Introduction

With the improvement of the living standards, a new life and consumption concept is now prevalent among the young and gradually influencing the whole society. A typical phenomenon in China is that due to rapid aging of the population and the increase of Dink families, there is a fashion for keeping pets (Wang Xinzhu, 2018)[1] and the purpose of keeping those animals is transforming from the original simple housekeeping to the high-level spiritual pursuit of heart caring. Such change has brought rapid development of the pet economic market. People are willing to pay more time, energy and cost for pets. Just like bearing children, they buy food, detergents, clothing, toys and other supplies for their pets, and bring pets to receive medical, beauty, domestication and other services. According to the “2019 White Paper on China’s Pet Industry” [2], China’s urban pet consumption scale reached 202.4 billion RMB, an increase of 18.5% over 2018. It is estimated that by 2023, the scale of China’s pet consumption market will reach 472.3 billion RMB.

1. *Wang Xinzhu, Current situation and development trend of pet industry in China, Modern journal of animal husbandry and veterinary medicine, 2018,2: 57-59.*
2. *The consumption report of the 2019 White Paper on China's Pet Industry is officially released. <https://www.petfairasia.com/news/1361>*

With decades of development of the Internet, a new period in which the Internet is integrated with all kinds of industries has come and is flourishing and booming all over the world. For China, it is obvious that the convergence of the Internet and the cultural industries is increasing its pace to enrich mental life and promote economic growth. It is the coming of Internet+ epoch that brought the golden prosperity for the pet industry to promote combined online and offline services.

This project is to develop a social networking site, naming Pet Club, for pet lovers. Pets Club embraces two types of social media, media sharing networks and interest-based networks. On this website, pet lovers can not only share texts, photos, and videos but also participate in organized activities to enjoy their hobbies.

Literature review

Social website vers Standard websites

Since the advent of social websites in 1997, many scholars have tried to give it a final definition, but so far, there is still no clear explanation, and opinions vary. Social network research expert Danah Boyd (2008) mentioned that the social website we defined is based on a network service, which allows individuals to build an open or semi-open image in a system with boundaries[3]. In the technical environment of Web2.0, interaction is ubiquitous. In social websites, after the user creates an account, he can make new friends, even with friends of friends, keep in touch with friends who have not been in contact for a long time, or stay in touch with friends of different cultures and religious beliefs. Some well-known social websites at home and abroad are Weibo, Facebook and Twitter.

Contrary to social websites, which are designed and developed for social interaction, a standard website is one-way, equivalent to a national or even international network media. It provides users with the latest information and knowledge they want to obtain. Official websites for schools, companies, governments and organizations are all standard websites.

As to pet lovers, if they need to know the latest policy of keeping pets in their district or search online for certain pet hospitals and care centers to get professional suggestions, they shall turn to the relevant government website and official hospital website. However, it is rather time-consuming and inconvenient. A social website designed to target pet lovers can simultaneously meet both two requirements. Meanwhile, apart from searching for information and knowledge, a social website also provides a platform for pet lovers to create their own accounts that they can log into, build their own profile pages to share life with loved pets in words, pictures, and videos, and contact with friends online either anonymously or not.

Different types of social media and relevant features

Social media can be defined as “a group of Internet -based applications that built on the ideological and technological foundations of Web 2.0, and that allow creation and exchange of user- generated content” (Kaplan & Heanlein, 2010)[4]. When developing a social website, there is one point that must be is why people are using this kind of social media to connect online. Based on analysis of the demand, social media can be categorized into ten types: social networks, media sharing networks, discussion forums, bookmarking and content curation networks, consumer review networks, blogging and publishing networks, interest-based networks, social shopping networks, sharing economy networks, and anonymous social networks. Different types of media can realize different demands. In the project mentioned (i.e. Pet Club), in order to build a platform for pet lovers to not only share texts, photos and videos but also participate in organized activities to enjoy their hobbies, it involves two types of social media, media sharing networks and interest-based networks respectively.

1. *Boyd, D. M., &Ellison, N. B. Social network sites: Definition, history, and scholarship. ComputerMediated Communication, 2008, 13, 210-230.*
2. *Kaplan, A.M. & Haenlein, M. Users if the world, unite! The challenges and opporrtunities of social media. Bus.Horiz. 2010, 1,59-68.*