10-minute: Become a key opinion editor

10 分钟让你成为科技媒体网红小编

● **The Overview of website data**

There are 3,721 authors contributing 21,348 articles. On October 20, 2012, 377 articles were published which is the highest number. But in this website, the number of favorites and likes are not too high. 75% of the articles just have 77 favorites, and the number of likes is only 23%. It means that different from Official Account of WeChat and other famous websites about business, woshipm.com does not have the high internet traffic.

```
1  df['author'].describe()
```
```
count      21348
unique      3721
top          老曹
freq         844
Name: author, dtype: object
```

```
1  df['date'].describe()
```
```
count                    21348
unique                    1985
top        2012-10-20 00:00:00
freq                       377
first      2012-05-17 00:00:00
last       2018-11-25 00:00:00
Name: date, dtype: object
```

	favorite	thumb	title_length
count	21348.000000	21348.000000	21348.000000
mean	68.872869	17.774030	19.665355
std	116.846543	36.655463	6.307984
min	-7.000000	0.000000	3.000000
25%	14.000000	4.000000	15.000000
50%	35.000000	9.000000	19.000000
75%	77.000000	20.000000	23.000000
max	4317.000000	2193.000000	62.000000

The author who publish most articles names LaoCao and he submitted 844 articles, then we found that LaoCao is the CEO of this website.
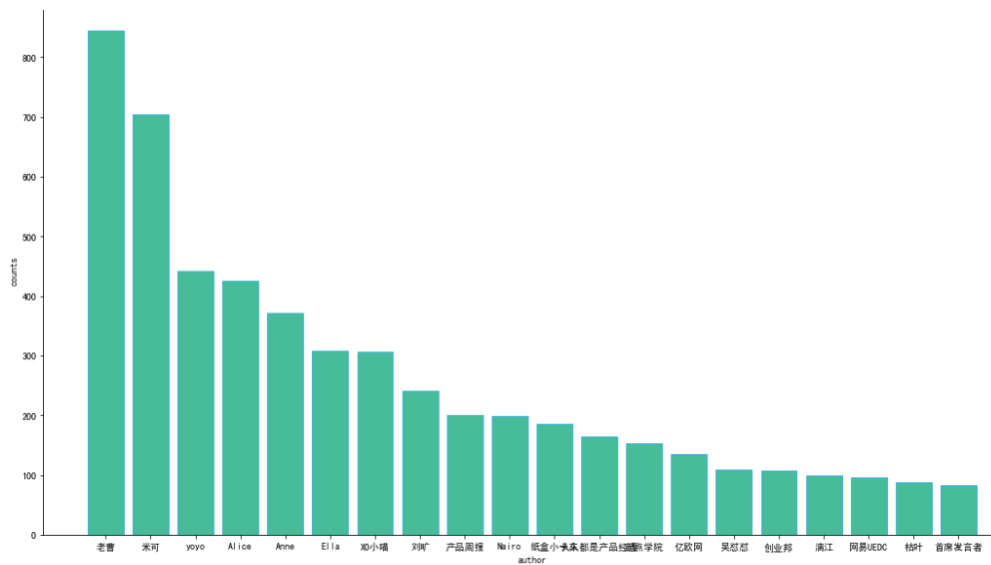

● **Data Analysis**

For a media editor, web traffic is the most important thing because it can show you this website is popular or not, and the standard to measure the popularity of a website can be the reading quantity, favorites, likes and so on. So editors may think that writing articles as more as possible can attract peoples' attention and increase the reading, but we found that this consumption is not correct.

Ranking by the number of favorites, the authors who obtained the TOP10 favorites only wrote an average of 7 articles. According to the number of published articles, the authors who wrote the Top 10 articles only got an average of 45 collections.
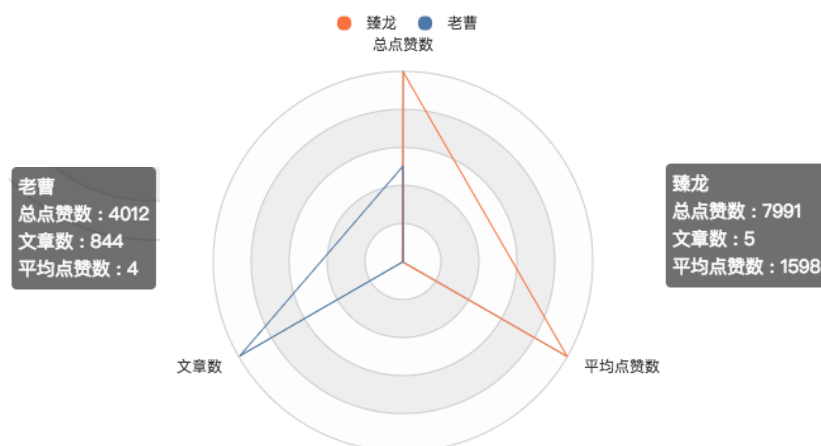
Articles Ranking
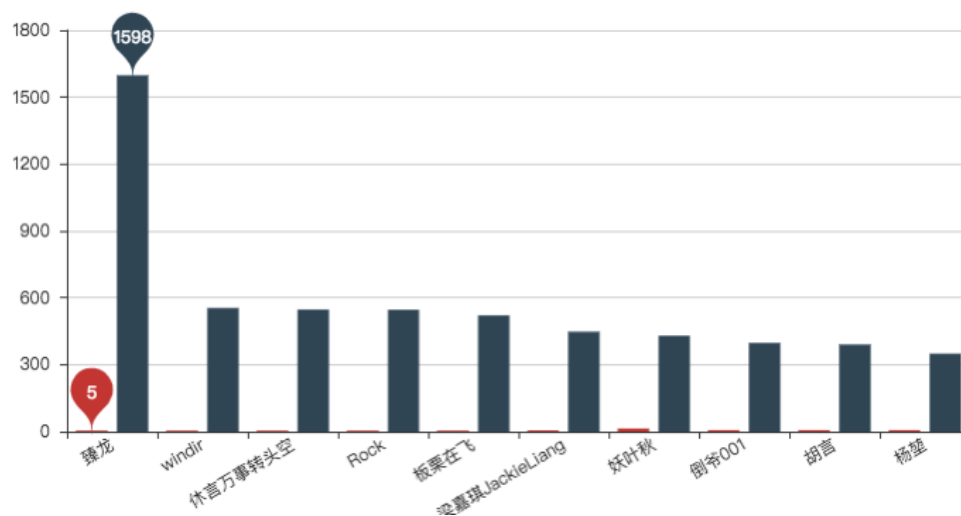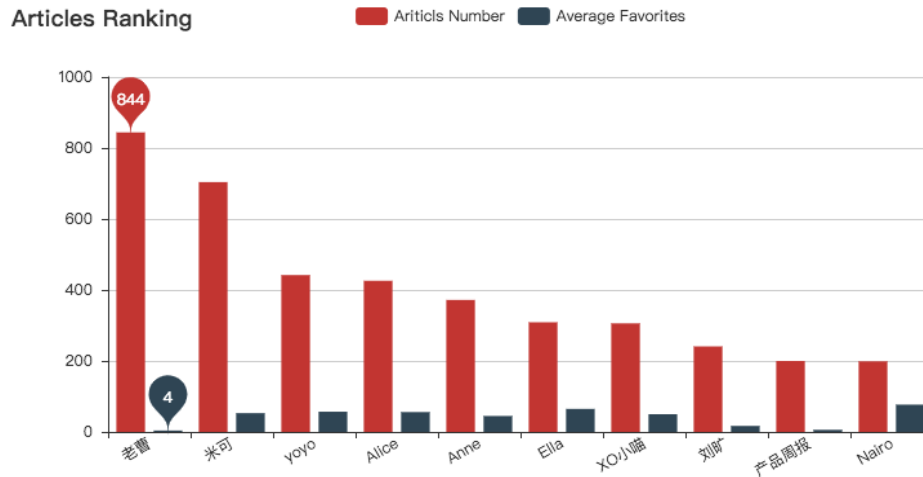
Taking Zhenlong and Laocao as an example, Zhenlong wrote a total of 5 articles, with the favorites up to 1600. Laocao wrote a total of 844 articles, but only got 4 favorites on average per article.


So, ...on. Nowadays we live in the world of information explosion, how should we let readers notice our articles?

HOW TO WRITE? (writing skills)

- **A good title helps a lot**

The data shows that the majority length of titles is from 10 to 30. what needs to be mentioned is that length around 20 would gain more favorites and thumbs. It is significant to have suitable title-length for writing.

文章点赞量和标题长度关系

文章收藏量和标题长度关系
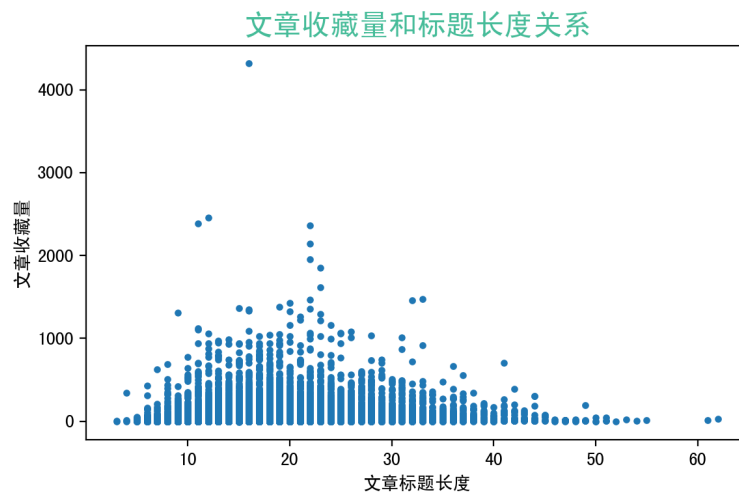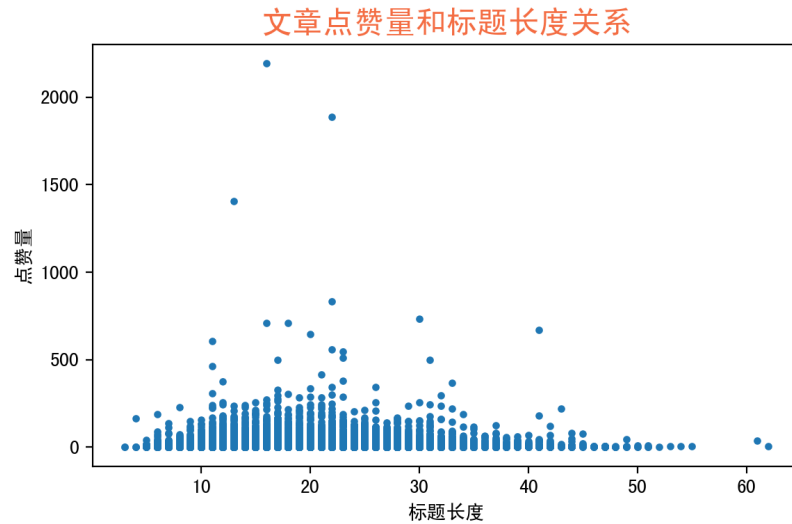
- **Example: (illustrate the importance of proper title-length)**

  (1) News articles provide with various information. And people like reading those articles but most of the time, they would just read and close it, which means they would not take too much time to search it and prove it, thus have fewer favorites and thumbs. It shows clearly that those articles sometimes have long titles.

  (2) Practical articles sometimes provide with different skills and opinions. And those articles give a chance for readers to practice and review, which means the readers are willing to collect them and search more information to prove or have a better understanding. They are different from those with long titles because they own suitable titles and gain more favorites and thumbs.

favorite	thumb	title
32	7	小程序、内容、流量、商业模型……这场2天16小时的盛会，告诉我们什么是未来｜「2018中国运...
12	39	Material Design：为什么 FAB (Floating Action Butto...
10	4	Instagram 联合创始人兼 CTO Mike Krieger：从 0 到 300 人...
3	5	产品经理周报第36期｜滴滴安全培训计划升级；搜狗推出内容平台"搜狗号"；微信官方大黄脸 2....
20	4	产品经理周报第 40 期｜阿里推出全新的信息流营销产品；美团小程序上线拼团功能；网易云音乐推...
0	0	Visualization of Stamen Design Studio – 关于一个信息...
9	2	产品经理周报第24期｜微信订阅号列表改版；ofo 推出新一代信用积分体系；百度音乐正式更名千...
5	1	产品经理周报第38期｜微博测试"博主拉黑禁评"功能；罗振宇2018跨年演讲主题发布，将谈"小...

| favorite	thumb	title
4317	2193	Word产品需求文档，已经过时了
2456	257	如何去做一份竞品分析报告
2382	606	产品经理面试习题大汇总
2362	247	你会写报告？产品体验报告的思路应该是这样的！
2141	1886	绝密原型档案：看看专业产品经理的原型是什麼样
1956	560	全面解读流程图｜附共享单车摩拜ofo案例分析
1850	289	如何优雅的用Axure装逼？高保真原型心得分享
1614	546	PRD1.0分享：全面通用的移动端产品需求文档

- **Punctuation of titles**

We found that the punctuation of titles can be diversified in this website, and the data shows that nearly one-third of titles use questions mark and few use exclamations mark.

接近三分之一的文章标题喜欢用问号

叹号标题
问号标题
陈述性标题

叹号标题: 2.42%
问号标题: 28%
陈述性标题: 69.58%
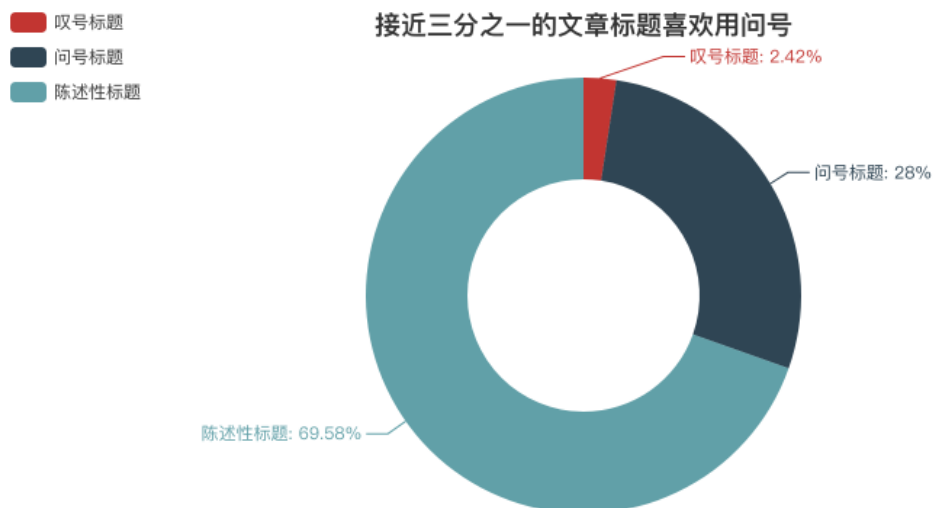
- **Whether use diverse punctuation can gain more favorites and thumbs?**

The answer is totally a surprise, as we count the average number of favorite and thumb with these title punctuation, the results are almost the same. The punctuation of articles are not related to the favorites and thumbs, writers can

choose whatever punctuation they want.
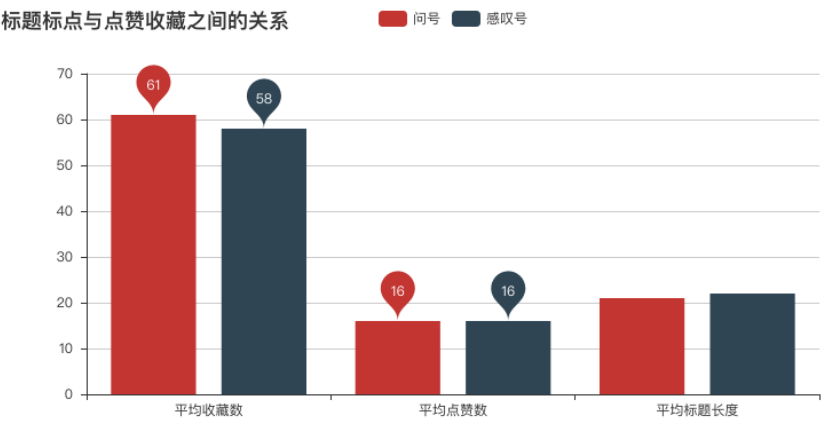
● A good timing is also important

The chart shows that the number of articles was divided into 4 quarters every year and it is clear that the third column is the highest one which has shown 5 times. It is said that quarter 3 is the peak of Article publication. And if you are a fledgling writer that do not want to have too much competition, then it is better for you to public your articles at Q1 or Q2.

However, if you want to gain more attention and it would be good to public at Q3 or Q4, as there would have more articles or writers show up to attract readers and you would have a chance to blockbuster.
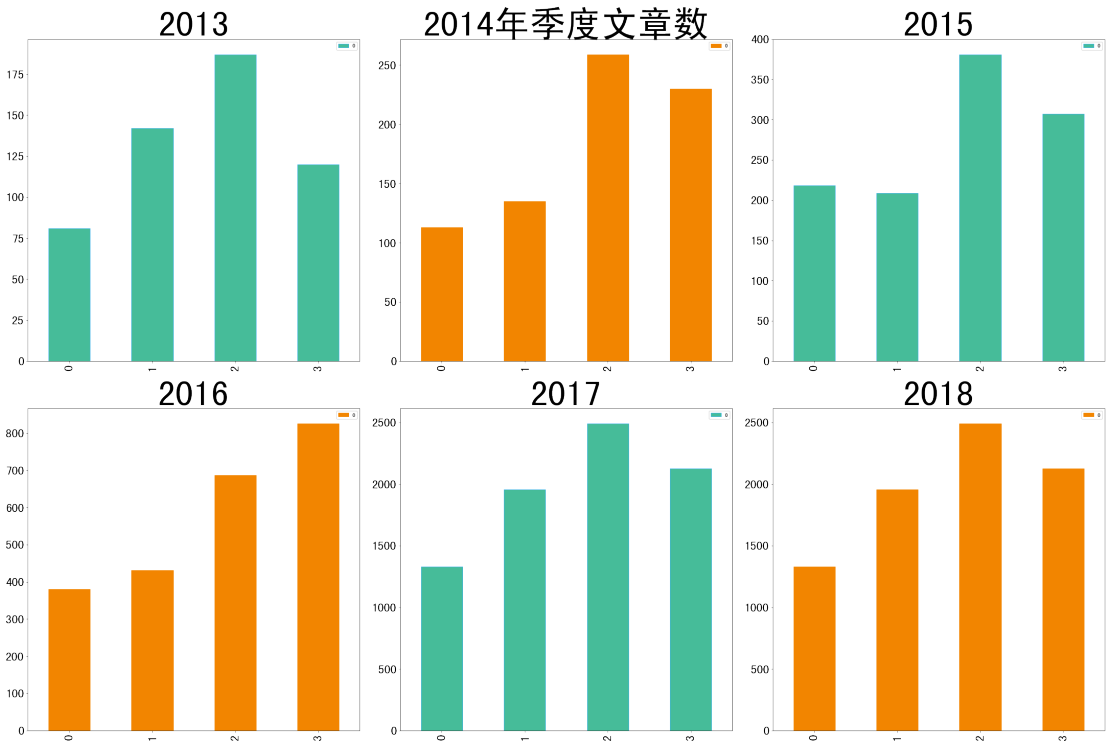
- **Why the number of publications grow rapidly from quarter 3 in 2016?**

融资历程 **2**

序号	日期	级别	估值	金额	比例	投资方
1	2017-07-15	A轮	未披露	2250万人民币	-	达内教育
2	2015-01-12	天使轮	未披露	100万人民币	-	泽厚资本

This platform had enterprise financing and gain a lot of money to support their service. What is more, they also have cooperative partnership with Tencent to be more and more popular. Thus, at that time, more and more writers public their articles on this website.
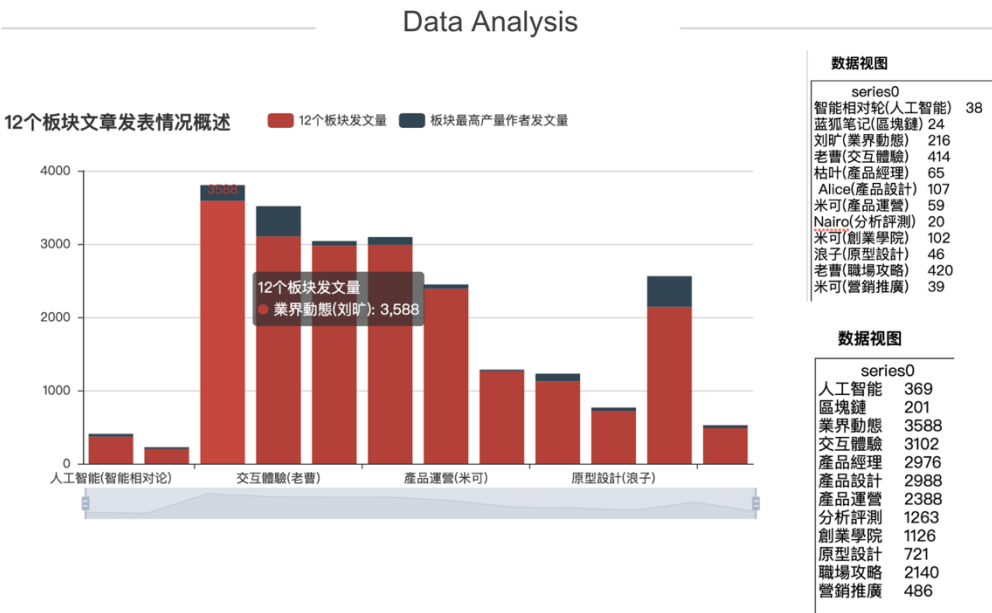
The information shows on the research is:

"In July 2016, it won the first batch of certification bodies in Tencent's "TOP Plan", and it reached a strategic cooperation with Tencent Classroom on IT Internet-Internet products and operations. It jointly launched "Tencent Classroom Product Academy", which is strong to expand more and better-teaching content and innovative teaching mode in the product and operation fields."[2]

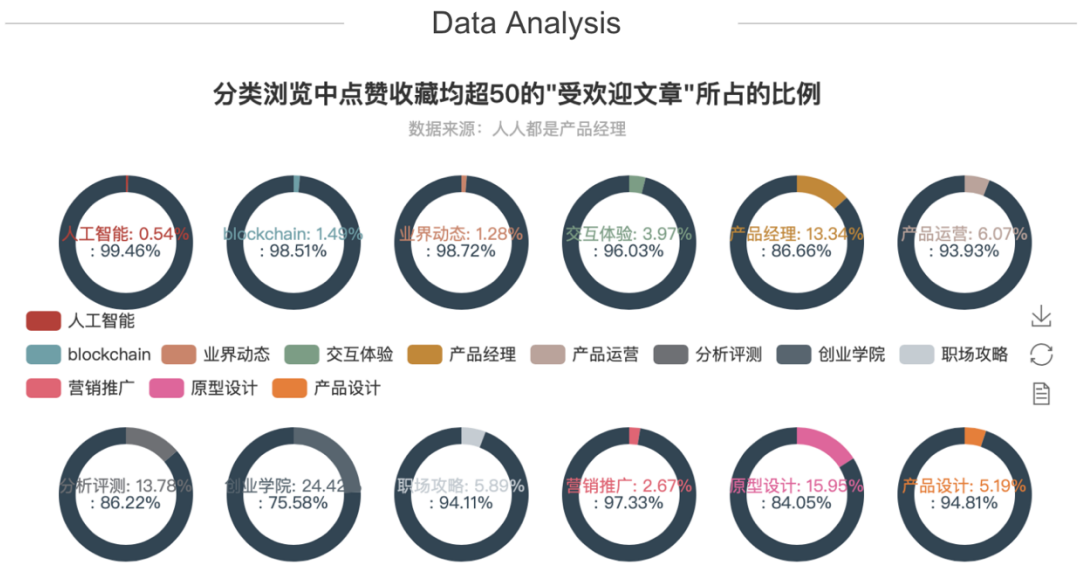- **The number of published articles from 2012 to 2018**

The bar chart shows that the number of published articles has increased from 2012 to 2018, which means that this website is getting stable and popular, so it would be a good choice to public your articles on this platform as a key opinion writer in the area of technology and new media.

- **Walk out the comfort zone to see what the readers are interested in**

12个板块文章发表情况概述 ■ 12个板块发文量 ■ 板块最高产量作者发文量

数据视图
series0	
智能相对轮(人工智能)	38
蓝狐笔记(區塊鏈)	24
刘旷(業界動態)	216
老曹(交互體驗)	414
枯叶(產品經理)	65
Alice(產品設計)	107
米可(產品運營)	59
Nairo(分析評測)	20
米可(創業學院)	102
浪子(原型設計)	46
老曹(職場攻略)	420
米可(營銷推廣)	39

12个板块发文量
業界動態(刘旷): 3,588

数据视图
series0	
人工智能	369
區塊鏈	201
業界動態	3588
交互體驗	3102
產品經理	2976
產品設計	2988
產品運營	2388
分析評測	1263
創業學院	1126
原型設計	721
職場攻略	2140
營銷推廣	486

After analyzing all the articles in 12 categories. We find that LaoCao, the CEO shine again. He is the most productive author in two hot categories, interactive experience and workplace strategy. Because LaoCao is the CEO and also a product manager, we can know that these two topics are what he familiar with. However, as what we have already mentioned, he got only 4 thumbs for average, so we can conclude that to be a popular writer, we should not just focus on what we familiar, we should walk out to see what the readers are interested in.

- **How to get your articles noticed**

分类浏览中点赞收藏均超50的"受欢迎文章"所占的比例

数据来源：人人都是产品经理

人工智能: 0.54%
: 99.46%

blockchain: 1.49%
: 98.51%

业界动态: 1.28%
: 98.72%

交互体验: 3.97%
: 96.03%

产品经理: 13.34%
: 86.66%

产品运营: 6.07%
: 93.93%

■ 人工智能　■ blockchain　■ 业界动态　■ 交互体验　■ 产品经理　■ 产品运营　■ 分析评测　■ 创业学院　■ 职场攻略
■ 营销推广　■ 原型设计　■ 产品设计

分析评测: 13.78%
: 86.22%

创业学院: 24.42%
: 75.58%

职场攻略: 5.89%
: 94.11%

营销推广: 2.67%
: 97.33%

原型设计: 15.95%
: 84.05%

产品设计: 5.19%
: 94.81%

By doing research on the percentage of the popular articles, which means the articles with both of the favorite and thumbs more than 50, in 12 categories, we can tell which category are popular and which category should author write about to get success.

It's obvious that the top 3 biggest shares of the popular articles appear in Analyzing and Evaluation, Entrepreneurship Academy and Prototype Design, which tells that these three topics are what the readers most interested in. At the same time, the total number of the articles in these three categories are all around 1000, so we can know that the competition in these three categories are not the most fierce, so it's easier to get your articles popular and it's a great chance to write articles in these three categories.

- **An example to explain how to avoid having few favoirtes while having lots of thumbs**
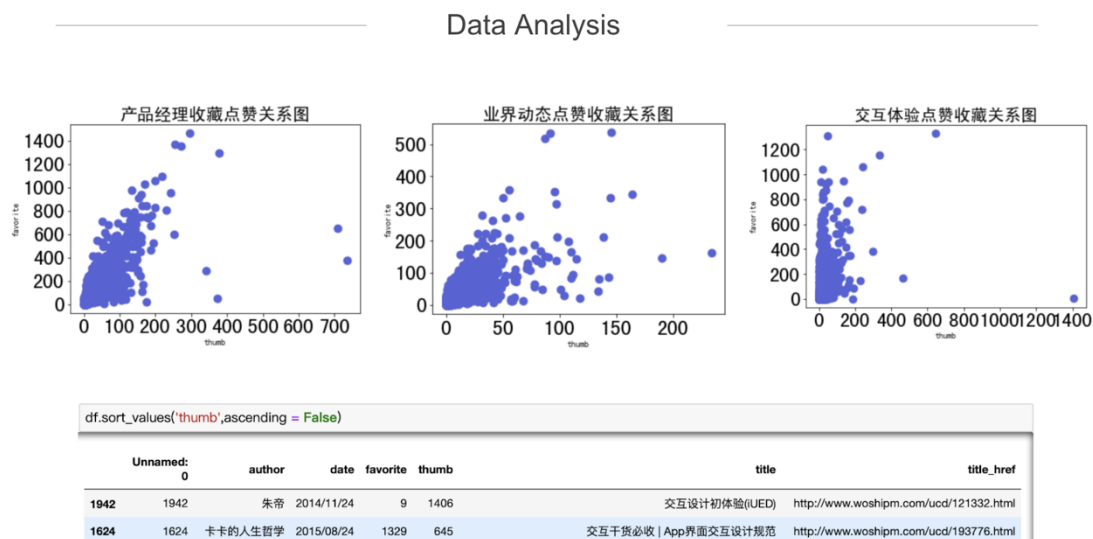
In terms of the relationship between the thumb and favorite of articles in the three hottest categories, Product Manager, News in Industry and Interactive Experience, where competition are the most fierce. The relationship is basically positive, but there is a very special article with the highest number of thumb but with very few favorites.

交互设计初体验(iUED)

朱帝 ✿ (订阅专栏)

@上海 wechat:434826236 没有音乐细胞却想玩音乐的产品汪

🕐 2014-11-24 👁 1万 ★ 9 👍 1406

零基础学产品，BAT产品总监带，2天线下集训+1年在线课程，全面掌握优秀产品经理必备技能。了解详情

评论

欢迎留言讨论~!

Abyss_rocket

明显没使过Android。至少2014不应该写出Android的卸载方法如此不堪。

2014/11/26

菜棚回复Abyss_rocket

同意，现在安卓的卸载也就两三步的事而已

2014/11/29

1.什么是交互设计?

在谈交互设计之前首先需要明白"用户体验"这个概念，用户体验（User Experience，简称UE/UX）是指用户在使用产品过程中建立起来的纯主观感受，通俗的讲就是"这个东西用起来怎么样，方不方便，好用不好用"，在这个过程中，会受到行为、形式和内容三个方面的影响，交互设计就是通过改变行为和形式来提升用户体验一种行为。

举个典型的例子，iOS和Android系统上对卸载A应用的设计。在Android原生系统上，要卸载应用程序需进入设置→应用程序→在一堆类表中找到你要卸载的A应用→在新打开展示应用程序信息的列表中你终于找到了你苦苦追寻的"卸载"按钮；我们再来看看iOS系统上怎么卸载应用程序的：长按桌面上任意图标至图标开始抖动→应用图标左上角出现叉→点击欲卸载A应用图标上的叉确认删除即可，A程序图标被删除意味着A应用的对应程序也被卸载了。iOS上卸载应用程序就像生活中丢垃圾一样，简单方便，贴近生活从而更加无障碍的使用。

To understand why, we find out the article. The title of this article is the first experience of Interaction Design. According to the review, the reason is possibly about the content. There is an obvious mistake in this article. The readers might appreciate author's spirit of sharing. However, the mistake overshadows the article and this article is about the first experience, which means the knowledge in the article might be a little bit simple for the readers.

● **Summary**

In digital era, as a new media editor, it is necessary to be familiar with these words like Start-up, big data, AI etc. Besides, for a new media editor, it'll never be enough to only know words, but also need some skills in order to make articles popular. Ultimately, our report reveals how to become a KOL editor of Telecommunications, Media and Technology (TMT) industry in 10 minutes.

This is the article we found with highest favorite and thumbs (http://www.woshipm.com/rp/211554.html).

Word产品需求文档，已经过时了

臻龙 ✓ (订阅专栏)

人人都是产品经理专栏作家

By looking through our Word Cloud, the high-frequency words of all titles, we can easily find a special word among it. To be more specific, it is an Internet company named Netease(网易). What surprises us most is that the result (Top 60 high-frequency words) actually doesn't include the Internet companies which are Ali Group, Baidu or Tencent. And as we know, Netease is not Top 3 in this industry of China. However, compared with other companies, its products like Youdao Dictionary, CloudMusic and Public Class seems more attractive for product managers to study further, because all these applications have a great user agglutinant. Hence we suggest that editor could tap into Netease company to make a better connection with Chinese audience.

After completing the whole operational process, our team found a bug in the number of collection. There are 4 negative numbers when sort by favorite. We log in the website (http://www.woshipm.com/zhichang/9479.html
) to verify the bug. When clicking this button, we observe that the number has changed from -7 to -6.

18614	18624	853.0	琢磨事	2018/08/04	-1	2	百分百数据化后的世界	http://www.woshipm.com/it/1199961.html
11478	11485	1947.0	老曹	2012/10/20	-4	0	面试问题的常见错误回答	http://www.woshipm.com/zhichang/9393.html
11370	11377	1839.0	老曹	2012/10/20	-5	0	经典面试问题的回答思路	http://www.woshipm.com/zhichang/9501.html
11395	11402	1864.0	老曹	2012/10/20	-7	0	找茬类面试问题之中的妙答与笨答	http://www.woshipm.com/zhichang/9479.html

收藏 | −7   赞 | 0

Reference:

[1] http://www.woshipm.com/

[2] https://www.qichacha.com/product_ba3c25f5-e7c2-4418-bc1e-3657329f9f9a

[3] https://mp.weixin.qq.com/s/e7FJea7QEPOIkhJbu7yaLw