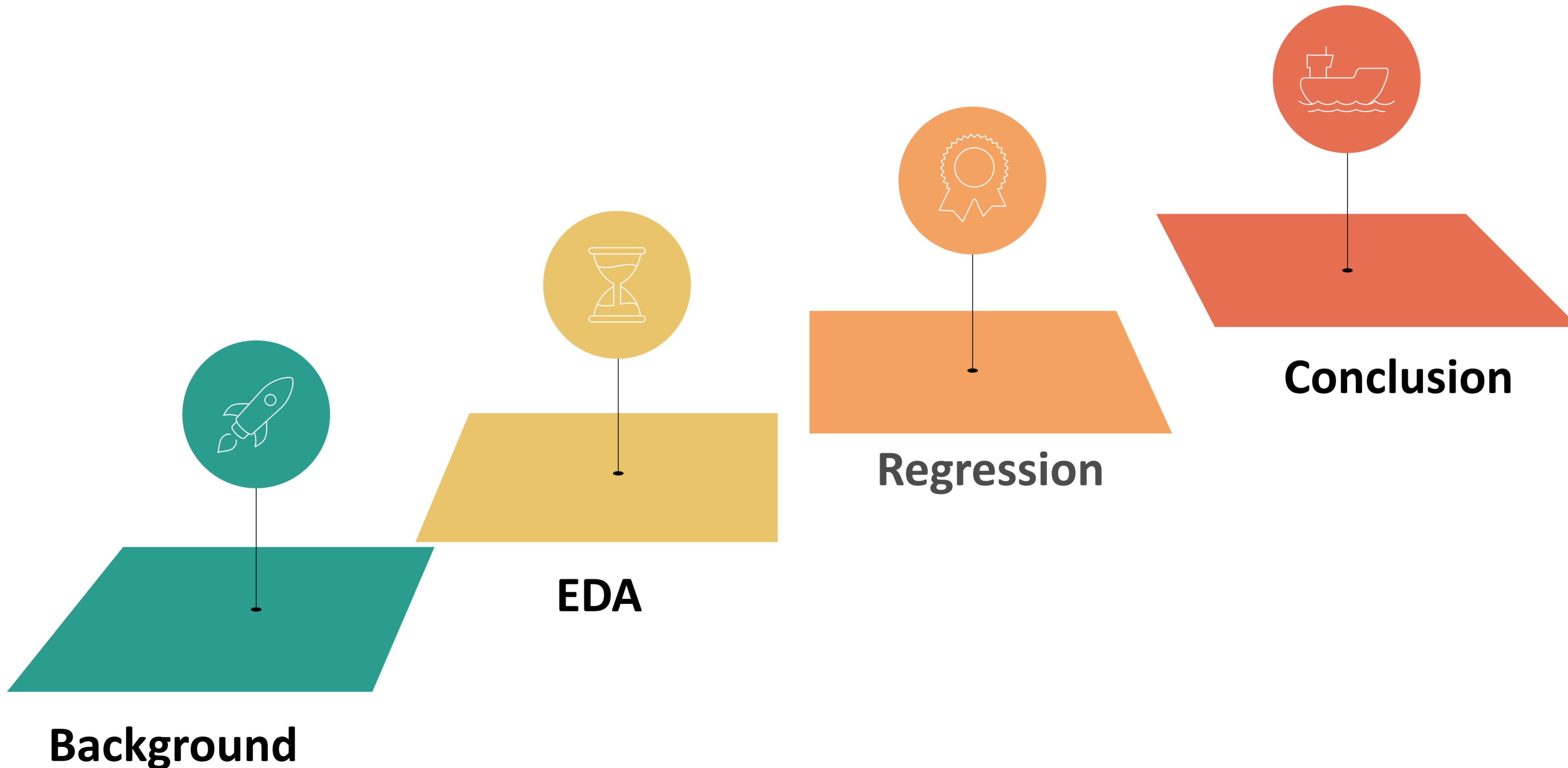


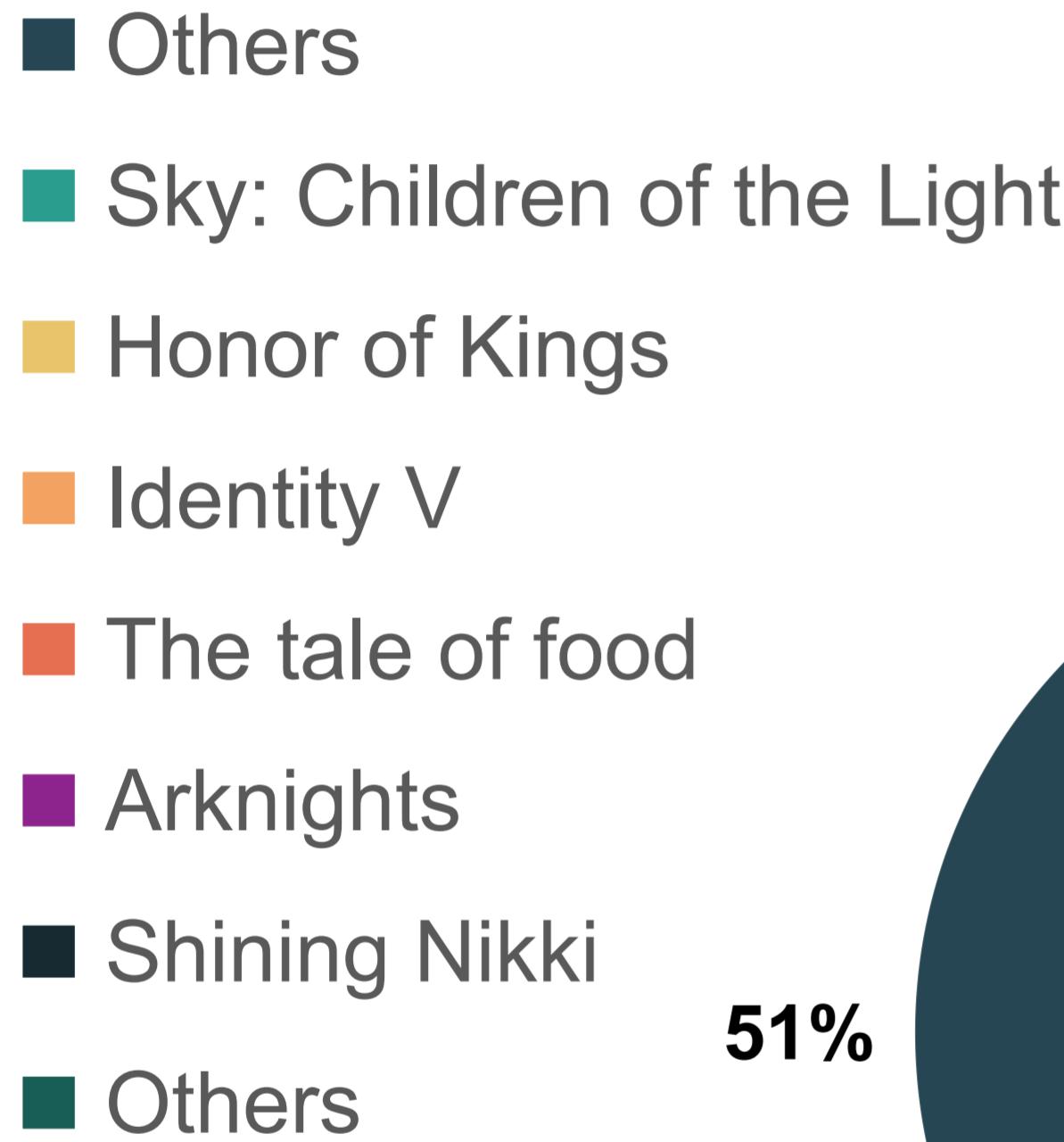
# Weibo posts analysis about ‘Non-adults gaming addiction’ --from the game companies’ perspective

Shuran Yu

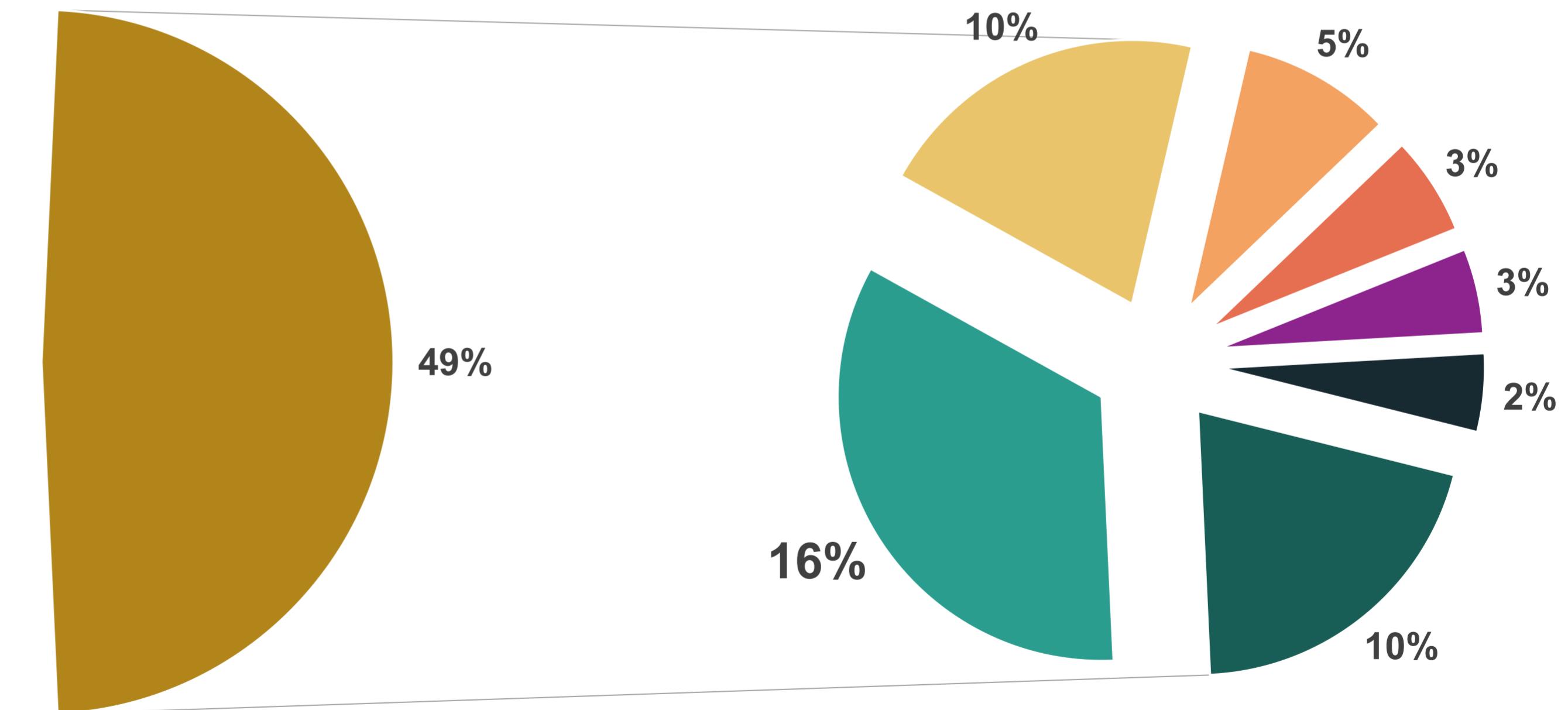
# Contents



# Background



Percentage of posts content



## Our dataset:

- 141,651 rows
- 15 columns
- 94405 unique users
- From 01/01/2020 to 31/12/2021

# Wordcloud

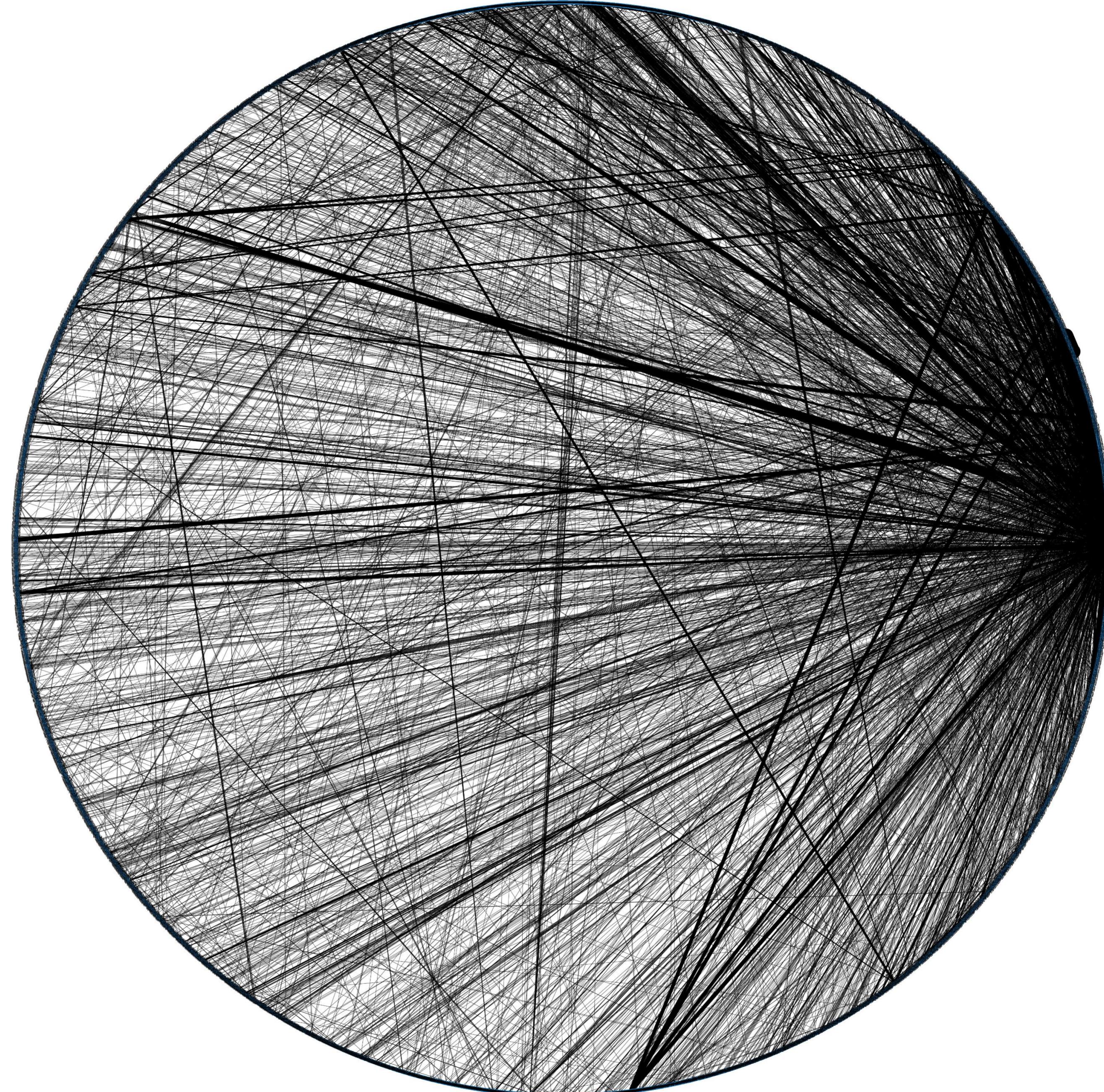


Tencent  
Games



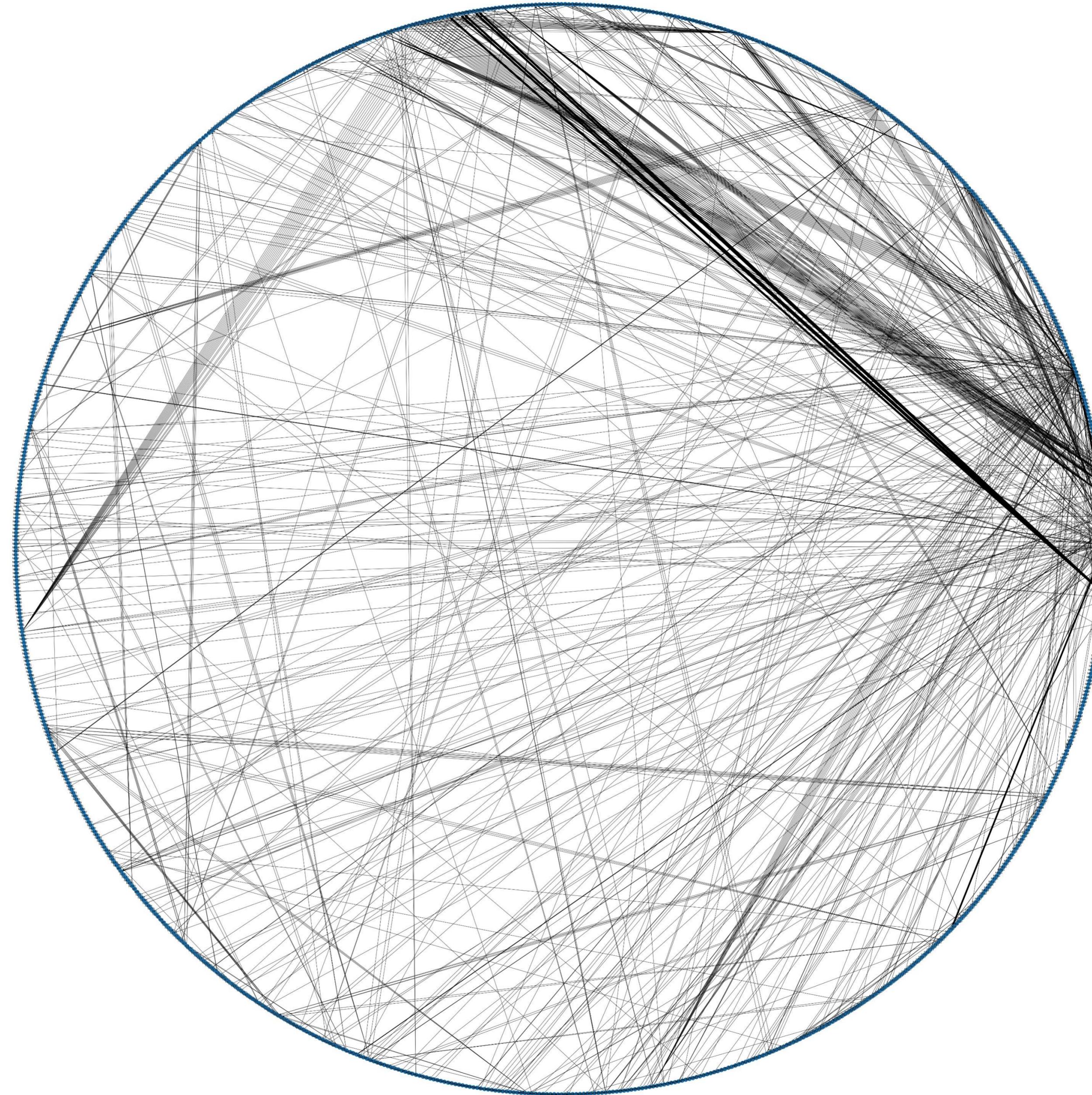
# Network

User relationship  
For Tencent



# Network

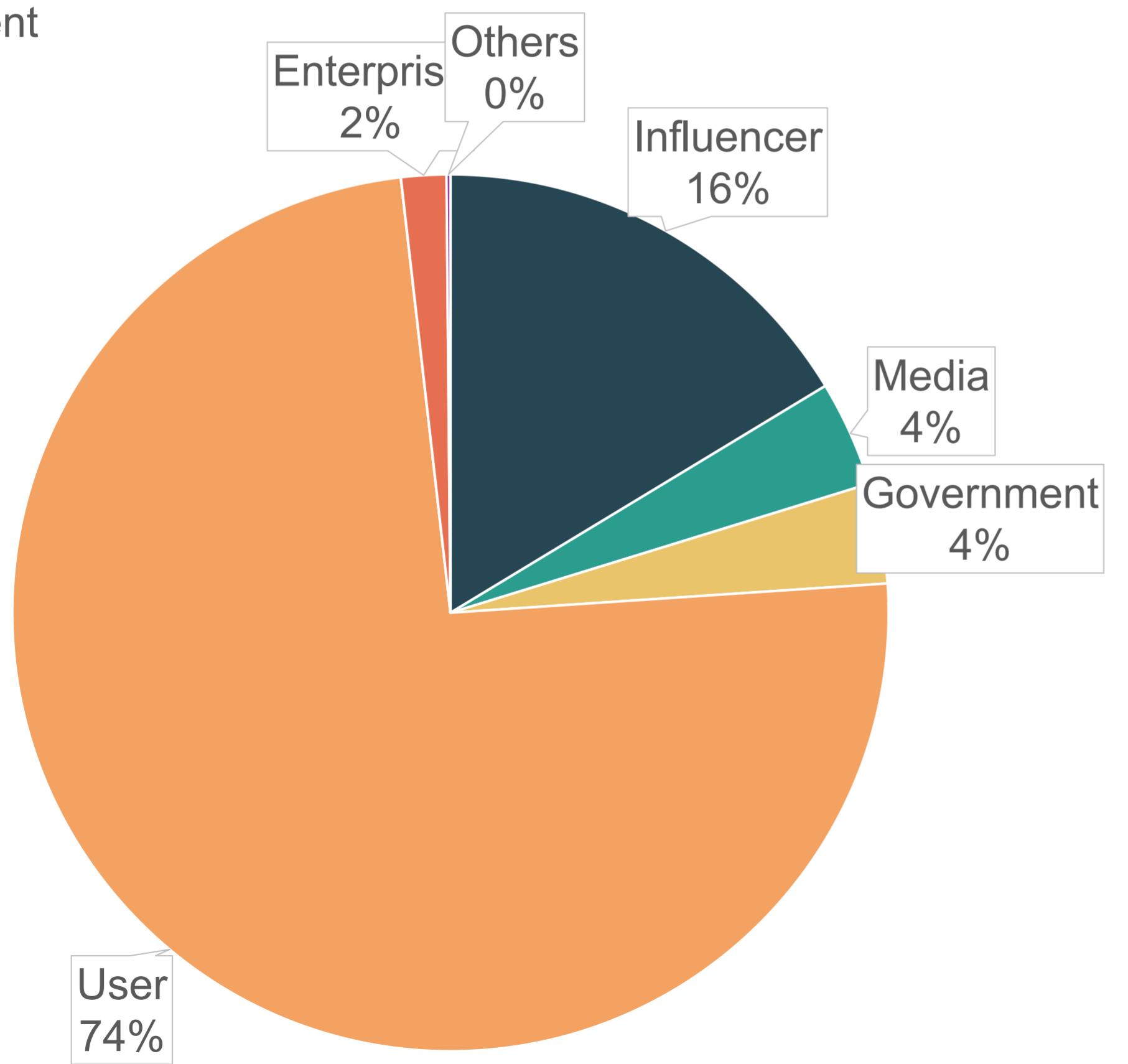
User relationship  
For NetEase



# User Profile

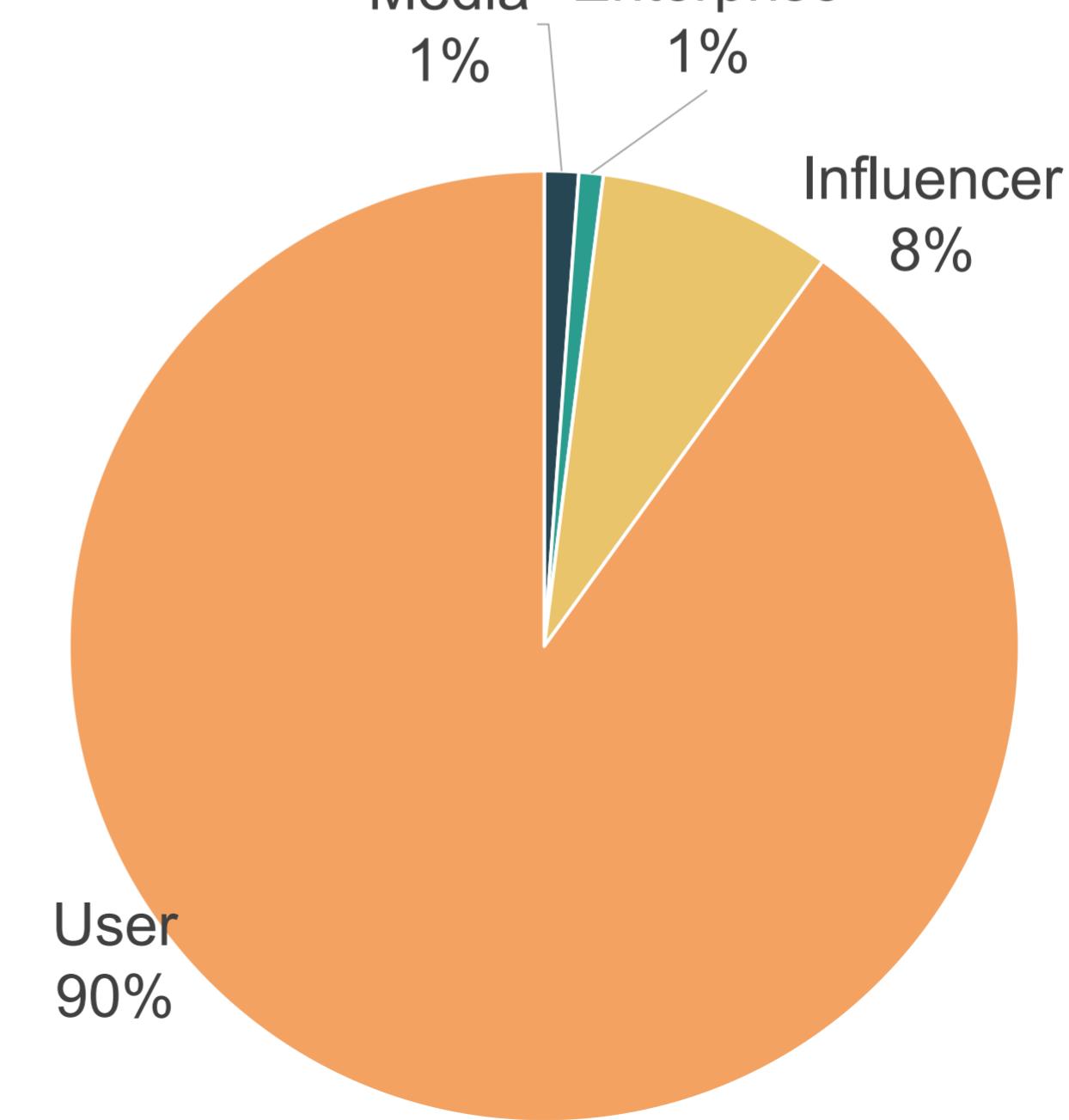
- Influencer
- Media
- Government
- User
- Enterprise
- Others

User types for Tencent topic



- Media
- Enterprise

User types for NetEase topic



# Model Training

Model	Package	Accuracy
Entity Detection	spaCy	0.92
Support Analysis	SnowNLP	0.875