

## 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()

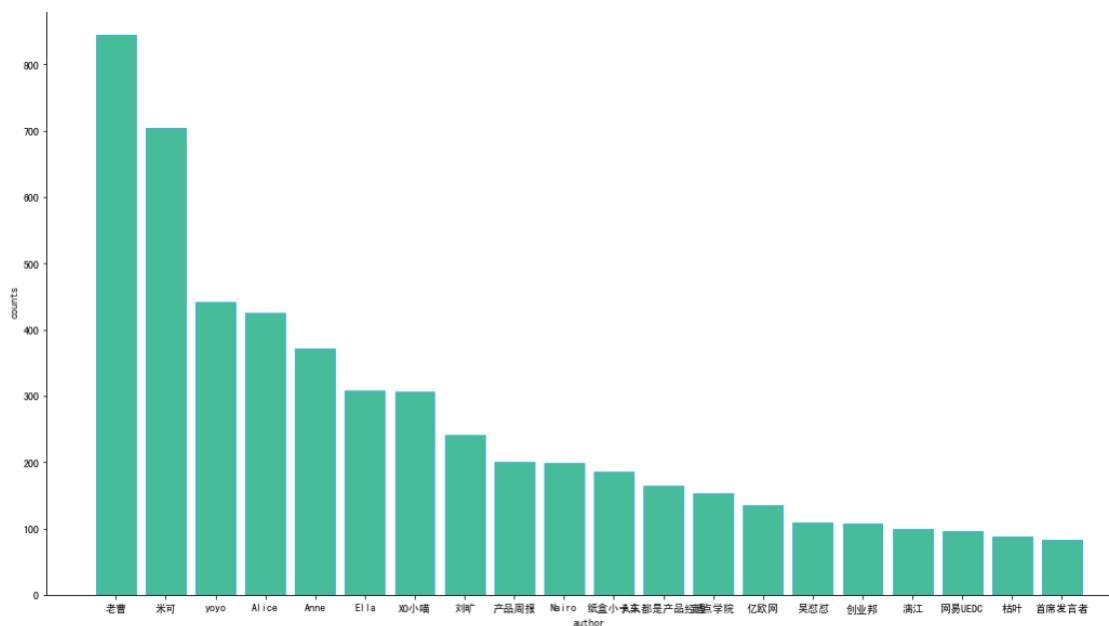
count      21348
unique      3721
top         老曹
freq        844
Name: author, dtype: object
```

```
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.

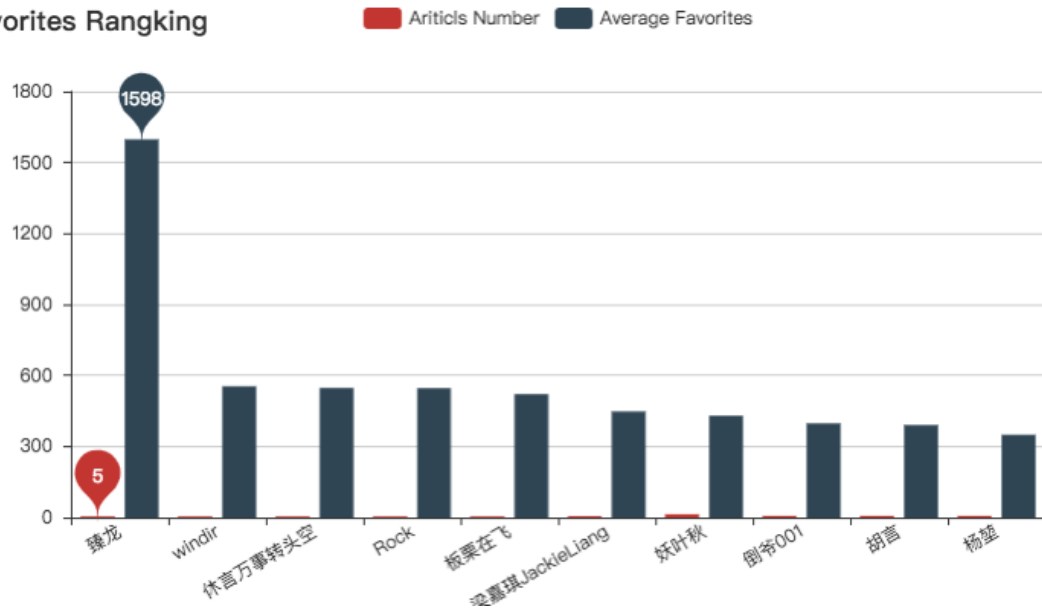


## ● Data Analysis

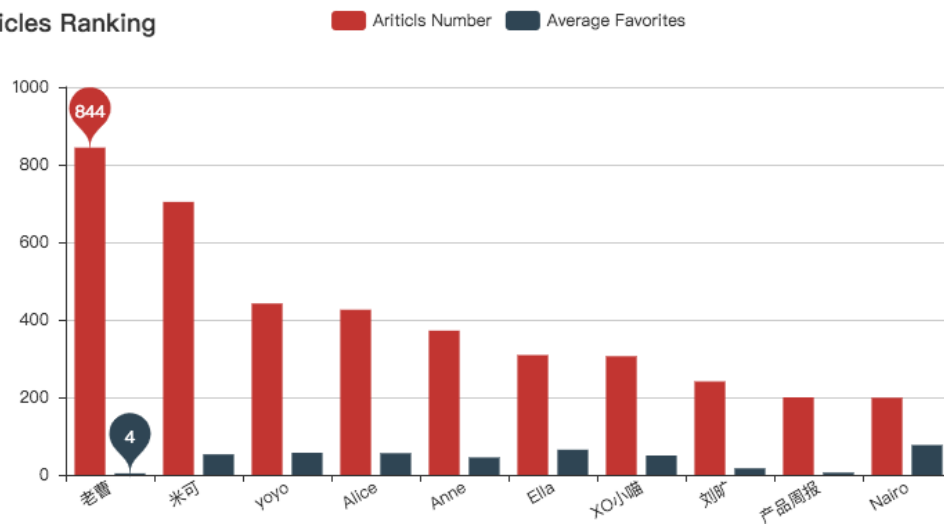
For a media editor, web traffic is the most important thing because it can show you this website is popular or not, and the standard to measure the popularity of a website can be the reading quantity, favorites, likes and so on. So editors may think that writing articles as more as possible can attract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

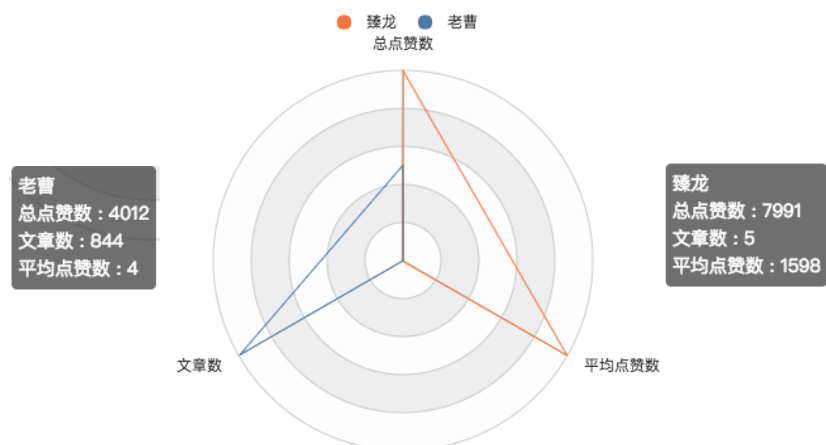
### Favorites Ranking



### 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.

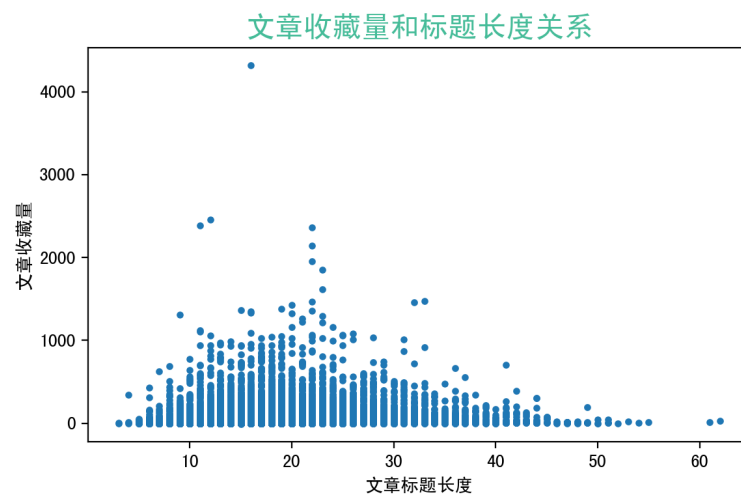
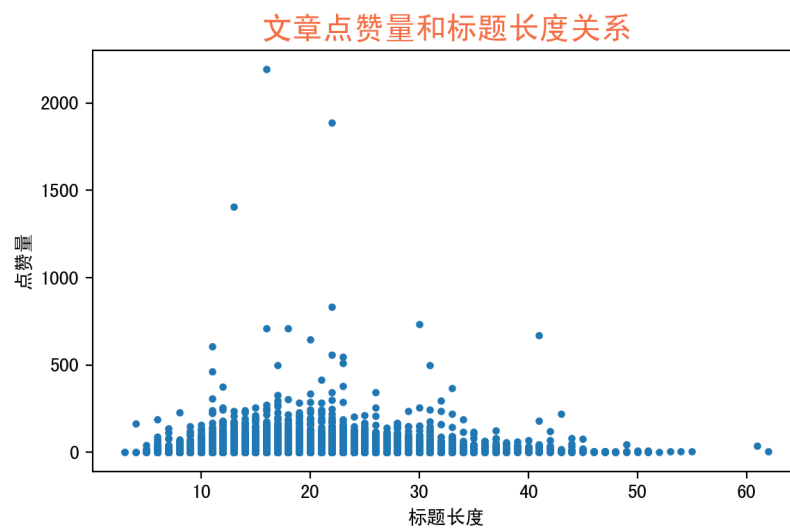


So, it does not mean that if you write more, you can get more attention. Nowadays we live in the world of information explosion, how should we let readers notice our articles?

## 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.



- **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

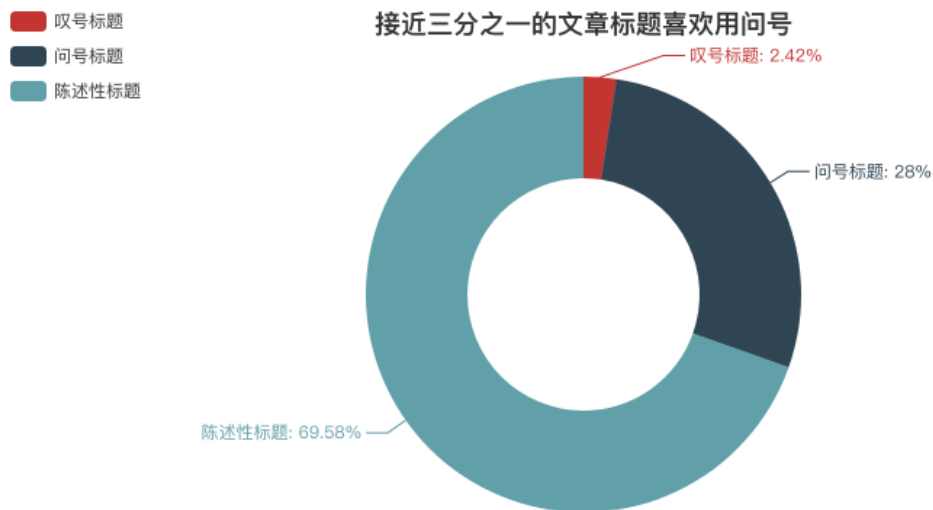
means they would not take too much time to search it and prove it, thus have fewer favorites and thumbs. It shows clearly that those articles sometimes have long titles.

(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	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...	4317	2193	Word产品需求文档，已经过时了
12	39	Material Design：为什么 FAB (Floating Action Butto...	2456	257	如何去做一份竞品分析报告
10	4	Instagram 联合创始人兼 CTO Mike Krieger：从 0 到 300 人...	2382	606	产品经理面试题大汇总
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....	2362	247	你会写报告？产品体验报告的思路应该是这样的！
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...	2141	1886	绝密原型档案：看看专业产品经理的原型是什麽样
0	0	Visualization of Stamen Design Studio – 关于一个信息...	1956	560	全面解读流程图   附共享单车摩拜ofo案例分析
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...	1850	289	如何优雅的用Axure装逼？高保真原型心得分享
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...	1614	546	PRD1.0分享：全面通用的移动端产品需求文档

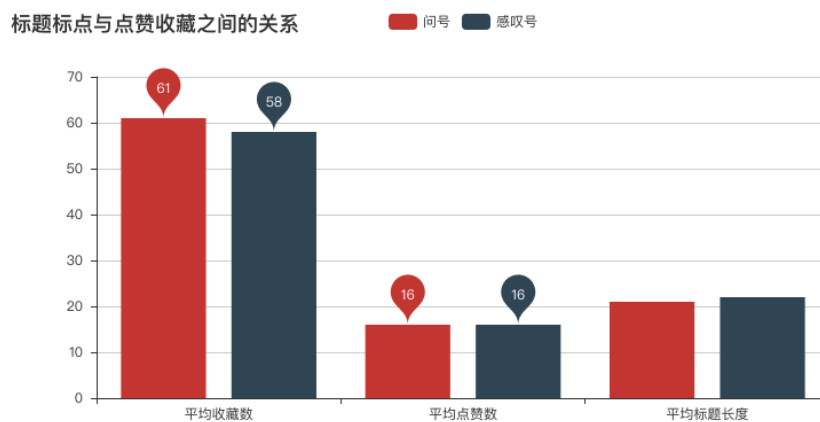
## ● Punctuation of titles

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.



### ● Whether use diverse punctuation can gain more favorites and thumbs?

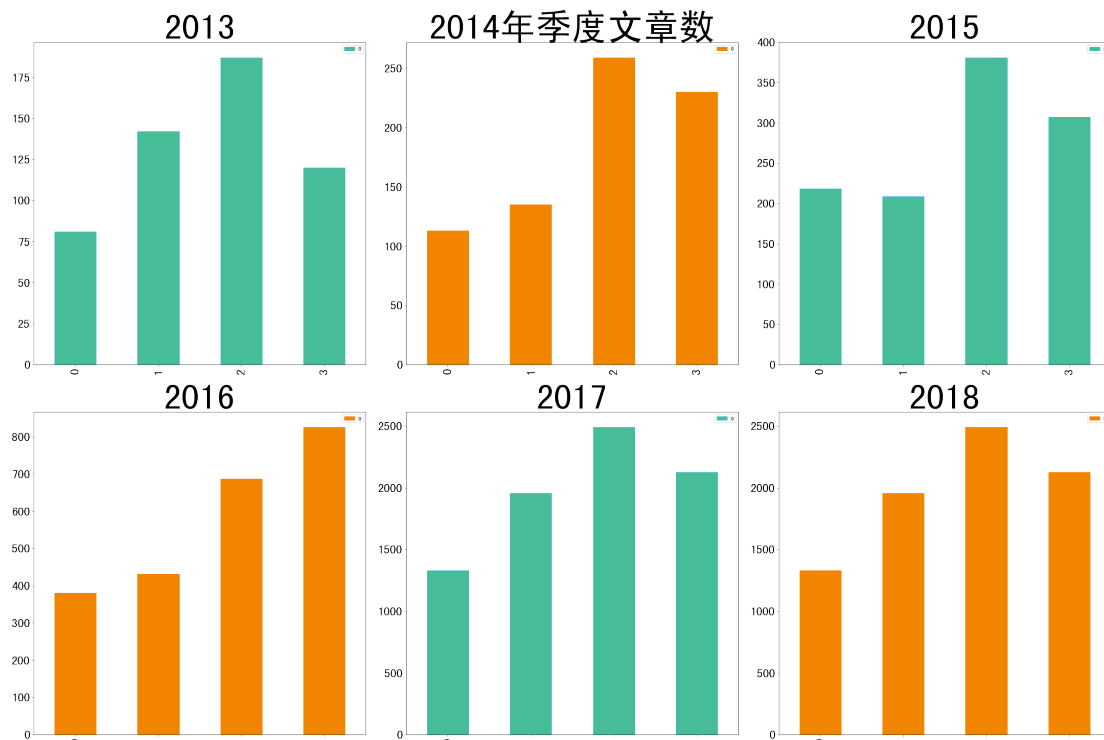
The answer is totally a surprise, as we count the average number of favorite and thumb with these title punctuation, the results are almost the same. The punctuation of articles are not related to the favorites and thumbs, writers can choose whatever punctuation they want.



### ● 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.

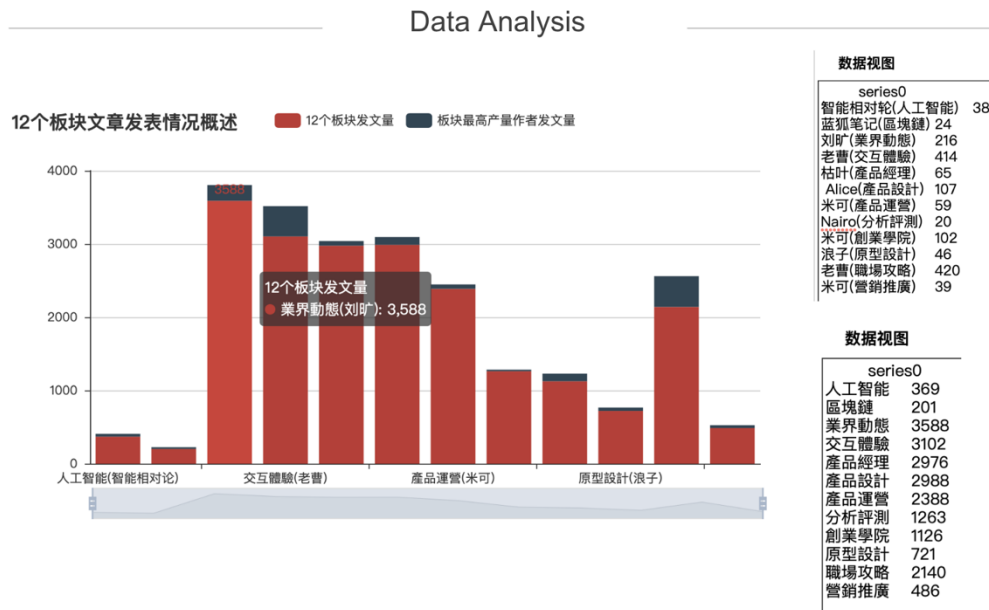
The information shows on the research is:

*"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**



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.

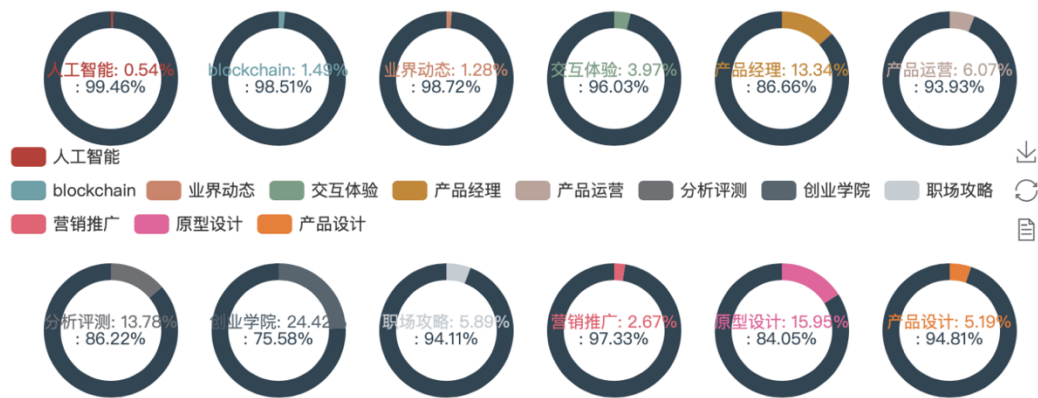
- **How to get your articles noticed**



## Data Analysis

### 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

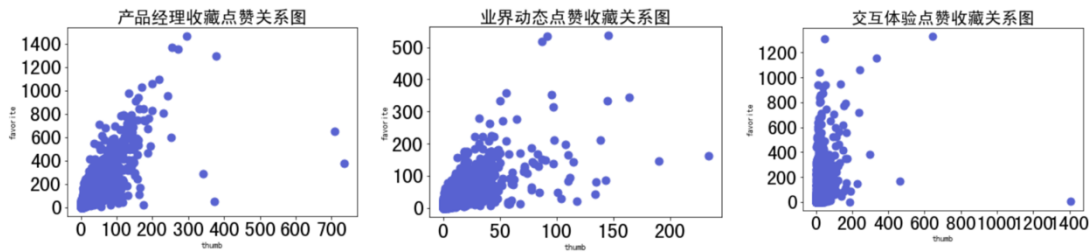


By doing research on the percentage of the popular articles, which means the articles with both of the favorite and thumbs more than 50, in 12 categories, we can tell which category are popular and which category should author write about to get success.

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 favourites while having lots of thumbs**

## Data Analysis



```
df.sort_values('thumb', ascending = False)
```

Unnamed: 0	author	date	favorite	thumb	title	title_href
1942	1942	朱帝	2014/11/24	9	1406	交互设计初体验(IUED) <a href="http://www.woshipm.com/ucd/121332.html">http://www.woshipm.com/ucd/121332.html</a>
1624	1624	卡卡的人生哲学	2015/08/24	1329	645	交互干货必收   App界面交互设计规范 <a href="http://www.woshipm.com/ucd/193776.html">http://www.woshipm.com/ucd/193776.html</a>

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.

## Data Analysis

### 交互设计初体验(IUED)



朱帝



订阅专栏

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© 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

明显没使用过Android，至少2014年不应该写出Android的卸载方法如此不堪。  
2014/11/28



荣耀回复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→在一堆列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.

