

Go player Zhan Ying: from unknown to internet star

—Zhan Ying shares her go journey and charms with college students



How:She interacted with the students, taught students go, showed her singing and humor, and won applause and cheers.

Where:Beijing University of Posts and Telecommunications

Who:Zhan Ying, a female professional go player and popular live streamer

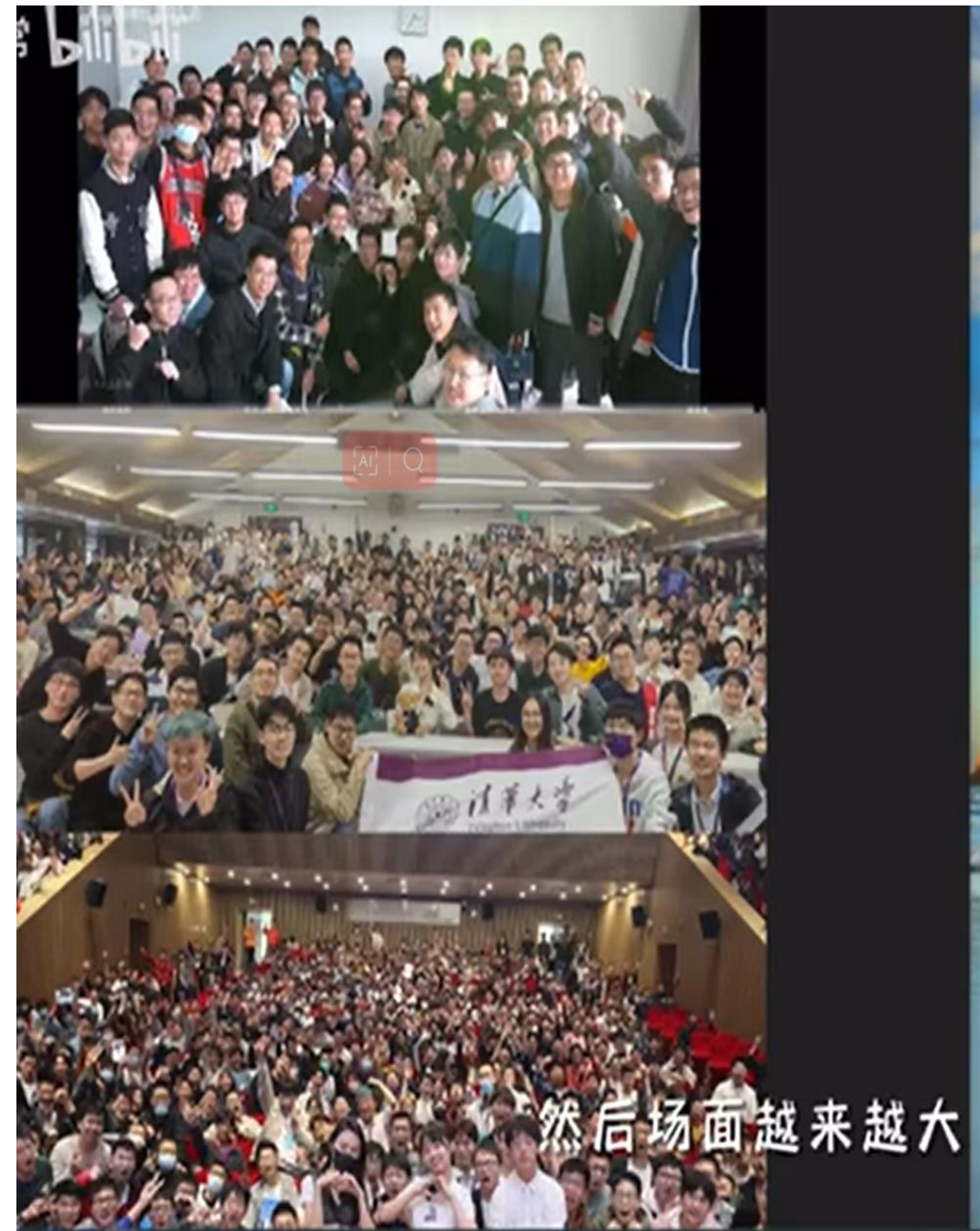
When:April 16th.

Why:Spread go culture

Zhan Ying is known for live streaming go games and humorous commentary on Bilibili platform. She also creates various creative works and sparks discussions among netizens.



Zhan Ying said she was happy to share her go experience and life insights with the students. She hoped to make more people like go, a traditional culture. She wished the students success and happiness.

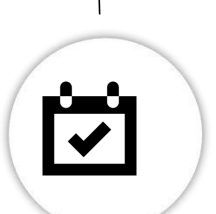
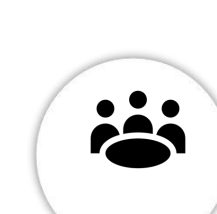




Zhan Ying started learning go at 8 and became a professional player in 2014.

She became a live streamer in 2020, but did not gain much popularity until late 2022.

She achieved the "Thousand Ships" achievement on Bilibili platform on December 24th, 2022, and ranked first on the popularity list. On February 23rd, 2023, she was certified as a well-known game live streamer by Bilibili.



She is currently a second dan player and a "Sports Master" in women's go. She plays for Shanxi Go Association team.

When she cried after reading malicious comments online. The video went viral and made her famous. (2022.10.26)

reasons for Warhawk's explosive popularity

What reasons can
make a person
become extremely
popular _

reasons for Warhawk's explosive popularity



在网络时代，一个人爆红（即迅速获得广泛关注和知名度）通常由以下因素引起：

1. 独特而引人注目的才能：当一个人拥有特别的才能、技能或表演能力时，他们可能因为其独特性和吸引力而在网络上迅速走红。这可以是音乐才华、舞蹈技巧、喜剧天赋、特殊的艺术表现形式等。
2. 内容创作和社交媒体：通过社交媒体平台（如YouTube、Instagram、TikTok等）发布有趣、有创意或引人入胜的内容，可以吸引大量关注和分享。有时候，一段特别有趣或感人的视频、一篇创意十足的博文或一幅精美的插图，都足以迅速引发轰动。
3. 感人的故事或背景：一个人具有令人感动的故事、背景或成就，也可能引起人们的广泛关注。这可以是克服困难的人生经历、战胜逆境的故事，或者是取得了令人瞩目的成就。
4. 社会热点话题和争议：参与或引发社会热点话题、争议性事件或讨论也可能使一个人在网络上爆红。这可能是因为他们表达了大众共鸣的观点，或者因为他们的言论或行为引发了争议和讨论。
5. 广告和宣传活动：有时候，一个人之所以能够迅速爆红，是因为背后有一个巧妙的宣传活动或广告策略。有时，这种宣传活动会引发人们的好奇心和关注，从而使一个人在网络上迅速走红。

需要注意的是，网络上的爆红并不一定意味着长期的成功或持久的影响力。很多时候，一个人的爆红只是暂时的现象，持续的关注和支持是建立真正的影响力和持久的成功所必需的。

AI's answer

Unique talent;

Good content and creativity;

Touching stories or backgrounds;

Social hot topics and controversies;

Advertising and promotional campaigns.

AI's answer

reasons for Warhawk's explosive popularity



Chess Player
Homophonic Rider.

ZhanYing possesses a
unique charisma:
humorous, easy-going,
approachable, and kind-
hearted.

On a personal level,



reasons for Warhawk's explosive popularity



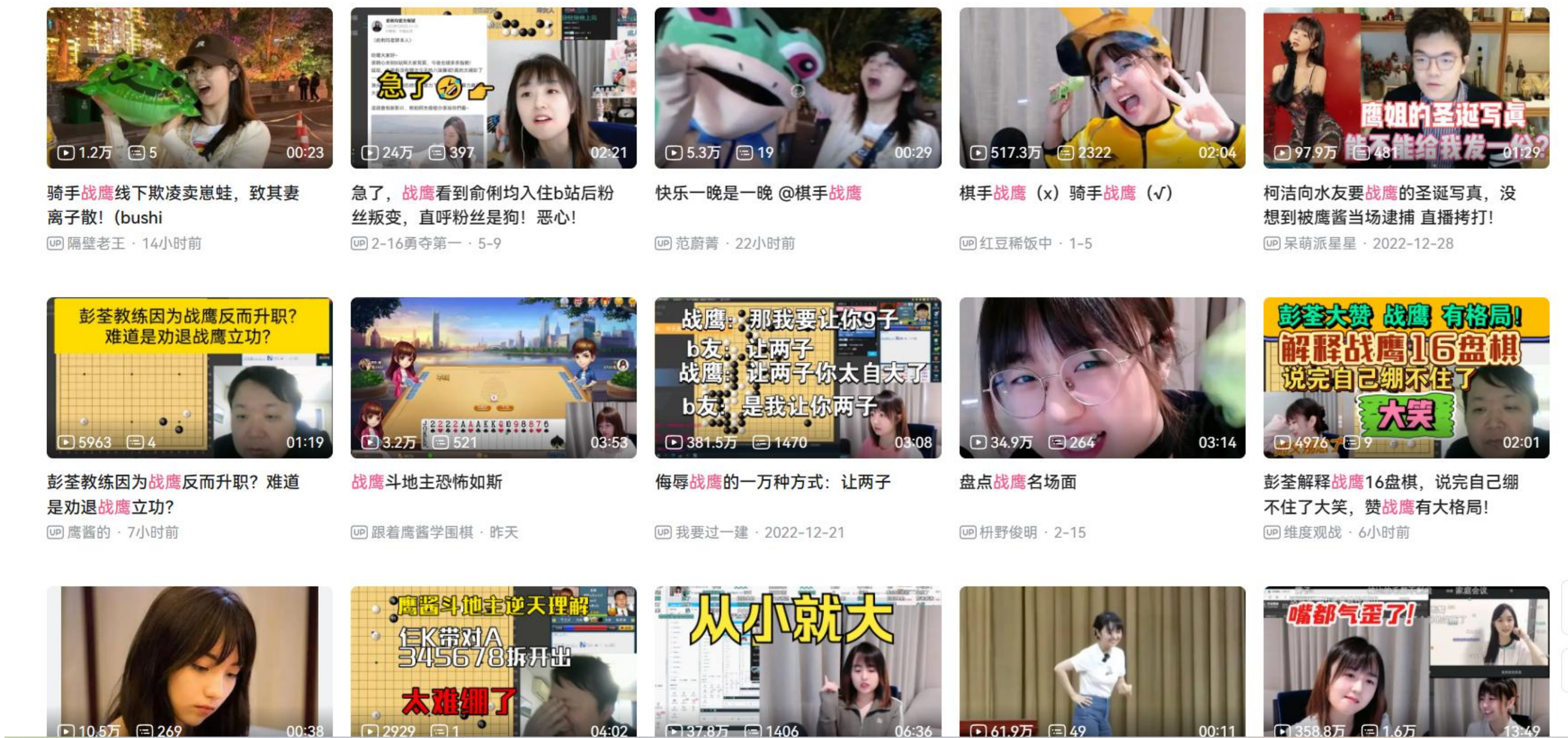
She is tearing open the
skin of the sausage.

On a personal level,

Zhan Ying is often
referred to as an
abstract anchor.

—

reasons for Warhawk's explosive popularity



Zhan Ying's fans possess exceptional skills in derivative works.

In terms of content creation



reasons for Warhawk's explosive popularity



ZhanYing successfully
reached a certain
ranking after eight years
of efforts

She is watching videos of her successful rank advancements during her live stream.

Touching stories or backgrounds





“

For Ke Jie, I can only use abstract
to describe him, and Zhan Ying, I
use her to describe abstract.

Abstract.

——The Cultural Phenomenon
Behind Zhan Ying



Popular among
university students



Zhan Ying's Trip to NJU and THU

Phenomenon 1

Young people
need to relax.



2022 has been called the
most difficult job hunting
season in history

*Young people
begin to live in
the moment.*



*Young people start to live
in the moment and
capture the fun in life.*

Phenomenon 3

Young people
begin to
rethink their
own value.



Young people begin to
accept their own ordinary.

Go insider's view

positive

Appreciation and support

Increased the popularity and influence of Go

e.g., Ke Jie, Lian Xiao, Nie Weiping, etc.

negative

Jealousy and belittling

Not deserve to enjoy such high popularity and income

e.g., Wang Tianyi, Wang Chenxing, etc.

Go lover's view

positive

Like and follow

Live streaming is fun and interesting

Learn the knowledge and skills of Go

Sincere and lovable personality

e.g, Captain, friends, fan, etc.

negative

Antipathy and resistance

Abstract and absurd

Did not respect and inherit the spirit and culture of Weiqi

Did not show the level and grace of a professional player

e.g., users in Baidu post bar, Weibo, etc.

Go layman's view

Curiosity and appreciation

*Produces a lot of secondary
creation, all kinds of funny
videos*

e.g., users in bilibili, etc.



War Eagle's view

Gratitude and humility

Keep her own style of
simplicity and authenticity

Do the things she loves and bring joy
and positive energy to others



Above all, different people have positive and negative views on go player War Eagle. She has made positive promotion and popularization for the sport of Weiqi, so that more people know and like Weiqi.

Thanks !