Team:

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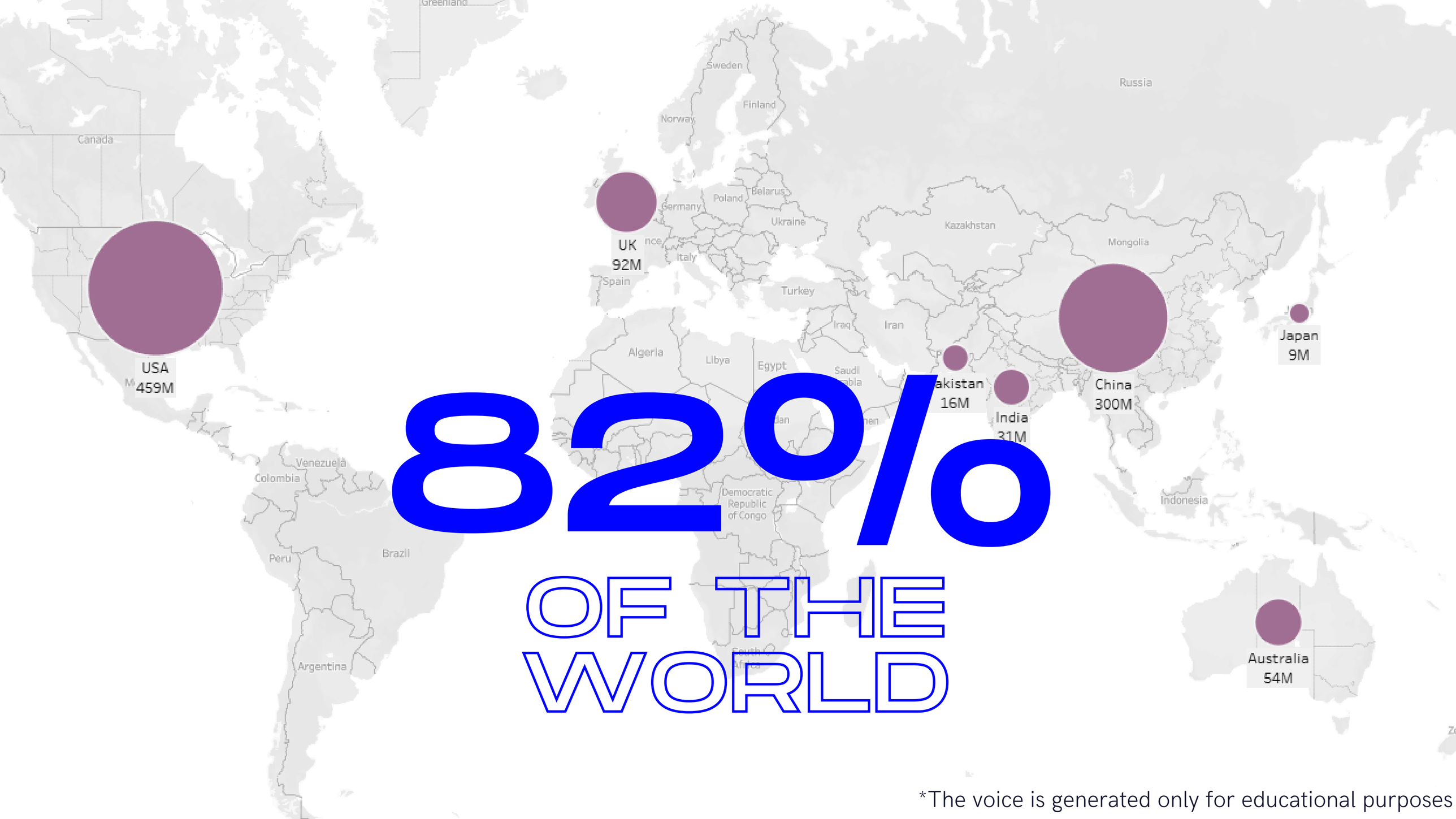
Chinese presence on Social Media Platforms

influence and interference

*The voice is generated only for educational purposes



82%

OF THE WORLD

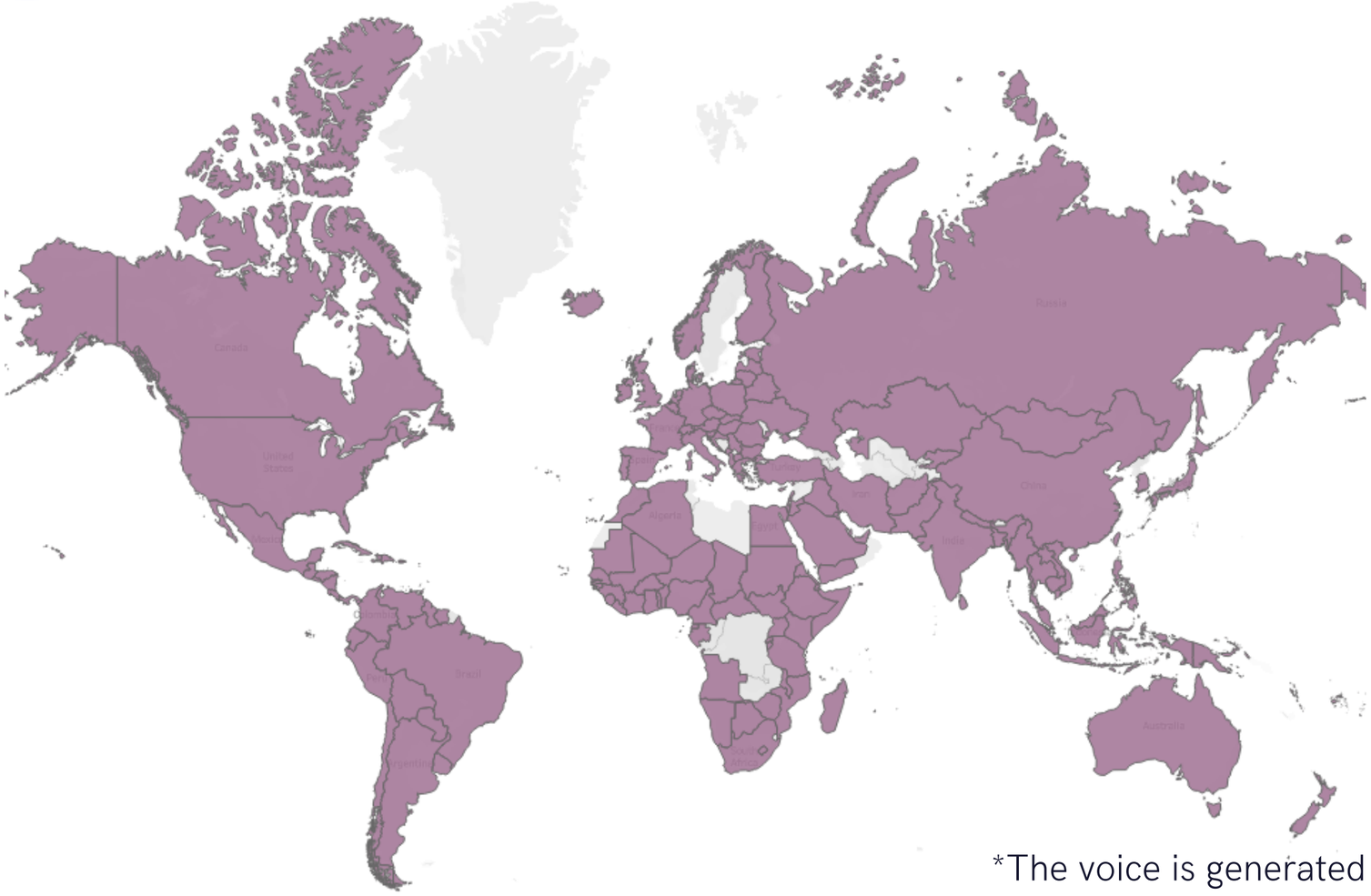
*The voice is generated only for educational purposes

CAN YOU SEE

*The voice is generated only for educational purposes

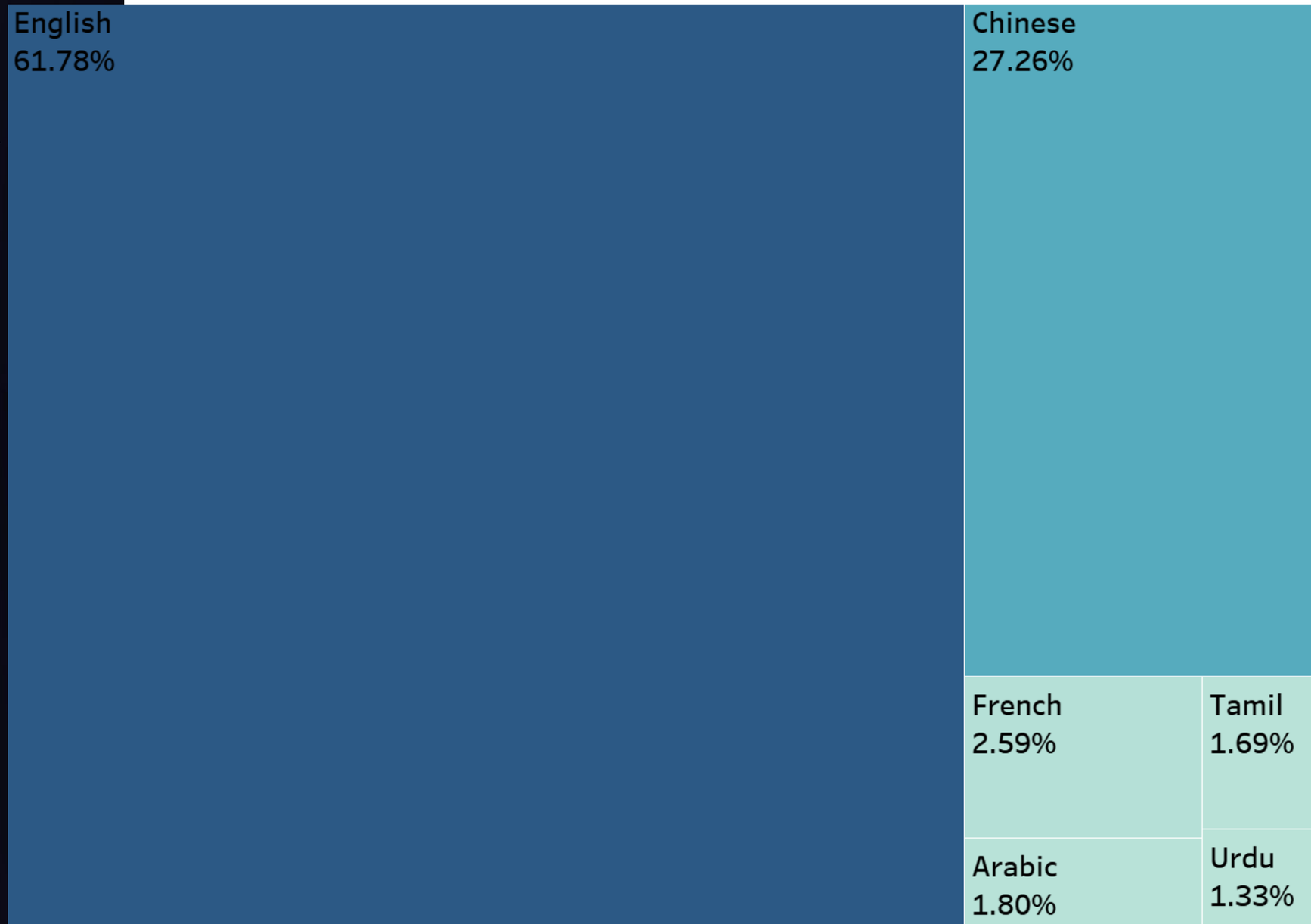
HOW WE

Scale Effort Effect

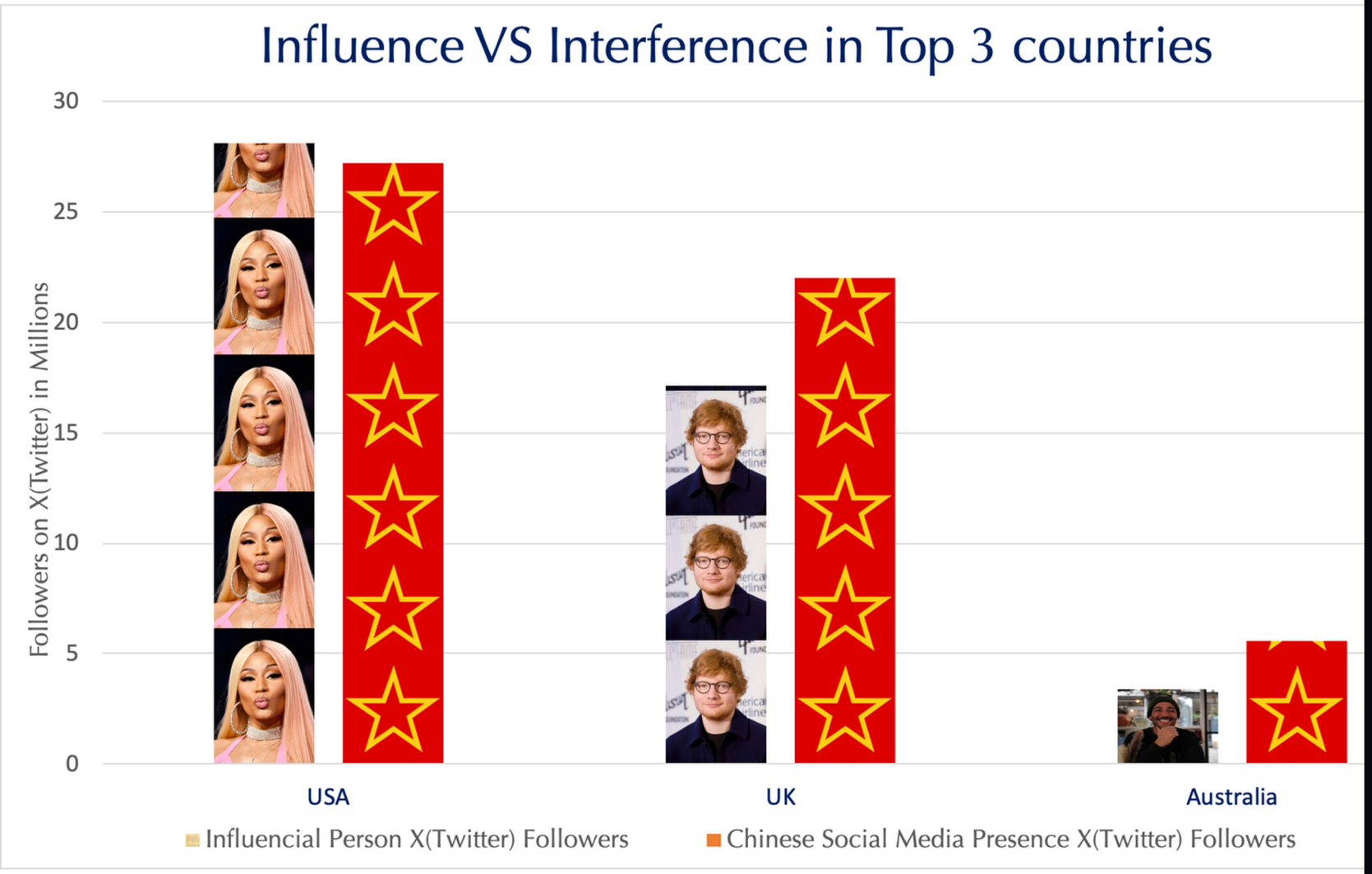


*The voice is generated only for educational purposes

Scalability by Languages



CANIS Data Visualization and Foreign Interference



Scalability by Followers

CANIS Data Visualization and Foreign Interference

Scalability in regions

1 Adult in 5 on the Planet follows Chinese social media

Are you of those Ten?

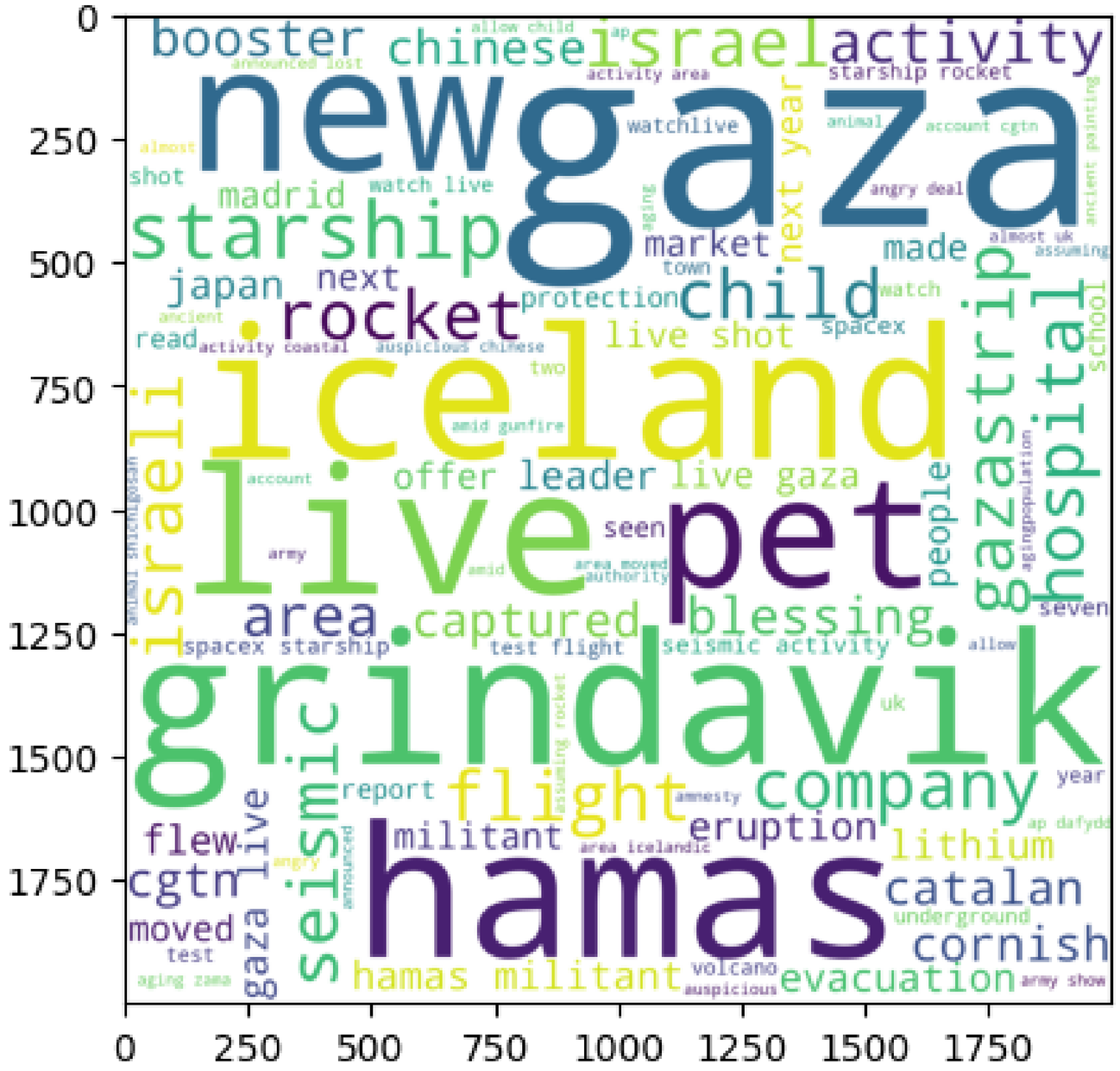
CGTN EUROPE

While you slept on November 18

17 h of video
20 posts

were posted by one account **CGTN Europe** on Facebook
(2,1M followers)

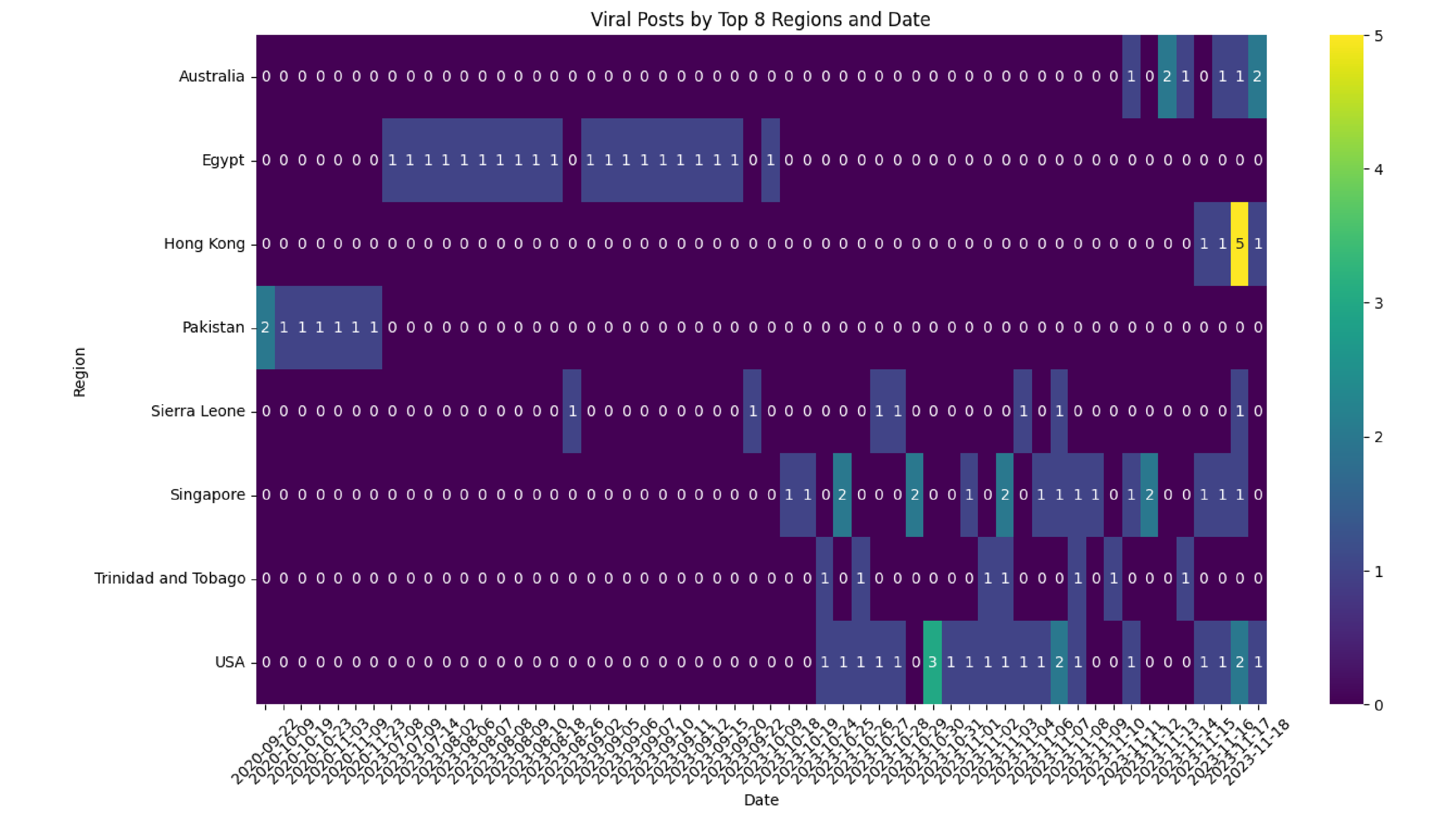
The content of those activities



Let’s focus on posts that went VIRAL

Criterias

- likes
- shares
- comments


Viral Posts by Top 8 Regions and Date
Region
Date
Australia
Egypt
Hong Kong
Pakistan
Sierra Leone
Singapore
Trinidad and Tobago
USA
0
1
2
3
4
5

Methodology

Tools that we used

TOOL 01

Tableau

TOOL 02

Excel

TOOLS 03

Python

Data cleaning pipeline

Technique 1	Technique 2	Technique 3
Handled all the NAN values	Filtered out ASCII code related values, removed stop words, applied lemmatization	Filtered dataset based on regions, languages and SMPs specific pages

Challenges

1. **Handling the data in multiple languages**
2. **Handling different region-related data**
3. **Limitation of data points provided leading to web scraping problems**