Plan Overview

A Data Management Plan created using DMPTool

Title: Analysis of the main focuses of netizens from Weibo topic list and hot search list

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Funder: National Science Foundation (nsf.gov)

Funding opportunity number: 47600

Template: NSF-EAR: Earth Sciences

Project abstract:

Last modified: 12-13-2019

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Analysis of the main focuses of netizens from Weibo topic list and hot search list

??????.csv?

???????????????.csv?

The data type is (.csv)

Use the Octopus Collector to capture the rankings, readings, and tags of Hot Search and Topic Lists on Sina Weibo pages 12 times, and save them in .csv format;

For subsequent data cleaning, the format is (.csv)

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2????12????.csv??????12???1???

③?????????.csv??12??????????

??????????

?????i?????i=1,2,3,...,12???

In the secondary folder Weibo topic:

- ① Data topic visualization (.rtf): The content includes the number of times on various topics, the line chart of each category in each category, the average ranking, the average number of readings, and the total reading pictures;
- ② Weibo topic 12 times list (.csv): The content is 12 times Weibo1 content.
- 3 Weibo topic statistics (.csv): 12 times on various topics

In the secondary folder Weibo hot search:

- ① Data search and search (.rtf): The content includes pictures according to the number of hot searches, readings, discussions, and average rankings;
- ② Sorting of hot search data (.csv): 12 categories, times, total readings, average ranking and average readings of

various topics.

The i-th data collection of the three-level folder (i = 1,2,3, ..., 12):

The topic general list, Beijing topic local list, hot search list 1, and hot search list 2 are the corresponding categories, names, readings, rankings and other specific content.

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The data is fully public and can be used by any institution or individual.

The data can be obtained by sending: the subject of the email: hot search topic data on Weibo, and the email address is 15220091@bjtu.edu.cn

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Anyone and organization can reuse it and redistribute relevant data.

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Our team will upload the data to Baidu Cloud Disk for archiving, which can be accessed at any time.