



**impact society's
shared values**



**influence
consumption behavior**

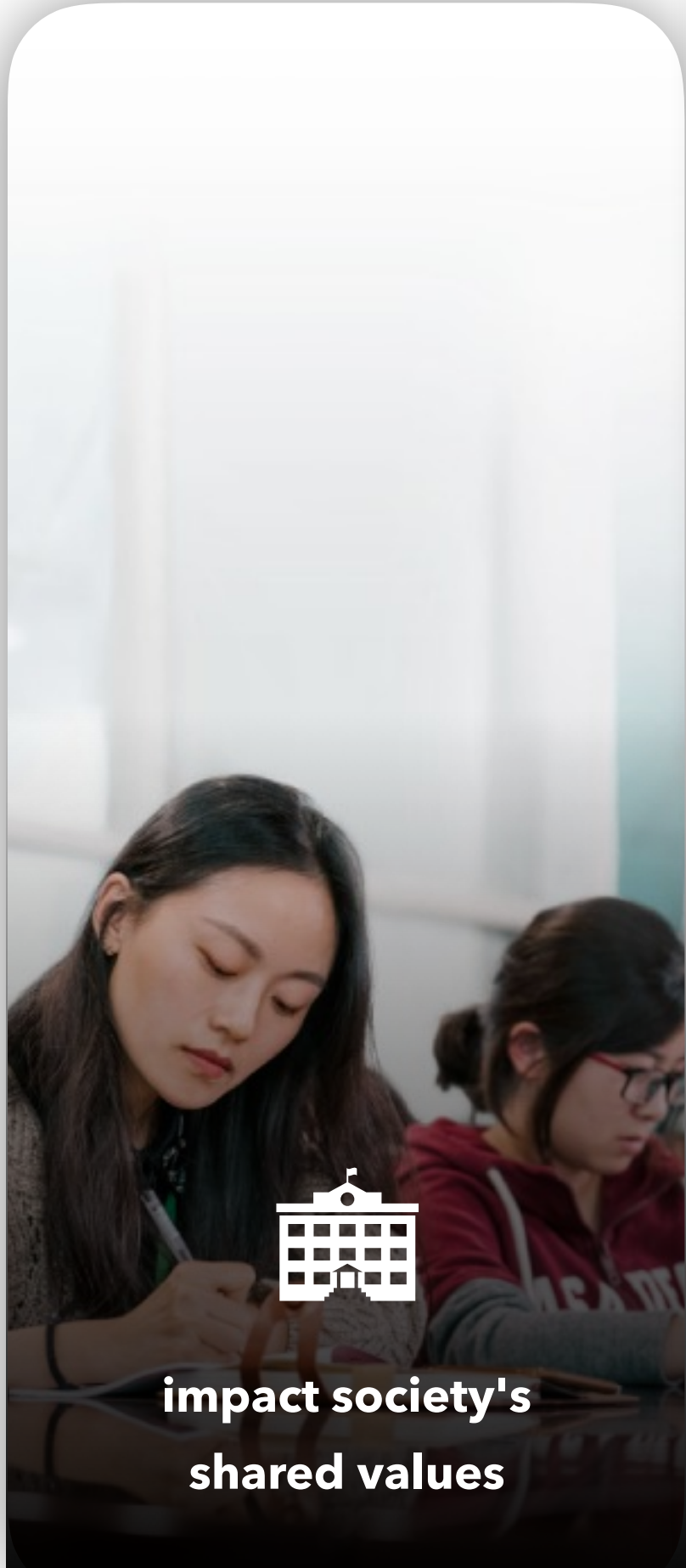


**Contemporary
Chinese Social Media**

morph society's common beliefs







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