



**impact society's
shared values**



**influence
consumption behavior**

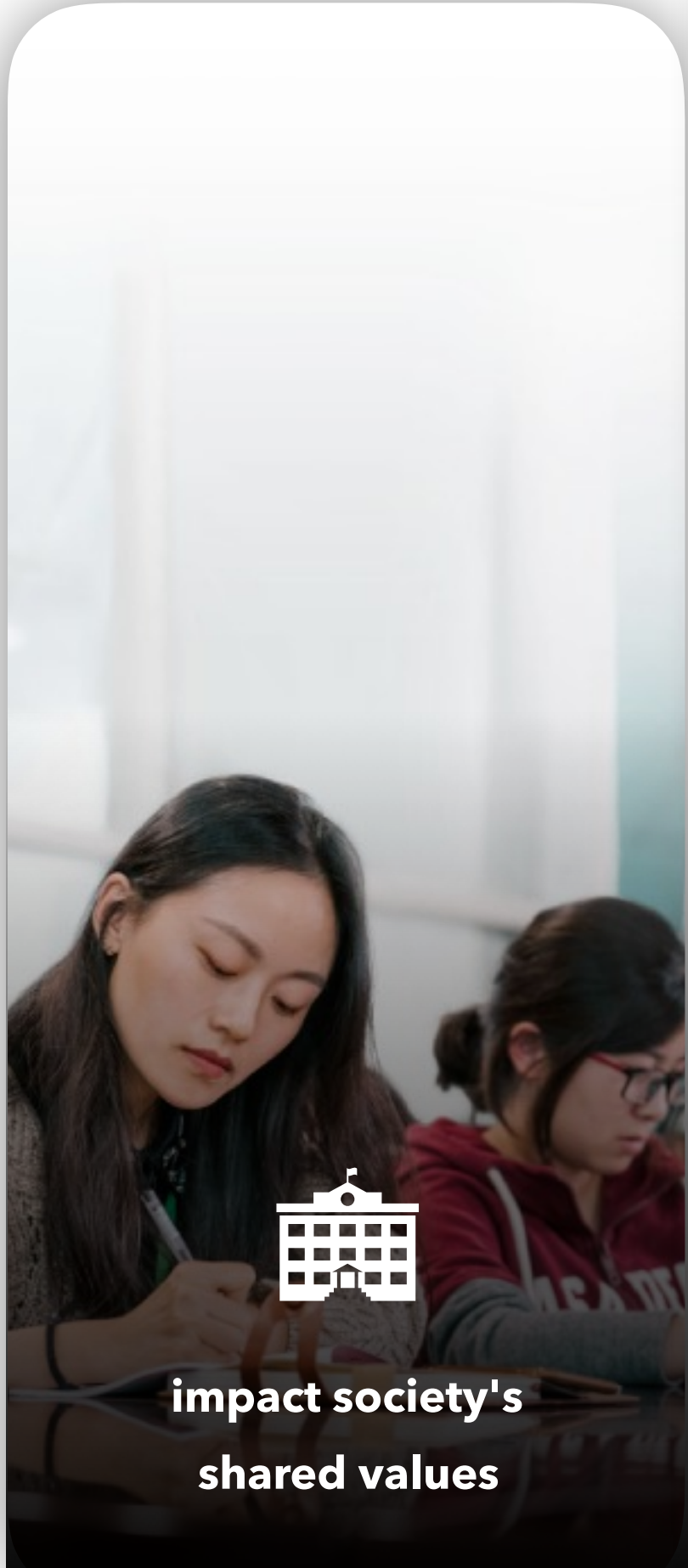


Contemporary Chinese Social Media

morph society's common beliefs



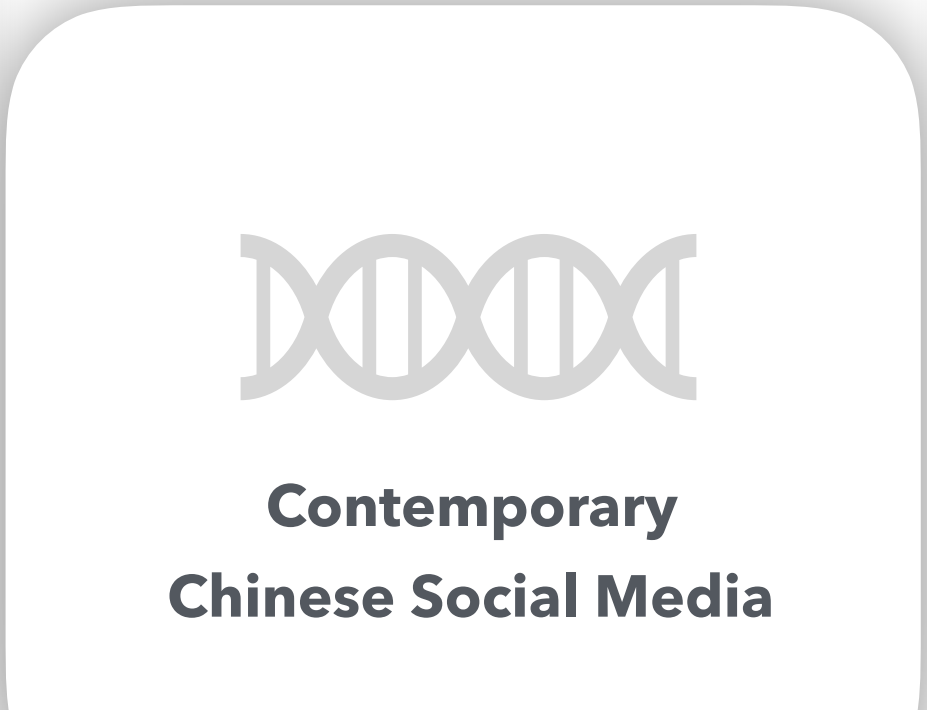




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