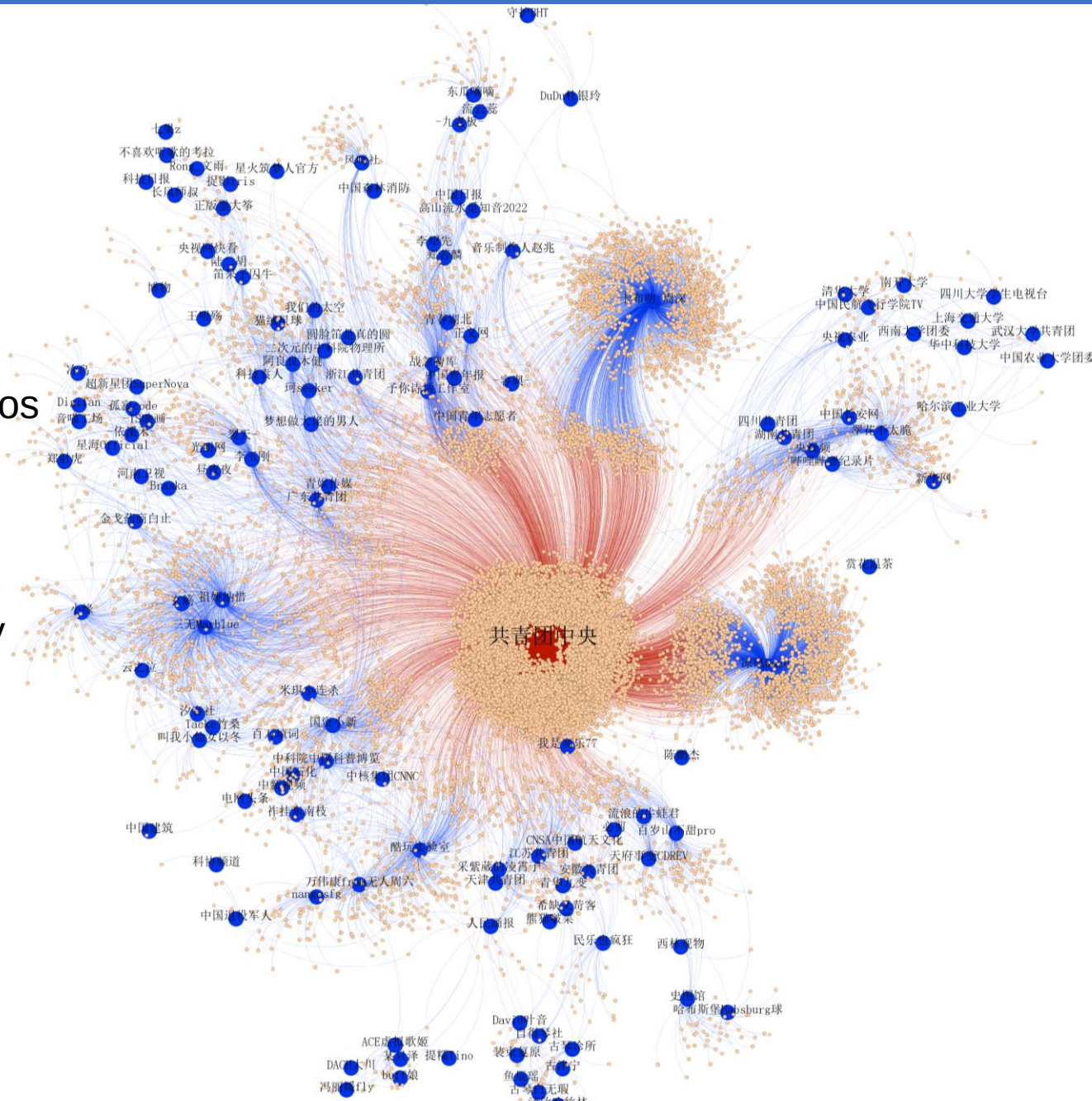


Fig. 9. Barplot of the number of collaboration videos under different tags.

Engagement Strategies – Collaboration with Gen Z Influencers

- ❑ We further used Gephi to visualize user relationships within the comment sections of collaborative videos
 - **Red node**: the government account (CYL)
 - **Blue nodes**: collaborating Gen Z influencers
 - **Yellow nodes**: users who commented on the videos
 - **Edges**: whether a user follows influencers or the government
- ❑ The plot showed some commenting user clusters only followed influencers but not the government, which might be the compelling evidence of governments successfully attracting new Gen Z users and keeping them engaged



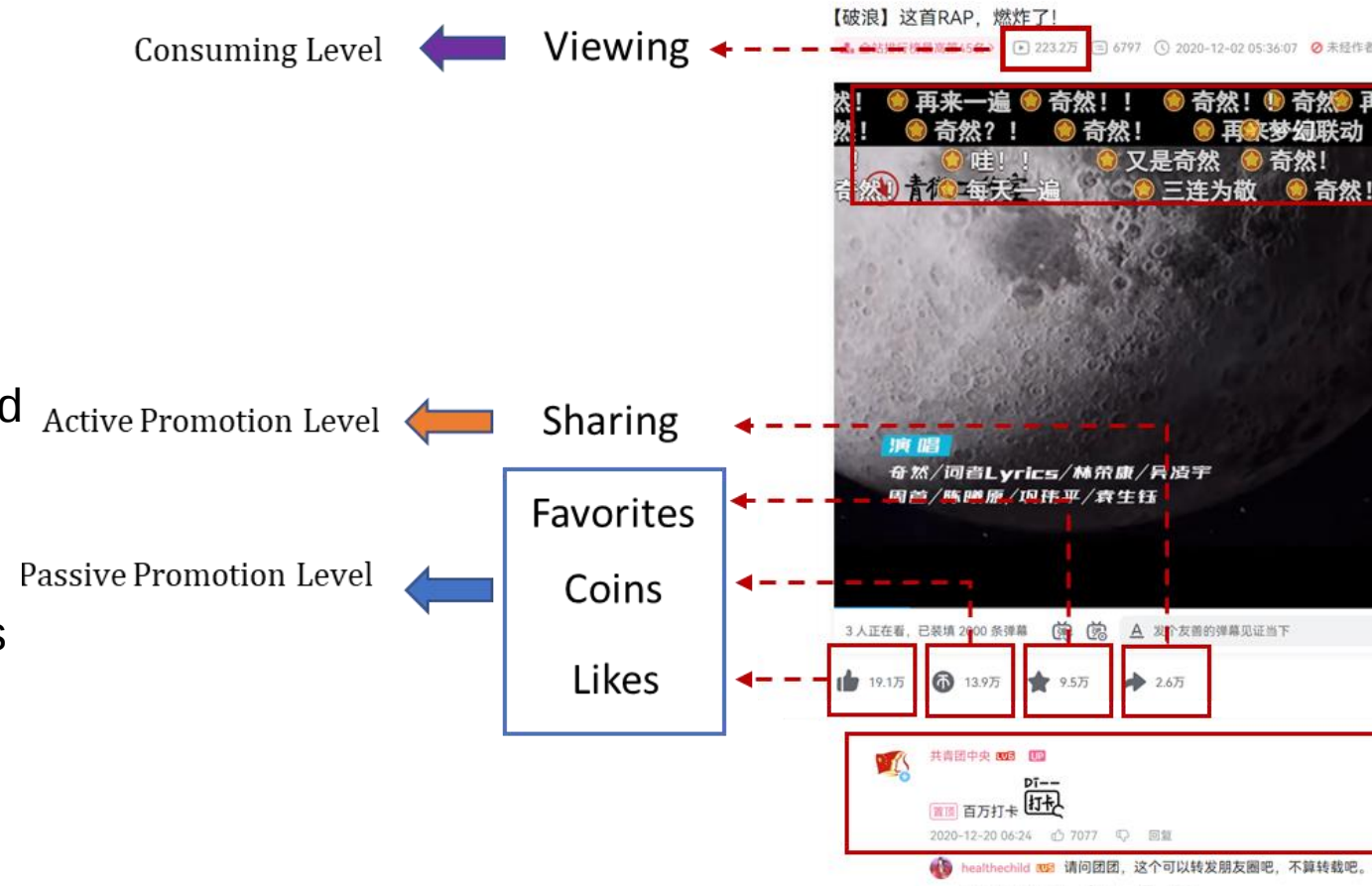
RQ2: To what extent can these strategies engage Gen Z with the Chinese government's content posted on Bilibili?

❑ We applied negative binomial regression (NBR) to measure the correlation between the multimodal metrics of Gen Z's online engagement and four government engagement strategies

❑ **Dependent variable: user engagement metrics**
We categorize engagement into three levels based on Gen Z's efforts and participation in disseminating videos

- Consuming: Views
- Passive promotion: Likes, Coins, Favorites
- Active promotion: Sharing

❑ **Independent variables: Engagement Strategies**



RQ2: To what extent can these strategies engage Gen Z with the Chinese government’s content posted on Bilibili?

□ Independent variables: Engagement Strategies

Table 2: Descriptive summaries of independent variables.

Engaging Strategy	Value Types	Videos Count
Non-political Content	Categorical: non-political / political	7,122 / 17,014
Government-influencer Collaboration	Categorical: collaborative / non-collaborative	926 / 23,210
Meme Thumbnails	Categorical: memes / non-memes	3,381 / 20,755
Clickbait Titles		
First-person Pronoun		
Second-person Pronoun		
Positive Emotion	Numerical scores	24,136
Negative Emotion		
Slang		

Regression Analysis – Consuming Level: Viewing

Table 3: Result of negative binomial regression: viewing. ***p < 0.001; **p<0.01; *p<0.05.

	Viewings		
	Coef	Std. Err	p
Non-political Content	0.32	0.053	**
Government-influencer Collaboration	0.82	0.065	***
Thumbnails Meme	0.30	0.042	***
Clickbait Titles			
First-person Pronoun	0.07	0.014	***
Second-person Pronoun	0.12	0.050	*
Positive Emotion	0.05	0.008	***
Negative Emotion	0.10	0.009	***
Slangs	0.11	0.008	***

- ❑ All engagement strategies positively contribute to the number of views
- ❑ The government-influencer collaboration is the most predictive factor for driving viewership, resulting in an 82% increase

Regression Analysis – Passive Promotion: Likes, Coins, and Favorites

- ❑ The **government-influencer collaboration** continues to be the most effective, increasing the number of likes, coins, and favorites by 114%, 229%, and 150%, respectively
- ❑ The **non-political videos** also contribute greatly to the enhancement of coins (coef: 0.81) and favorites (coef: 0.62)

Table 4: Result of negative binomial regression: likings, coins, and favorites. ***p < 0.001; **p<0.01; *p<0.05.

	Likings			Coins			Favorites		
	Coef	Std. Err.	p	Coef	Std. Err.	p	Coef	Std. Err.	p
Non-political Content	0.16	0.048	-	0.81	0.057	***	0.62	0.056	***
Government-influencer Collaboration	1.14	0.060	***	2.29	0.072	***	1.50	0.070	***
Thumbnails Meme	0.29	0.039	***	0.01	0.046	-	0.17	0.045	***
Clickbait Titles									
First-person Pronoun	0.11	0.021	***	0.09	0.024	***	0.07	0.054	***
Second-person Pronoun	0.09	0.047	*	0.04	0.017	***	0.10	0.017	***
Positive Emotion	0.08	0.008	***	0.12	0.009	***	0.09	0.009	***
Negative Emotion	0.10	0.08	***	0.12	0.010	***	0.06	0.010	***
Slangs	0.12	0.007	***	0.10	0.009	***	0.11	0.009	**

Regression Analysis – Active Promotion: Shares

- ❑ All engagement strategies positively contribute to the number of shares
- ❑ Government-influencer collaboration showed the **largest positive correlation** with shares, boosting them by 128%.

Table 5: Result of negative binomial regression: sharing. ***p < 0.001; **p<0.01; *p<0.05.

	Sharings		
	Coef	Std. Err	p
Non-political Content	0.59	0.058	***
Government-influencer Collaboration	1.28	0.072	***
Thumbnails Meme	0.33	0.046	***
Clickbait Titles			
First-person Pronoun	0.06	0.016	***
Second-person Pronoun	0.09	0.017	**
Positive Emotion	0.09	0.009	***
Negative Emotion	0.13	0.010	***
Slangs	0.12	0.009	***

RQ3: Mining Gen Z's Perceptions and Concerns about Engaging Strategies

- ❑ Topic Model detected 9450 topic clusters on 13,107,446 comments, with some clusters that might share similar themes
- ❑ Some clusters that might share similar themes. For each strategy, We searched for keywords corresponding to it and summarized the clusters of texts with cosine similarity greater than 0.5 to these keywords as the thematic clusters for that strategy.
- ❑ **Table 6: The topics related to strategies and the top 10 words with the highest similarity**

Table 6: List of topics related to engaging strategies

Strategies		Topics	Keywords
Clickbait Titles		Nicknames of CYCL (T1)	TuanTuan(团团), Yeah, TuanZi(团子), up(uploader), Gongqing-tuan, XiaoTuan(小团), official, account, submission, PiTuan(皮团)
		Opinions to Titles (T2)	Title, prankish(好皮), enchanting(魔性), banter(整活), joke, first glance, click, view, wrong words, sarcastic
Meme Thumb-nails		Feelings (T3)	Regard as, first glance, thumbnails, damn(吓死), surprising, elegant, kiss, handsome, funny, face, click, a few second
		Describe and make fun of meme (T4)	Smile, face expression, eyes, cute, Hua, Qian, idiots, mock, taunt, cover
Non-political Content		Feelings (T5)	Wow, update, favorite, hahaha, a must-see, recommend, good to hear, exciting (燃), awesome, like
		Discussion of integration (T6)	Audience, Objective, Understand, forms, entertainment, Youth, endorsement(认可), guidance, fusion, propaganda(宣传)
Collaboration Videos		Feelings (T7)	Fantasy, collaboration, ecstasy, play thousand times, good job, coin, hot series, coin, yeah, tears in the eye(泪目)
		Fans of influencers and governments(T8)	my favorite two(双厨), Luo Tianyi(influencer's name), great, break the fourth wall(次元壁), collaboration, ahhhh, love you, dream girl, handsome boy, yyds(never god, 永远的神)

Topic Modeling - Clickbait Titles

Clickbait titles -- Gen Z frequently discussed the use of

- ❑ **Pronouns** (T1): especially the adorable nicknames of CYLs
“*Tuantuan* is so cute, feeling so close to you.”
- ❑ **Slangs** (T2): While most Gen Z find it interesting and respond positively, some criticism also exists.
“When the Foreign Ministry started to use Internet slang, it turned out to be so cool!”
“Official playing this stunt is unnecessary. It is really uncomfortable.”

Table 6: List of topics related to engaging strategies

Strategies	Topics	Keywords
Clickbait Titles	Nicknames of CYCL (T1)	TuanTuan(团团), Yeah, TuanZi(团子), up(uploader), Gongqing-tuan, XiaoTuan(小团), official, account, submission, PiTuan(皮团)
	Opinions to Titles (T2)	Title, prankish(好皮), enchanting(魔性), banter(整活), joke, first glance, click, view, wrong words, sarcastic

Topic Modeling - Video Meme Thumbnails

Video Meme Thumbnails

- ❑ Meme thumbnails have gained great and wide acclaim and popularity among Gen Z
- ❑ A common reaction among Gen Z to government video memes is **surprise**, as it breaks from the traditional, serious image of authority (T3).

E.g., “The cover is awesome, at first glance I was frozen, thinking how this could be CYL.”
- ❑ Gen Z talks mostly about memes with human faces, especially those using **government officials with customized captions** (T4).

E.g., “Qian’s face on the cover is a look that desperately wants to mock.”

Strategies		Topics	Keywords
Meme Thumb- nails		Feelings (T3)	Regard as, first glance, thumbnails, damn(吓死), surprising, elegant, kiss, handsome, funny, face, click, a few second
		Describe and make fun of meme (T4)	Smile, face expression, eyes, cute, Hua, Qian, idiots, mock, taunt, cover

Topic Modeling - Non-political Content

Non-Political Content

- ❑ Gen Z used many **positive words** to express their love for non-political videos, such as “exciting”, “awesome” (T5)
- ❑ Some were likely to **share** these videos with others as “recommend”, “must-see” (T5)
- ❑ Meanwhile, Gen Z also acknowledged the **educational function of these videos and considered them a good way to attract young people for propaganda** (T6)
E.g., “*Tuantuan* is really trying its best to use the ‘language’ of the youth to fulfill educational missions”
- ❑ However, some concerns were raised: **the large number of non-political content might negatively affect the seriousness of public affairs**
E.g., “If serious public discourse becomes childish baby talk, the nation will find itself in danger.”

Strategies	Topics	Keywords
Non-political Content	Feelings (T5)	Wow, update, favorite, hahaha, a must-see, recommend, good to hear, exciting (燃), awesome, like
	Discussion of integration (T6)	Audience, Objective, Understand, forms, entertainment, Youth, endorsement(认可), guidance, fusion, propaganda(宣传)

Topic Modeling - Government-Influencer Collaboration

Government-influencer Collaboration

- ❑ Many Gen Z users expressed a **pleasant surprise at collaboration**, comparing it to fantasy (T7)
 - E.g., “I cried with joy at the fantastic collaboration.”
 - These collaborations increased the government’s visibility, attracting deeper engagement with broader and more diverse Gen Z users. E.g., “From today on, I, as a fan (of other video uploaders), started to follow *Tuantuan*”
- ❑ The other topic often mentioned by Gen Z is their **admiration for the influencers** (T8)
 - E.g., “The combination of top-notch lyrics and music is truly amazing. I love you!”
- ❑ However, some users were also concerned that the proliferation of admiration could obscure the government’s true intention, i.e., propaganda.

“Collaborating with idols inevitably leads to barrage praise and screen flooding, but I still hope can focus on the topic at hand.”

Strategies	Topics	Keywords
Collaboration Videos	Feelings (T7)	Fantasy, collaboration, ecstasy, play thousand times, good job, coin, hot series, coin, yeah, tears in the eye(泪目)
	Fans of influencers and governments(T8)	my favorite two(双厨), Luo Tianyi(influencer’s name), great, break the fourth wall(次元壁), collaboration, ahhhh, love you, dream girl, handsome boy, yyds(never god, 永远的神)

Discussion

Discussions - Conclusion

- ❑ We **concluded four novel engaging strategies** used by the Chinese government to engage Gen Z on social media
 - Clickbait title
 - Meme video thumbnails
 - Non-political content
 - Collaboration with Gen Z influencers
- ❑ **Each of these four strategies has boosted the interaction and engagement of Gen Z users with the government on different levels, such as viewing, liking, and sharing.**
- ❑ **The government's collaboration with Gen Z influencers is the most effective strategy** for boosting Gen Z's engagement with videos across various metrics. A close second was posting **non-political videos**.
 - Both strategies deviate from traditional propaganda approaches (only focused on political content)
 - Both strategies resonate effectively with Gen Z, aligning with Gen Z's preference for lighter, informal content, and their tendency to trust and consume content created by peer influencers

Discussions - Conclusion

- ❑ **Speak Gen Z's language:** The use of **clickbait captions and meme thumbnails** also had a positive impact on Gen Z engagement, as it aligned with their preference for text and visuals.
 - Our regression results found that meme thumbnails outperformed clickbait titles, highlighting that Gen Z prefers visually appealing content
 - Slang was the most effective feature in clickbait compared to pronouns and affective processes
- ❑ **Overall, Gen Z positively responded and welcomed the government's efforts in these strategies**
 - A new image of the government: less serious and trendy, like a peer friend of Gen Z
 - More appealing content
- ❑ **However, it is essential to strike a balance.** Gen Z recognized the political role of the government, which requires a certain level of seriousness. Overusing these strategies would overshadow the political propaganda content and can lead to Gen Z's dissatisfaction.

Discussions - Implications

- ❑ Social Media raised challenges for both the government and Gen Z
- ❑ Bi-directional Adaption: Government <-> Gen Z

Government -> Gen Z

- ❑ Reshaping the image of the Chinese government

Our study shows that by embracing memes, slang, and trendy videos, the Chinese government is actively adapting to Gen Z's preferences, thereby redefining its image as **more approachable, relatable, and participatory** in the eyes of Gen Z.

- ❑ Designing strategies to effectively engage Gen Z

Our study offers valuable insights for governments on how they can design smarter strategies to consciously engage Gen Z on social media, maximize the visibility and impact of government messaging, and foster more inclusive and comprehensive communication with Gen Z.

Discussions - Implications

- ❑ Social Media raised challenges for both the government and Gen Z
- ❑ Bi-directional Adaption: Government <-> Gen Z

Gen Z -> Government

- ❑ Critical thinking skills developed among Gen Z

Our study also sheds light on how Gen Z can navigate government propaganda strategies more effectively. By uncovering these strategies, **Gen Z can recognize and resist manipulative strategies, or critically evaluate the content and intentions behind such communications, fostering a more informed and responsible digital society.**

- ❑ Advocate for transparent government communication

This awareness also enables Gen Z to engage more constructively with government initiatives and **advocate for transparency and authenticity in governmental discourse**, thereby contributing to a more dynamic and participatory civic dialogue.

Discussions – Limitations and Future Work

❑ Imbalanced data

The proportion of videos with strategies applied is relatively low.

❑ Generalizability

- This study was conducted only on a single video site in China. It remains unclear as to whether these strategies can be generalized.
- Given Gen Z's global presence and common digital behaviors, the strategies we discussed are potentially applicable to different cultural and political contexts. However, detailed investigations are needed.

Thank You for Listening!

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