

June 2018

An Analysis of Organ Donation Presentations on Weibo

Shengfei Li

University of South Florida, shengfeili@mail.usf.edu

Follow this and additional works at: <https://scholarcommons.usf.edu/etd>

 Part of the [Mass Communication Commons](#)

Scholar Commons Citation

Li, Shengfei, "An Analysis of Organ Donation Presentations on Weibo" (2018). *Graduate Theses and Dissertations*.
<https://scholarcommons.usf.edu/etd/7328>

This Thesis is brought to you for free and open access by the Graduate School at Scholar Commons. It has been accepted for inclusion in Graduate Theses and Dissertations by an authorized administrator of Scholar Commons. For more information, please contact scholarcommons@usf.edu.

An Analysis of Organ Donation Presentations on Weibo

by

Shengfei Li

A thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Arts
Zimmerman School of Advertising and Mass Communications
College of Arts & Sciences
University of South Florida

Major Professor: Kelli Burns, Ph.D.
Scott Liu, Ph.D.
Roxanne Watson, Ph.D

Date of Approval:
June 18, 2018

Keywords: Organ Donation, Content Analysis, Social Media, Weibo

Copyright © 2018, Shengfei Li

TABLE OF CONTENTS

List of Tables	i
List of Figures	ii
Abstract	iii
Chapter One.....	1
Introduction	1
Chapter Two	5
Literature Review.....	5
Health Communication	5
Online Health Communication	10
International Health Communication.....	11
Health Communication in Social Media.....	13
Organ Donation Represented in United States	15
Organ Donation Represented in China	16
Theory	19
Chapter Three	22
Methodology.....	22
Category Construction	23
Chapter Four.....	24
Results.....	24
Type of Weibo	24
Weibo Themes.....	26
Weibo Themes and Engagement.....	31
Chapter Five	35
Discussion.....	35
References	40

Appendix: Coding Sheet44

LIST OF TABLES

Table 1: Weibo Type	24
Table 2: Two Types of Weibo and Whether Related to Organ Donation.....	25
Table 3: Distribution of the Weibo Themes of The Love.Hope Organ Donation	26
Table 4: Chi-square Test of Shares, Comments and Likes	31
Table 5: Multiple Comparison	33
Table 6: Coding Sheet of Themes	44
Table 7: Coding Sheet of Likes, Shares and Comments	45

LIST OF FIGURES

Figure 1: Popularization of Knowledge.....	27
Figure 2: Stories of Donors and Recipients.....	27
Figure 3: Policies and Regulations	28
Figure 4: Attitude to Organ Donation	29
Figure 5: Technology Development.....	29
Figure 6: Supply and Demand	30

ABSTRACT

This thesis analyzes the presentation of organ donation organization on Weibo. This study used content analysis to find out the Love. Hope organ donation organization's main content of Weibo's content.

The main content includes six themes. The theme of popularizing organ donation knowledge is the majority. Through analyzing the correlation of content of each themes with shares, likes, and comments. It is concluded that people are more inclined to engage with Weibo posts with popularization of organ donation knowledge and stories of organ donors and recipients, and people also concern about the organ supply and demand situation in China

It turns out that in China, knowledge about organ donation is still scarce, which may be one of the reasons for low donation rate. The organ donation organizations also tend to publish positive information or stories and people's approval of this kind of information will also make a positive impression on organ donation. However, there are still lots of factors are restricting the development of organ donation in China. Our social media still has a long way to go in helping people to build up their values of organ donation.

CHAPTER ONE

INTRODUCTION

Organ donation has become a hot topic in China in recent years, but it faces many problems in China. In recent years, people in many places still follow the old customs. Many people find it difficult to accept organ donation from their relatives or donate organs to others. In China, there are about 1.5 million people who need transplants each year, of whom only about 10,000 will receive donations. The supply and demand ratio is only 1:150 (Li et al., 2016). According to WHO data, the global average organ supply and demand ratio is 1:20~30 (Li, 2014). In the United States, it is 1:5, and in the United Kingdom. It is 1:3 (Li, 2014). The disparity between the gap between supply and demand is the main organ supply is scarce, compared with other countries in the world. Chinese organ donation rates are at the bottom. According to the Global Organ Donation and Transplantation Observation Agency, Spain has the highest rate of donations at 35.1 per million, and the United States is at 25.8 per million. According to data from the China Health Planning Commission, China's organ donation rate is only 0.03 per million people (Li, 2014).

Weibo is a social networking platform that delivers short, real-time information. In August 2009, Sina launched the Sina Weibo beta version, becoming the first portal to provide Weibo services. Weibo has officially entered the mainstream of Chinese Internet access. At the end of

September 2017, Weibo increased to 376 million monthly active users and active daily users reached 165 million (Li, 2013). Revenue is 2 billion 126 million yuan (Li, 2013).

Now with the rapid development of China, the living standard of the people is getting better and better. People are more focused on health and as a result, health communication has become more popular in China in recent years (Li, 2013). A survey shows that Weibo is now becoming one of the main sources of health information (Li, 2013). Since 2010, Weibo has rapidly developed into a popular social media platform and is playing an increasingly important role in the field of health communication.

The emergence of Weibo opens a new platform for the spread of health information (Huang, 2014). The health communication of Weibo has the characteristics of both mass communication and interpersonal communication. In the Weibo era, everyone is the publisher of information and the receiver of information. With the help of the Internet technology foundation, Weibo can simultaneously achieve point to point, point to face, and face to face propagation. Weibo's user stickiness is becoming stronger and stronger because of the convenience and multimedia of mobile devices. Weibo's influence has a wide reach, and the health communication potential should not be underestimated.

With the improvement of living standards in China, people not only want food and shelter, but also to pursue a healthy lifestyle and a beautiful appearance. Another important factor is China's policy and national conditions. After increased sales of health books in the past few years, health communication has occupied a place in the emerging field of Weibo. The experts and

scholars in the field of health update and disseminate health knowledge every day and interact with followers for medical treatment, so we call these Healthy Weibo. Healthy Weibo is a concept, which generally refers to Weibo's content related to health which posts on Weibo platform. On Healthy Weibo, not only are doctors and experts popular, but also health experts, fitness trainers, cosmetologists, and so on. The development of Healthy Weibo is restricted by social and environmental factors, such as the policy environment of health transmission in China. In China, a very realistic national condition is the shortage of medical security resources. At present, the overall medical resources in the country are far from enough for the large population. Network health knowledge service is convenient, fast, and cheap, and it has relieved the shortage of medical resources in the country to some extent. The emergence of Healthy Weibo caters to the need of people in some areas with insufficient medical resources. By focusing on Healthy Weibo, doctors and patients can interact and popularize health knowledge. In addition, the status of the medical security system in China is not perfect, and it is difficult and expensive to see the doctor. According to a survey in China, after food, medical care has become the most important items in household consumption, up to 11.8 percent of annual income (Han, Qiao & Wan, 2012). When people are sick, they pay attention to health information, and Healthy Weibo has a wide market.

The concept of health communication involves all types of human interaction which involve healthy content (Wu, 2015). On Weibo, health communication shows diversification. The main body of health communication does not just include medical institutions, traditional media, government departments, popular science and medical websites, disease control public welfare

institutions, medical enterprises and other institutional bodies, but also professional medical workers, media practitioners, government officials, and individuals, such as an opinion leader (Wu, 2015).

The best example of an opinion leader in China is the Beina Yao, who was a famous singer in China. She donated her cornea after she died, which was a hot topic on Weibo for a time. This prompted many people to find relevant agencies to sign organ donation consent forms. Others also chose to donate their useful organs to help more people by the end of their lives (Wu, 2015).

The content of Healthy Weibo involves health knowledge (physiological health, psychological and emotional, disease knowledge, medication, and diet nutrition), daily work, medical status, medical policy and so on (Wu, 2015). The disseminator can formulate specific communication methods and plans according to the needs and characteristics of the user according to the professional field. Users can also choose targeted accounts from mass Weibo accounts to click “follow”. This private subscription mode provides more personalized services. Weibo mainly builds “connection” and generates “meaning” through interaction. In health communication of Weibo, the content of interaction between the communication providers and users, the introduction of a medical knowledge and the answers to medical problems often constitute the main contents of health communication.

This study will explore how organizations present organ donation information on Weibo.

CHAPTER TWO

LITERATURE REVIEW

Health communication

Academics generally believe that health communication research originated in the United States in the early 20th century. As early as the 1940s, sporadic academic research was started by the continuation of scholars, and the initial research was mainly focused on the prevention of the relationship between disease and communication. Until the beginning of the 20th century, the famous Stanford Heart Disease Prevention Program is regarded as the real beginning of modern health communication research (Rogers, 1994). The researchers conducted mass media intervention, face-to-face health advice based on mass media intervention, and no intervention for the residents of three communities. The results showed that the incidence of heart disease in the two communities being intervened was much lower than that of the non - intervened community, especially the most obvious community effect from face-to-face health advice based on the mass media basis intervention. The plan is based on the theory of social learning and is carried out through innovative diffusion theory and social marketing strategy. The whole course is guided and evaluated by the communication scholars. In addition, this plan has also

demonstrated that human intervention can affect human health, and some diseases can be controlled, prevented, or avoided by long-term health publicity and changes in lifestyle. Therefore, more and more scholars have realized that health problems not only belong to the pure medical category, but not only to improve medical technology and improve medical equipment to fight against the disease, aging, and death. More importantly, it is important to root the concept of health in everyone's thinking, to cultivate healthy living habits and common sense of everyone. In 1972, ICA established Therapeutic Communication Interest Group and officially changed its name to the Health Communication Division in 1975. This is the first time that the concept of health communication was used by the academic community.

The AIDS prevention campaign, which began in the 1980s, has made the health communication study in the western communication field, represented by the United States, from recessive to dominant (Sun, 2005). Many scholars and research funds have made the development of health communication research an important branch of communication research in a short time. These scholars continue to draw theoretical support for health communication research on communication, psychology, and other fields. This makes the whole health communication research continue to move towards a pluralistic direction. Since then, the first health communication journal in the United States, *Health Communication* came out in 1989, it marked the beginning of health communication with its own academic research position.

In the 1990s, health communication research also ushered in a new development period. Jackson first defined the concept of health communication in 1992 (Jackson, 1992). He believed

that health communication is the transmission of health-related information with the mass media to prevent disease and promote health. In this process, the mass media play an important role in the dissemination of medical achievements into public health knowledge and the correct construction of the social landscape to help the audience to establish a preventive concept.

Like other branches of communication, health communication also has a wide range of theories that integrate other interdisciplinary theories. Health communication is a highly cooperative field, cooperation between communication scholars and medical staff, cooperation with public policy makers, and collaboration with research groups. All kinds of cooperation happen in the process of health communication. Health communication scholars are very closely related to experts in public health, medicine, and marketing. Many diseases cannot be viewed simply from the medical field, but become a social problem requiring cultural, political, and legal perspectives. For example, AIDS involves the question of the right to survival and the right to privacy. The right to privacy means that the patient who has been diagnosed with AIDS has the right to decide who knows or who will not know the result of the examination. The protection of the privacy of people with AIDS will not be discriminated against by other members of the society because of the strict confidentiality of the results of the examination, but at the same time, citizens have the right to protect themselves from the potential impact of the HIV virus (Ratzan, 1993). In view of the spread of AIDS, how to balance the conflict between privacy and right to survival has become a common problem faced by human society. New diseases are constantly emerging, and some old unsolved problems have come to the surface again and again,

and AIDS is still raging the world at the rate of 1,000 people die every day. Therefore, in the last ten years, health communication research in the United States has changed its former focus on the local situation and began to pay attention to the health communication problems in other countries. For example, when Mad Cow Disease broke out from Britain in 1996, American health communication research has made a detailed study. The conclusion is that, because of inaccurate information, the media have led to the public misunderstanding of Mad Cow Disease and led the leadership to make wrong decisions. In fact, in the summer of 2000, the FDA confirmed that the risk of transmission of Mad Cow Disease to humans is only one or two people per billion, which is almost negligible. In 1998, AIDS was popular in countries such as India, Thailand, Kampuchea, and other countries in South Asia. By 2000, one of every two adults infected with AIDS was in South Asia (Sun, 2005). If the prevention measures were not carried out in time, then South Asia would become a high-risk area for AIDS. So, the U.S. health communication research AIDS program in 1998 started an Asian project.

In health communication research, research on AIDS, sexually transmitted diseases, and sexual health still occupy a leading position; others include health communication related to health behaviors such as smoking, drinking, cancer and so on (Sun, 2005). Effective health communication strategies are widely used in the prevention of AIDS, sexually transmitted diseases, and sexual health promotion activities. In recent years, the Entertainment-Education strategy has been widely used to solve various social problems, including gender equality, environmental pollution, and the prevention and control of AIDS (Ratzan, 1993). It has been

confirmed by many health communication activities that mass media have played a role in promoting cognitive changes, but people's specific behavior has been changed more because of interpersonal communication with friends and relatives. Therefore, in promoting young people's AIDS, STD prevention, and improvement of sexual health problems, sometimes different stages of communication and strategies are used in different stages of health communication activities to achieve better results.

In health communication research on smoking and drinking, the impact of tobacco and alcohol advertising on smoking and drinking behavior is the focus and hot spot. The study of health communication related to the behavior of tobacco and wine has introduced a lot of behavioral psychology models to study the behavior of tobacco and wine of different ages, sex, and cultural groups. In fact, whether from the source of discipline or the development process, psychology has great influence on health communication. Health communication is scientific research based on people, the design, process, and final evaluation of health communication is centered on human health. It is a gradual psychological process that teenagers' smoking and alcohol approach behavior, so it is an effective way to study the mass media using the psychological model to study the behavior of tobacco and wine (Bogenschneider, Wu, Raffaelli, & Tsay, 1998).

In cancer health research, cancer-related health communication focuses on the design and effectiveness evaluation of health communication activities. In the United States, African Americans and Latin American immigrants have higher rates of cancer, but their ability to search

for relevant health information is weaker (Matthews, Sellergren, Manfredi, & Williams, 2002). To improve their information acquisition ability, health communication scholars start from their traditional culture, design various factors affecting information design activities in the perspective of crisis communication, political communication, and social movements, then propagate healthy lifestyles and access effective medical treatments through various media.

Online health communication

About 210 million adults in the United States are using the Internet (Rice & Katz, 2001). According to the Internet Company, 80 percent of American Internet users have at least one experience in searching for health information online (Rice & Katz, 2001). The widespread use of the Internet has made online health communication (E-Health) an important part of the field of health communication in the United States. These two very important social trends, the intersecting of the Internet and health, are providing a new field of health communication research for health communicators and users (Rice & Katz, 2001).

Researchers believe that new media can promote the potential for disease prevention and health promotion (Rice & Katz, 2001). Internet health communication research also examines the credibility, accessibility, and privacy violations of online health information in online support groups.

The emergence of network health information makes patients or the public access to health information more convenient and broad, and the amount of information that comes into contact is also doubled at an incredible speed. In 2010, an Internet survey by the Pew Research Center

showed that American adults search for medical information on the Internet. All of them search for health or medical problems from the news, group sites, or blogs, and get information by reading other people's comments or referring to other people's experience. In Europe, about 70% to 90% of Internet users will get health information online. Because of this, scholars believe that the current field of health communication is facing unprecedented opportunities, and more and more people expect to promote human health through the interactive communication technologies. In recent years, with the rise of Mobile Internet, people's access to health information can be said to have broken the limits of time and space., so, mobile Internet information and applications are likely to become a hot topic in the future related topics of network health information.

International health communication

In the new century, scholars from other regions and countries in the world have joined the field of health communication research, which makes the vision of health communication more international. Taiwan is a first area for the spread of Internet Health (Huang, 2014). The Chinese Communication Society, founded in 1996, first discussed the issue of health communication organizations. At the same time, *Journalism Research*, one of the most important and most famous academic periodicals in Taiwan's press, also focuses on health communication research from 1999 to 2000.

The research on Internet health communication in Taiwan area is focused on the function of the Internet in the establishment of the health protection system for the whole people and the

prevention of health care, also the construction of online medical and related websites and the behavior of the public are analyzed and studied, trying to build a sound medical network for academic exploration to serve the public with scientific research results.

Before the concept of health communication has yet to flow, some health promotion campaigns have been carried out in China. For example, the Schistosomiasis Control Campaign in the early days of China's liberation, Family Planning in 1970s, Polio Prevention in 1980s, and Correct View of AIDS in 1990s (Wu, 2014). However, specialized academic research on health communication started late. In 1987, the first symposium on health education was called in Beijing. It was first proposed using communication theory in health education and to explore the relationship between propaganda, education, and communication. From this, health communication has gradually entered the eyes of scholars. However, in the first few years, the research focused on health education and public health care, and the development of communication science in China was not mature at that time, so the research of health communication was not related to the field of communication. Until the outbreak of SARS in 2003, a series of media trust crises were triggered, and people began to pay attention to the inextricable links between mass media and health problems, and scholars began to reflect on the SARS from the perspective of communication. In the same year, the China Health Education and Mass Media Forum was held in Beijing, marking the beginning of a new stage of health communication research in mainland China (Sun, 2005).

Internet health communication in China is still in its initial stage, and most of it is about

the research of health communication websites. Liu (2013) wrote the first book on Internet health communication in mainland China. In this book, the structural equation model is used as an analytical framework to explore the mechanism of Internet use related to health information that affects individual health behavior. In the field of mass communication, the structural equation model is introduced to the scientific and rigorous empirical study for the first time. She found that individual Internet use behavior related to health, such as searching for health information on the Internet, browsing health related websites, and participating in healthy related forums, will have a significant impact on the individual health behavior through two intermediary variables, social support and self-efficacy.

In addition, we should pay attention to the convenience brought by network health information and the confusion of patients or the public in information choice. On the Internet, anyone can become a publisher of health information, so the authority of most information cannot be guaranteed. Researchers should also reflect on the infinite possibility of exploring network health information.

Health communication in social media

Social media offers a new type of platform for health communication and provides new ways for users involved in organizations (Cohen, 2004). As a new technology platform, social media can form social circles, promote interpersonal communication, and share goals and information. With the help of social media, people will get higher social support, which is an

important determinant of health promotion (Wendel-Vos et al., 2007). Information, knowledge, social, and emotional support can be spread more rapidly with the social network. A large amount of behavioral data left behind in social media helps to monitor the public health information in real time. In social media, social networking sites are the most popular type, such as Facebook, Twitter, and Weibo in China. People are linked not only to social relations but also to health concerns (Granovetter, 1983). Personal behavior will be affected by the action of other people in the social network that they belong to. Therefore, social networking is a great tool for promoting healthy behavior. Research has found that social networking can improve people's health behavior by encouraging social integration and providing social support (Cohen, 2004).

It is estimated that in 2010, about one-third of Americans use social media to get health information (Neiger et al., 2012). Web 2.0 and social media are a very economical means of health promotion. By using social media, special groups of people can build close ties with health information resources. Social media will provide patients or special groups of people with better social support, including information support and emotional support, which will help them make better decisions in health care. At present, research on the health communication of social media platform is still at the exploratory stage. Health communication still has a lot of limitations in social media, such as credibility, privacy, and bad advice. In public relations, the explosion of social media affects how organizations communicate with the different public through Facebook and Twitter. Studies have found that most nonprofit organizations do not make full use of social media. In addition, organizations using social media usually use one-way communication strategy,

mainly focusing on information dissemination. Organizations which posted more Weibos or tweets can get more likes, more followers and more overall comments, and people believe that they are more transparent and credible. Organizations need to use social media as a tool for regular dialogue and also, they need the normal communication with the social media audience (Fussell Sisco & McCorkindale, 2013). How to give full play to the advantages of social media in information communication and dialogue is an important topic.

Organ donation represented in United States

In the United States, there is a big difference in the proportion of different ethnicity attitudes to organ donation (Feeley & Vincent, 2007). The study by Morgan and Cannon (2003) shows the result of 310 African Americans and information sources of organ and tissue donation. Most of the sources were based on traditional media, such as newspapers, radio, magazines, and other traditional media, and 53 percent of these African-Americans had signed an organ donation card (Morgan & Cannon, 2003). Compared to European-Americans, African-Americans generally show lower organ donation rates and have more negative attitudes towards organ donation (DeJong, Franz, Wolfe, & Howard, 1998; Siminoff, Gordon, Hewlett, & Arnold, 2001). This is because the media's report on organ donation will determine the direction of public opinion on organ donation so that it can further guide people's actions. European-Americans have better reading habits and access a wider variety of media sources, so they have a more positive attitude towards organ donation.

Organ donation represented in China

Since 1974, China has begun the exploration and practice of organ transplantation, but articles on organ donation began in 1996, this is related to the special circumstances of organ sources in China. Dependence of death row organs has made China's research on citizen organ donation stagnant. However, China's use of the source of death prisoners' organs has always been criticized by the international community, and the international organ transplant world has even issued a non-acceptance, no publication and no cooperation to China. In 2000, Shanghai promulgated the first local regulations on the body donation in China. Since then, research on citizen organ donation has become more urgent, and there has been a substantial increase in organ donation articles (Ru, 2016). Since March 2010, China has started the pilot work of human organ donation, with the donation work began to work on the right track. In recent years, the research on cognition, attitude, and willingness of citizen organ donation has gradually increased. The subject distribution of the domestic organ donation intention researchers is mainly the researchers engaged in the field of nursing, hospital management, and medical teaching. They are engaged in organ donation-related work and explore the willingness of the Chinese people to contribute to organ donation and the influencing factors. Generally, the related knowledge about organ donation, the attitude of donation behind the organs, and the reasons for approval or disapproval were carried out.

According to the existing research results, the factors affecting the willingness of public

organ donation in China involve many aspects. It mainly includes:

1. The knowledge and social significance of organ transplantation and organ donation are not very high; people's inherent traditional beliefs, religious beliefs, and customs;
2. Organ transplantation and organ donation laws and regulations are not perfect enough, and people worry about whether the donor organs are properly used or properly managed;
3. The standard of brain death has not been established, and it is difficult for the public to understand brain death; the objection of family members; the recognition of the economic value of organ donation, hope there will be financial compensation or worry about the sale of organs;
4. Whether the donation procedure is tedious;
5. Personal experience, psychological factors, such as do not want to die without whole body, worry about violated family feelings or increase family mental load and so on.

In addition, the reasons for supporting organ donation include:

1. It can help others, if people think their body is useless after they die, it is better to help others;
2. Contributing to society and benefit mankind;
3. Embody their own values and accomplishments;
4. Equal to their own rebirth, noble quality and moral cultivation, good deeds;
5. Respecting the wishes of the dead, the consent of the dead's family members, etc.

About life and death, Chinese culture, Confucianism, Taoism, and Buddhism have their own unique understanding, forming a unique view of life and death in Chinese culture (Yan, 2016). The Confucian view of death is the death of man can only be explained by the meaning of his life, the meaning of death lies in the value of existence. Although Taoists hate death, Laozi also emphasizes the immortality of death. Different from Confucianism and Taoism, Buddhism has an independent understanding of life and death. Buddhism regards life as a painful purgatory, but through giving relief and help to all mortal beings, can surpass life and death, to get rid of the pain.

Therefore, the values of Confucianism in Chinese traditional culture are the first choice for the volunteers of organ donation to promote the perfection of social life and the immortality of the spirit of the hard work of life. Whether the Confucianism, which emphasizes the positive and enterprising spirit and attaches importance to the social value of life, or the Taoism, which take the course of nature and pay attention to the nature of life, or maybe the Buddhism, which believed in detached and moksa. Chinese culture's concern for life has provided many choices for the Chinese to break through the limits of life and death and physical limitations and achieve the realm of freedom that exists.

Studies have shown that people who know more about organ donation are more willing to accept organ donation (Xie, 2016). And the media is the main source of public health information. The media's construction of organ donation issues is bound to affect the public's perception of the topic. Therefore, media's publicity and guidance for organ donation are

particularly important. In China, domestic reports related to organ donation are almost entirely new topics. There are not many studies on newspaper organ donation in China, let alone social media. In recent years, there has been a great change in the habit of media contact, people use social media more frequently as a means to get news and information. Therefore, this study will start with Weibo's report on organ transplantation and introduce organ donation organization as the object of investigation. How does the domestic organ donation organization in Weibo express the issues related to organ donation? In view of the low willingness of organ donation in China, the media can guide and enhance positive coverage when posts relevant issues, will help people break away from feudal superstition, abandon backward traditional ideas, and set up the new one in the new era. The positive emotion conveyed by Weibo is a very important means to publicize organ donation (Xie, 2016). Thus, promoting better application and greater development of organ donation technology in China, we can improve people's health quality.

Each of Weibo's shares, comments, and likes are the reflection of the engagement with the content. When you see a Weibo user who quotes the publisher's Weibo, and then shares with the comment, users who follow this Weibo user will see this Weibo content. If this kind of share continues, according to the theory of six degrees division, information will quickly arrive at any Weibo user. Eventually, it will form a social network, just like the Butterfly Effect.

Theory

The concept of framing was first proposed by Bateson (1955) and then introduced into

cultural sociology by Goffman (1974). Later, it was introduced into the research of mass communication and became an important point of view in qualitative research. Goffman considered the frame to be the important evidence for people to convert the reality of society into subjective ideas. It is the subjective interpretation and thinking structure of people or organizations to events (Hawk & Dabney, 2014). Framing refers to a similar statement of two logical meanings to the same problem, which leads to a different decision judgment. Framing means that our thinking will be influenced by different frameworks and make different choices.

Matthes (2009) has counted 131 papers on framing theory published by the 15 international periodicals of communication. Among them, there are eight kinds of most influential and most cited definitions, the top three were Entman's definition, Gammson's definition, and Gitlin's definition. There are some subtle differences in the definition of the framing theory in the academic world, but the core is to make the chaos of individual or organizations and their process orderly.

The application of framing theory into qualitative research is an important part of framing research. There are two main objectives in the study of framing theory. The first is the short-term and long-term issues that are closely linked to current events. Second is the image construction, including the study of an organization.

Based on the aforementioned literature review, these research questions will be addressed:

RQ1: What kind of Weibo does the Love.Hope Organ Donation organization post?

RQ2: What are the themes of these Weibos they post?

RQ3: What is the relationship between Weibo themes and the action (share, comment and like)

Weibo users take?

CHAPTER THREE

METHODOLOGY

Content analysis was used to answer the research questions. This study analyzed Weibo content of an organ donation organization during the year 2017. The organization is the Love.Hope Organ Donation. This organization has official Weibo enterprise certification and is also an official organization recognized by the Chinese government. This organization has the largest number of followers of any organ donation organization on Weibo, Love.Hope Organ Donation has 11,093 followers. The operation of organ donation in China and the online and offline organ donation campaigns are also initiated and responsible by this organization. This organization jointly manages the voluntary registration of Chinese organ donation.

The sampling unit was the content of one weibo sent by this organization, including the comments of this weibo. From January 1, 2017 to December 31, 2017, Love.Hope Organ Donation sent 707 organ donation Weibos posts. The current study used content analysis to quantitatively analyze the content of the Weibo accounts of this organ donation organization.

About research question 3, while analyzing each Weibo, the number of shares, comments, and likes received will be counted. Finally, their total number will be aggregated and the

relationship between these actions and Weibo themes will be analyzed by using the Chi-square test and multiple comparisons.

Category construction

After analyzing part of Weibo posts, the coding of each variable is preliminarily determined. The author first extracted 10 Weibo posts for precoding, adjusted the variable code according to the demand, and unified the coding standard. The coding is carried out at the same time with two trained coders, the coincidence rate is 86%, the inconsistent situation is discussed and adjusted, and the agreement is reached, the adjusted coding coincidence rate is 100%, and each sample unit has the only code.

The type of Weibo categories: 1. Original Weibo 2. Forwarding Weibo

Weibo theme categories include: 1. Popularize the knowledge of organ donation, explaining organ donation and organ transplantation related knowledge, often come with the tag #Knowing Organ Donation#; 2. Organ donors or recipients' stories, focusing on storytelling, specific character information and overall story thread; 3. Policies and regulations, Chinese policies and regulations issued or adjustment on organ donation and related issues. Appearing specific legal names or policies; 4. Development of organ transplantation related technology, the technological breakthrough of organ transplantation in China; 5. Organ supply and demand and distribution, information about specific numerical value of organ supply and demand in China; 6. Attitude to organ donation and transplantation, specific number of the survey or interview of willingness to donate organs in China; 7. Other

CHAPTER FOUR

RESULTS

Type of Weibo

In all these 717 Weibo posts, 342 Weibos are created by this organization, the remaining 365 Weibo posts were shared Weibo (See Table 1).

Table 1. Weibo Type

Love.Hope Organ Donation Organization	
Weibo Type	
Original Weibo	342
Forwarding Weibo	365
Total	717

After Chi-square test, it is obvious that there is a significant difference between the two types of Weibo and whether they are related to organ donation. Among original Weibos, the Weibo posts which include “organ”, “transplantation” and “donation” as the keywords in all Weibo posts of Love.Hope Organ Donation are considered as Weibo posts related to organ donation, and Weibo posts without these keywords is regarded as Weibo posts not related to organ donation. Among

these original Weibo posts, those related to organ donation total 161 (47.1%), those unrelated to organ donation total 181 (52.9%). Among forwarding Weibo, related to organ donation Weibo posts is 331 (90.7%), obviously higher than the original 47.1% (See Table 2). There are only two kinds of forwarding Weibo posts related to organ donation, one is the story of organ donors, and the other is the change in the registration of organ donation. In the original Weibo, the number of Weibo related to organ donation and the Weibo unrelated to organ donation accounted is half and half, even unrelated to organ donation is a little bit more. Those Weibo posts unrelated to organ donation, most of them are just sent to telling people some healthy tips, for example, telling people how to prevent air conditioning disease in summer, the remain is some innermost thoughts and feelings.

Table 2. Two Types of Weibo and Whether Related to Organ Donation.

Weibo posts		Related to organ donation	Unrelated to organ donation	n
Original Weibo		161	181	342
	%	47.1%	52.9%	
Forwarding Weibo		331	34	365
	%	90.7%	9.3%	

$$X^2=158.67, P=0.000 < 0.05$$

Because forwarding Weibo is not the original content of this organization, it can not represent the organization's position on organ donation. So only 161 original organ donation Weibo posts will be selected for analysis.

Weibo Themes

Among the 161 original Weibo posts related to organ donation, most of the Weibo posts (68%) are focused on the popularization of organ donation knowledge. The next is the stories of organ donors and recipients; the proportion is 19.5%. The order of the proportion of the remaining topics are policies and regulations (4.1%), other (4%), attitude to organ donation (2%), technology development (1.1%) and supply and demand (1%) (See Table 3).

Table 3. Distribution of the Weibo Themes of The Love.Hope Organ Donation.

Theme	Weibo Posts	Percentage
Popularization of the knowledge	109	68%
Stories of donors and recipients	31	19.5%
Policies and regulations	7	4.1%
Attitude to organ donation	3	2%
Technology development	2	1.1%
Supply and demand	2	1%
Other	7	4%
Total	161	

Below are the screenshots of the content of each type of theme.

Figure 1 is the popularization of organ donation. The content is introducing the source of organs. There are two sources of transplanted organs; one is a living donor, the other is a dead donor. Only two of the kidneys and part of the liver are available for the living donors. As for the deceased donors, they can provide more organs, including kidneys, livers, hearts, lungs, pancreas, intestines, and thymus (See Figure 1).

#认知器官捐献# 移植的器官有两个来源，一个是在世的捐献者，一个是已去世的捐献者。在世的捐献者，只能提供两颗肾脏中的一颗，以及部分肝脏。至于已去世的捐献者，能提供更多器官，包括肾脏、肝脏、心脏、肺、胰脏、肠、胸腺。目前而言，大部分可供移植的器官来自已去世的捐献者。



Figure 1. Populatization of Knowledge

Figure 2 is the story of a donor. The donor is a 46-year-old builder from Chongqing, he fell on the building site, and finally his family decided to donate his organs, including liver and two kidneys. His organs saved the lives of three people (See Figure 2).

#成就不平凡# 46岁的重庆籍建筑工人周小兵成功捐献了肝脏和两个肾脏，成为了深圳市今年第8例多器官捐献者。这位为了家庭四处奔波工作的汉子在5月20日倒在了他挥洒汗水的工地上，最终他的妻子家人都决定捐献他的器官，延续他的生命，拯救更多的生命，最终他的肝脏和两个肾脏拯救了三名患者的生命。



Figure 2. Stories of Donors and Recipients.

This year, the National Health Planning Commission will establish and improve the evaluation system of human organ transplantation and will regularly assess and evaluate the ability and technology level of human organ transplant hospitals and doctors. At present, there are 169 hospitals that are able to carry out organ donation and transplantation in China (See Figure 3).

#施予受# 今年，国家卫生计生委将建立健全人体器官移植评价体系，对人体器官移植医院、医生的能力和技术水平，进行定期考核和评价。目前我国有169家可以进行器官捐献移植的医院，这些医院都是依法依规获取器官。更好的监管，是让国内的人民对器官捐献有更大的信心。



Figure 3. Policies and Regulations.

Figure 4 is the content of attitude to organ donation: The China Youth Daily Social Survey Center carried out a message about volunteers who were organ donation volunteers through the public opinion China Mobile and Tencent mobile network. A total of 41,230 interviewees were interviewed. Almost 45% of respondents said they would like to register as volunteers for organ donation. The findings of the survey make us see the same fact. Many people in China still don't understand the significance of organ donation (See Figure 4).

#施予受# 中国青年报社会调查中心通过民意中国网和手机腾讯网进行了一项有关成为器官捐献志愿者的消息。调查总共访问了41230名受访者。有44.7%受访者表示愿意登记为捐献器官志愿者。调查的结果让我们认清了一样事实，中国仍然有很多人了解器官捐献的意义，需要大家的力量，把器官捐献的消息传播。



Figure 4. Attitude to Organ Donation.

The content of technology is about a breakthrough in liver transplantation in Hong Kong. The University of Hong Kong team has been arranged for the first cadaver liver transplantation in the world that the donor is a Hepatitis B patients (See Figure 5).

#认知器官捐献# 香港肝移植技术有所突破。香港大学肝移植团队已筹备好进行全球首宗捐赠者为乙肝病人的尸体肝移植，技术针对普通肝病、肝癌和急性肝衰竭等三类病人，预计每年进行的尸肝移植数目会增加一成，手术已经通过港医管局器官移植中央委员会审核，团队估计今年内会完成首宗手术。



Figure 5. Technology Development.

The above content explains that in China, according to the data of Wangyi News in 2014,

there are 1,500,000 people need transplantation because of organ failure at the end stage, and only 10,000 of them have been transplanted. WHO's data show that the global average organ supply and demand is around 1:20. The rate of organ donation in China is only 0.03/ million (See Table 6).

#施予受# 根据网易新网在2014年的数据, 中国有150万人因末期器官功能衰竭需要移植, 只有1万人得到移植。世界卫生组织的数据显示, 全球平均器官供需为1:20左右。中国的器官捐献率仅为0.03/百万人。相对西方的国家而言, 中国捐献比例较低。中国器官移植系统的进步, 希望会给予中国人民对器官捐献的信心。



Figure 6. Supply and Demand.

From the Table 3, it is obvious this organization focuses more on the popularization of the organ donation and stories. In recent years, the publicity of organ donation in China has begun to grow. Especially after the death penalty organs began to stop in 2015, the mainstream media in China started to focus on organ donation. Therefore, focusing on the popularization of the organ donation knowledge is also reflected in the site. Organ donation is still a new topic for Chinese people. The stories of the organ donors and recipients also occupied a part of it; this type of Weibo content because of its strong storytelling and enjoyable reading. It can arouse the attention of the audience. It is closer to readers than other subjects in the psychological distance.

Weibo Themes and Engagement

After 3X7 crosstab chi-square test, the results showed that $X^2=23.355$, $P=0.025 < 0.05$, the difference was statistically significant, indicating that there were significant differences in the action of each theme.

Table 4. Chi-square Test of Shares, Comments and Likes.

Themes		Action			Total
		Shares	Comments	Likes	
Popularization of the knowledge	n	554	472	392	1418
	% of action	39.1%	33.3%	27.6%	
	% of themes	55.7%	55.3%	55.5%	
Stories of donors and recipients	n	143	133	101	377
	% of action	37.9%	35.3%	26.8%	
	% of themes	14.4%	15.6%	14.3%	
Policies and regulations	n	70	65	52	187
	% of action	37.4%	34.8%	27.8%	
	% of themes	7.0%	7.6%	7.4%	
Attitude to organ donation	n	14	19	7	40
	% of action	35%	47.5%	17.5%	
	% of themes	1.4%	2.2%	1%	
Technology development	n	18	25	12	55
	% of action	32.7%	45.5%	21.8%	
	% of themes	1.8%	2.9%	1.7%	
Supply and demand	n	91	41	49	181
	% of action	50.3%	22.7%	27.1%	
	% of themes	9.2%	4.8%	6.9%	
Other	n	104	98	93	295
	% of action	35.3%	33.2%	31.5%	
	% of themes	10.5%	11.5%	13.2%	
Total		994	853	706	2553
	% of action	38.9%	33.4%	27.7%	

$X^2=23.355$, $P=0.025<0.05$

As we can see from Table 3, the Weibo posts number of the popularization of organ donation knowledge is the most, so this theme has also received the largest number of shares, comments, and likes. The popularization of organ donation knowledge and stories of donors and recipients almost occupy the most of the action. In the remaining themes, the percentages of shares, comments, and likes are hardly more than 10%. This also shows that Weibo users are really concerned about the basic knowledge of organ donation and the stories of organ donors. On Weibo, shares, comments, and likes have different meanings. Share means users highly recognized and highly accredited with this Weibo posts, so the information is saved by sharing this Weibo posts. The Comment means the information is worthy of attention, and there is no other way to publish its own views through comments. Like means, people only agree that the statement is just a psychological admiration. On the first three themes, the popularization of knowledge, stories of donors and recipients, and policies and regulations, the difference in the percentages of shares, comments, and likes are not visible. Attitude to organ donation and technology development are both percentage of comments are higher than shares. The most important thing to note is in the supply and demand theme, the rate of shares is typically high. After making the multiple comparisons (See Table 5), this character is more visible.

Table 5. Multiple Comparison.

			Shares	Action Comments	Likes	Total
Themes	Popularization of the knowledge	n	554	472	392	1418
		Adjust residual	.2	-.2	.0	
	Stories of donors and recipients	n	143	133	101	377
			-.4	.8	-.4	
	Policies and regulations	n	70	65	52	187
		Adjust residual	-.4	.4	.0	
	Attitude to organ donation	n	14	19	7	40
		Adjust residual	-.5	1.9	-1.4	
	Technology development	n	18	25	12	55
		Adjust residual	-1.0	1.9	-1.0	
	Supply and demand	n	91	41	49	181
		Adjust residual	3.2	-3.2	-.2	
	Other	n	104	98	93	295
		Adjust residual	-1.4	-.1	1.6	
Total	n	994	853	706	2553	

Table 5 is the result of multiple comparisons, from the adjusted residual coefficient, we can see that the quantity of shares is high in the organ supply and demand theme. The criterion is that when the adjusted residuals are more than 2 or less than -2, it can be considered that there is a significant difference between the options, and this number is 3.2 and -3.2 in supply and demand.

This also reflects people's concern about the supply and demand for organ donation. So, after the above analysis, the popularization of the knowledge and the stories of donors and recipients get the most engagement.

CHAPTER FIVE

DISCUSSION

As can be seen from the themes of Weibo, the main content of Weibo is about the popularization of organ donation knowledge, and then there are some stories about organ donation. It can be seen from this that the content of organ donation in China's social media is relatively simple at present. Organizations should keep focusing on donors and recipients' stories and popularizing organ donation. The content of other themes is relatively small. Because organ donation issues are still a topic sensitive in China, the social media did not give specific explanations and guidance to the public about organ donation, which to a certain extent affect the public's discussion on organ donation in social life. And also the popularization of knowledge and stories of recipients and donors got the most shares, comments, and likes, occupies the most of the actions, and when the Weibo posts content is about the organ donation knowledge about organ donation surgery procedures and the procedures of organ donation volunteer registration, this kind of content received shares, comments, and likes are higher than other content, and also people are often moved by the story of organ donors, so people will give more shares, comments and likes to such stories.

It can be seen that people focus more on the popularization of organ donation knowledge and stories of organ donors and recipients. So, from this study, the Weibo posts still focus on the knowledge popularization. The lack of basic knowledge is probably one of the reasons for the low rate of donation. Because people do not understand, people are always full of fear and worry about organ donation. At present, in China, the cognition of organ donation is still insufficient, but they do not reject organ donation, still very willing to understand the knowledge about organ donation and related policies. Moreover, half of Weibo's content in all original Weibo posts has nothing to do with organ donation. Whether these unrelated Weibo posts is necessary is a question that the organization should think about, almost the same amount as the original related Weibo posts, the ratio of the original unrelated Weibo is a little bit high. To post some original unrelated Weibo which may be interesting, perhaps can attract more followers, but if too much, the essence of this Weibo account is easy to be confused.

In self-efficacy theory, the formation and change of self-efficacy are mainly affected by these factors: personal experience, the indirect experience of observing others' experience and suggestions from others. This organization also uses the stories of organ donors and recipients to attract people and make their own psychological changes. In the process of popularizing organ donation, people's understanding of organ donation will change, and the attitude to organ donation will be changed, maybe the idea to donate organs will come up. However, this organization should realize that it is far from enough to popularize organ donation only by its own subjective consciousness, should interact more with users and offline people, understand why people are

confused about organ donation and why they are really impeding their organ donation registration. We often say apply medicine according to indications, and so are the publicity and education of organ donation, in this way, organ donation can be understood by more people, not only by medical workers but also by the public. Because in the process of organ donation, it is necessary for the medical staff to communicate with the patients and their families, and the communication between each person and their family members. In fact, it is more necessary for everyone to communicate with his own heart. Therefore, understanding the psychology of the other person in the certain cultural background and taking this as the premise and reaching the best possible feelings can effectively promote interaction and support.

Organ donation and transplantation have transcended the scope of medical technology, and the process of extracting organs and give it to others, it involves survival and death, self and others, individual and family, nature and culture, which give us space for infinite reverie. Organ donation seems to be very far away from us, but when it appears, people always feel touched or avoid it. The death of life and the continuation of another life that the organ donation and transplantation must face in the process of realization is a rare opportunity and challenge in the study of cultural psychology. This is a process of collision with Chinese traditional feudal culture. In China, the main users of Weibo are concentrated in the 20-39-year-old group, they are less influenced by traditional culture, more receptive to new things, and more willing to help others.

This study has been studied only for one Weibo account, which cannot be compared with other accounts, therefore, compared with other organ donation accounts, the number of shares,

comments, and likes of this organization is much or less is unknown. But there is no doubt that this organization has excellent performance in both followers' number and daily Weibo activity, with strong influence.

The content analysis method used in this study was used to make a systematic and objective quantitative description of the content of Weibo in organ donation to effectively explore the trends and characteristics of the social media reports on organ donation in China. From the current result, in the process of releasing the content of organ transplantation on Weibo, there are many shortcomings such as topics are unitary, almost all the Weibo posts are helping people to understand the knowledge of organ donation, and the content is stiff, some innovations should be added to attract more attention to organ donation.

From the speed and trend of the development of organ donation in China in the last five years, as well as the major decision to cancel the use of dead prisoners' organs from 2015, we can see that Chinese government vigorously promotes the consciousness and determination of voluntary contributions of citizens. Promotion is inseparable from propaganda, and propaganda is inseparable from education. The cultural and psychological factors involved in organ donation are also useful materials for civic society education. Through the active and beneficial view of values and life, the education interaction and atmosphere can not only promote the citizen's understanding of organ donation, but also improve the effect of improving the citizen's organ donation rate, and also be of great benefit to the process of civilized society. At present, the organ transplantation of dead prisoners has been abolished in China, and the living organs become the only source of organ

transplantation. The relationship between the supply and demand of organs in China is still severe. Although there are reports that our country's awareness of donation has improved, the whole society has not yet formed the atmosphere. On the one hand, most people don't know much about organ donation. On the other side, people who want to donate organs are not familiar with donation processes. All kinds of factors are restricting the development of organ donation in China. Our social media still has a long way to go in helping people to build up their values of organ donation.

REFERENCES

- Bateson, G. (1955). A theory of play and fantasy. *Psychiatric research reports*.
- Bogenschneider, K., Wu, M. Y., Raffaelli, M., & Tsay, J. C. (1998). "Other teens drink, but not my kid": Does parental awareness of adolescent alcohol use protect adolescents from risky consequences? *Journal of Marriage and the Family*, 356-373.
- Cohen, S. (2004). Social relationships and health. *American Psychologist*, 59(8), 676.
- DeJong, W., Franz, H. G., Wolfe, S. M., & Howard, N. (1998). Requesting organ donation: An interview study of donor and nondonor families. *American Journal of Critical Care*, 7(1), 13.
- Feeley, T. H., & Vincent III, D. (2007). How organ donation is represented in newspaper articles in the United States. *Health communication*, 21(2), 125-131.
- Fussell Sisco, H., & McCorkindale, T. (2013). Communicating "pink": An analysis of the communication strategies, transparency, and credibility of breast cancer social media sites. *International Journal of Nonprofit and Voluntary Sector Marketing*, 18(4), 287-301.
- Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Cambridge, MA, US: Harvard University Press.
- Granovetter, M. (1983). The strength of weak ties: A network theory revisited. *Sociological Theory*, 201-233.
- Han, J., Qiao, X. & Wan, L. (2012). Research on the health communication of micro-blog in

the field of communication ecology. *News Research*, (1003-3629).

Hawk, S. R., & Dabney, D. A. (2014). Are all cases treated equal?: Using Goffman's frame analysis to understand how homicide detectives orient to their work. *British Journal of Criminology*, 54(6), 1129-1147.

Huang, L. (2014). Research on health communication on the platform of Sina and micro-blog. *Inner Mongolia University*, 4-5.

Jackson, L. D. (1992). Information complexity and medical communication: The effects of technical language and amount of information in a medical message. *Health communication*, 4(3), 197-210.

Li, D. (2014). Study on organ donation problem of the condemned. *Nanchang University*, 43.

Li, E., Ji, P., Wang, J., Wei, L., Xue, W., Wu, B., Gao, X., Zeng, C., Yu, X., Han, S., Dong, Y., Tong, X. & Wang, L. (2016). A number of factors affecting the organ donation and organ donation The construction of the theoretical system. *Chinese Health Service Management*, 12(1004-4663), 890-891.

Li, M. (2013). Characteristics, communication strategies and influence of grass-roots healthy micro-blog - based on the content analysis of Sina micro-blog "Beauty and Health." *A collection of excellent papers on the Eighth China Health Communication Conference*, 56-68.

Liu, Y. (2013). Internet health communication: theoretical construction and empirical research. *Huazhong University of Science and Technology Press*.

Matthes, J. (2009). What's in a frame? A content analysis of media framing studies in the world's leading communication journals, 1990-2005. *Journalism & Mass Communication Quarterly*, 86(2), 349-367.

Matthews, A. K., Sellergren, S. A., Manfredi, C., & Williams, M. (2002). Factors influencing medical information seeking among African American cancer patients. *Journal of health Communication*, 7(3), 205-219.

Morgan, S. E., & Cannon, T. (2003). African Americans' knowledge about organ donation: closing the gap with more effective persuasive message strategies. *Journal of the*

- National Medical Association*, 95(11), 1066.
- Neiger, B. L., Thackeray, R., Van Wagenen, S. A., Hanson, C. L., West, J. H., Barnes, M. D., & Fagen, M. C. (2012). Use of social media in health promotion: Purposes, key performance indicators, and evaluation metrics. *Health Promotion Practice*, 13(2), 159-164.
- Ratzan, S. C. (1993). Health communication and AIDS: Setting the agenda. *AIDS: Effective Health Communication for the '90s*, Scott C. Ratzan, ed. (New York: Taylor & Francis, 1993), 1-14.
- Rice, R. E., & Katz, J. E. (2001). *The Internet and health communication: Experiences and expectations*. Sage Publications.
- Rogers, E. M. (1994). The field of health communication today. *American Behavioral Scientist*, 38(2), 208-214.
- Ru, Y. (2016). China citizens culture psychology research of organ donation speciality: Psychology of traditional Chinese medicine. *Wuhan University*, 4-8.
- Siminoff, L. A., Gordon, N., Hewlett, J., & Arnold, R. M. (2001). Factors influencing families' consent for donation of solid organs for transplantation. *Jama*, 286(1), 71-77.
- Sun, J. (2005). The Appraisalment of America's Research of Health Communication. *Wuhan University*.
- Wendel-Vos, W. M. S. J. F., Droomers, M., Kremers, S., Brug, J., & Van Lenthe, F. (2007). Potential environmental determinants of physical activity in adults: A systematic review. *Obesity Reviews*, 8(5), 425-440.
- Wu, L. (2014). Contemporary American health communication research and discovery: A case study of Journal of Health Communication: International Perspective (2009-2013.6). *Lanzhou University*.
- Wu, N. (2015). Opportunities and challenges for the development of health communication in the social media environment - a discussion on the representative of Weibo. *Today's Massmedia*, 08(1672-8122), 13-15.
- Xie, Y. (2016). Research on reports of organ transplantation of newspapers' official blog —

Based on content analysis of ten newspapers' blogs. *Chongqing University*, 1-4.

**APPENDIX A:
CODING SHEET**

Table 6. Coding Sheet of Themes.

Sequence Number	Themes	Definition
1	Popularize the knowledge of organ donation	Explaining organ donation and organ transplantation related knowledge, often come with the tag #Knowing Organ Donation#
2	Organ donors and recipients stories	Focusing on storytelling, specific character information and overall story thread.
3	Policies and regulations	Chinese policies and regulations was issued or adjustment on organ donation and related issues. Appearing specific legal names or policies.
4	Development of organ transplantation technology	The technological breakthrough of organ transplantation in China.
5	Organ supply and demand and distribution	Information about specific numerical value of organ supply and demand in China.
6	Attitude to organ donation and transplantation	Specific number of the survey or interview of willingness to donate organs in China.
7	Other	Apart from the above themes.

Table 7. Coding Sheet of Likes, Shares and Comments.

Sequence Number		Definition
1	Likes	The click number of one Weibo posts has been like.
2	Shares	The number of one Weibo posts has been shared.
3	Comments	The number of comments one Weibo posts received.