

Social Activities on Microblog: Exploring Fighting Against Human Trafficking on Weibo,

Anli Xiao

University of Missouri-Columbia, United States

0248

The Asian Conference on Media and Mass Communication 2013

Official Conference Proceedings 2013

Abstract

Fighting against human trafficking is one of the most popular social activities on a Chinese social media site -- Weibo. However, few researches have studied social activities on social media. This study utilized Uses and Gratification Theory to look into the motivations and gratifications audiences are seeking through engaging in this social activity on social media, and tried to find out if the specialized social media accounts dedicated to anti-human trafficking meet the audiences' needs. Specifically, the study answered the following research questions: 1. How specialized accounts use Weibo differently to spread anti-human trafficking information? 2. How audiences respond differently towards tweets about fighting against human trafficking? 3. How audiences' needs and gratifications are satisfied by these specialized accounts? A textual analysis was conducted to find out the potential needs and gratifications and the different audiences' reactions towards the related information. Then a series of semi-constructed in-depth interviews were scheduled to confirm if the prior findings are audiences' needs and gratifications. Finally, the study found that different specialized accounts have different usage patterns in updating frequency, emotional engagement and detailed expression, critical and radical expressions and tweeting styles. These different usage patterns led to different audience responses, and some of the patterns were confirmed as shared needs and motivations, while interviewees had different needs and preferences on other patterns and features. This study intended to improve the communication efficiency for similar online activities and to enhance social media's sense of social responsibility.

Keywords: social media, microblog, Weibo, human trafficking

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Sina Weibo, the Chinese Twitter, is the most popular microblog platform in China. The burgeoning social network, with its many advantages, has become an active online community for public opinions. At the same time, many public institutions and organizations see the virtues of Weibo and are utilizing Weibo for attention gathering and activity promotion. Fighting against human trafficking is one of them.

According to Trafficking in Persons Report released by U.S. government in 2013, China was cited among the worst offenders in human trafficking. As the report says, China is not only a source of human trafficking, but also a transit and destination country. Human trafficking in China is more than a national issue; it also connects countries including Burma, Vietnam, Laos, Singapore, Mongolia, Korea as well as Russia, Europe, Africa and America. According to media report, the estimated number of missing children in China reaches roughly 200 thousand every year, and only about 0.1% can be found (China: 200,000 children, 2013). This number doesn't include data for missing men and women, which is said to be too hard to collect due to the large number of national human immigration as unreported data. However, Chinese traditional media pays little attention to human trafficking. The absence of mainstream voice pressured the emergence of using Weibo, an alternative online space, to fight against human trafficking.

Fighting against human trafficking was initiated on Weibo at the end of 2010. It started with human seeking information online spread by those whose family members or friends were missing. The information gradually went virus online, and some accounts appeared to specifically collect and disseminate human trafficking information. These information attracted hundreds and thousands of audience participation. They retweet to attract traffic, make comments to call for help, express their sympathy, criticize traffickers and tag related people to make sure the right message reaches the right people. Many people have been found with the help of Weibo.

Although these accounts spread similar messages, they stir up different responses as well as reactions. People post different comments and contents of the comments vary in different accounts' tweets. However, no research had looked into the reason why audiences are stimulated to read, retweet and comment on some specific tweets rather than others. Also, few studies focused on the motivations and stimulation the audiences receive online, especially specific online activities. To fill this academic gap, this paper utilize Uses and Gratification Theory (U&G) to discover account holders' different usage patterns when communicating information about anti-human trafficking, and how audiences response to information about fighting against human trafficking differently as well as the gratifications and motivations behind their exhibit different usage patterns. The paper has several theoretical and practical merits and values. It gives implications of how UGC can be applied to social media, and moreover, how it can be used to explain specific, interactive online social activities. The paper also gives suggestions for effective communication of online social activities, and helps enhancing the communication efficacy for those meaningful events.

Literature Review

Uses and Gratification Theory (U&G) has been widely used in mass media research to explain the why audiences use a variety of media and the gratifications they receive from

it. The theory works with the idea that audiences are not passive media consumers, they actively select different media to meet their needs (Infante, Rancer & Womack, 1997; Lowery & De Fleur, 1983). In the 1960s and 1970s, the basic assumptions of the theory are (McQuail, 2010): 1. Media and content are rational and have specific goals and satisfactions, thus audience is active in selecting different media. 2. Audiences are conscious of their media needs and can voice their needs in terms of motivation. 3. Cultural and aesthetic features of content play much less part in attracting audiences than the satisfaction of various personal and social needs. 4. All or most of the relevant factors of audience formation can, in principle, be measured. McLeod & Becker (1981) add that the audience is active and media use is goal-oriented. Media consumption fulfills a multitude of need, from fantasy-escape to information-education and finally, U&G origins in media content, exposure and the context in which the exposure takes place (also see in Ancu & Cozma, 2009).

A variety of needs have been tested and identified with U&G in both traditional media and new media. Katz, Gurevitch and Hass (1973) identified 14 different needs fulfilled by the use of media, including television, radio, newspaper, book and film. The top needs they conclude are: 1. Strengthening self-knowledge (to know oneself, develop good taste, study). 2. Weaken contact with self (avoid loneliness, pass time, escape). 3. Strengthen social knowledge (government profess, information, official's profiles). 4. Strengthen experience with others (get to know others, participate) (also see in Siraj, 2007). The applications of the theory were also expanded to some specific media. For example, Rubin (1983) summarizes five major reasons for adults' television usage: passing time, information, entertainment, companionship and escape. Some researchers also look into different types of audience activity in media usage: Levy and Windahl (1984) find that pre-activity, duractivity and post-activity are the three types of audience activity when using media, and they also concluded that "overall, the public is more or less active and relatively self aware and knowledgeable about the media's ability to gratify certain social and psychological needs."

With the emergence of new technology, researchers have been trying to apply U&G into the new development of media. The theory has laid a solid theoretical foundation for studies concerning mass communication in the information age. Flaherty, Pearce and Rubin (1998) believe that the three major needs for individual computer users are: interpersonal need, traditional needs associated with media and new media needs. Papacharissi and Rubin (2000) identify three additional factors that they think influence people's Internet use: contextual age, unwillingness to communication and media perceptions. Eighmey (1997) contends that the three significant motivations for people using commercial websites are entertainment value, personal relevance and information involvement. Korgaonkar and Wolin (1999) categorize Internet users' motivations into seven factors: social escapism, transactional security and privacy, information, interactive control, socialization, non-transactional privacy and economic motivation.

Some studies also focus on social media. John and Jennifer Raacke (2007) looked into the uses and gratifications in MySpace and Facebook. They found out that "to keep in touch with old friends", "to keep in touch with current friends", "to post/look at pictures", "to make new fiends" and "to locate old friends" are the popular motivations for college

students' usage of friend-networking sites. Park, Kee and Valenzuela (2009) also studied Facebook Groups users' gratifications, and concluded that socializing, entertainment, self-status seeking and information are the primary needs for participating in Facebook groups. Ancu and Cozma (2009) also study MySpace using U&G and discover the motivations of people accessing political candidates' profiles. They find out that social interaction, information seeking and guidance and entertainment are the three main gratifications of visiting MySpace profiles of political candidates. Besides studies about Facebook and MySpace, Kaye (2010) conduct a research looking for the uses and motivations for connecting to blogs, and found convenient information seeking, anti-traditional media sentiment, expression/affiliation, guidance/opinion seeking, blog ambiance, personal fulfillment, political debate, variety of opinion and specific inquiry are the main motivations for people accessing blogs.

However, researches about microblog are very limited, and there are even fewer studies concerning people's specific needs and motivations when accessing some specialized contents. So this paper is going to look into people's needs and motivations when they browse information about human trafficking on Chinese microblog (Weibo), and tries to find out what makes some specialized accounts more efficient when fighting against human trafficking by answering the following research questions:

1. How account holders use Weibo differently when spreading human seeking/ anti-human trafficking information?
2. How audiences respond differently towards tweets about fighting against human trafficking?
3. Are audiences' needs met by the specialized accounts?

Methods

Textual Analysis

To have a clear cue of how specialized accounts use Weibo to spread anti-human seeking information, a specified event is chosen for the research. The event is called "A Korean War veteran's daughter being trafficked for 16 years" on Weibo. On Feb. 5, 2013, an online post about a trafficked woman trying to find her father caught volunteers' attention. Jiangzhen Liu was trafficked to Heibei province 16 years ago from her hometown Sichuan. Liu is illiterate and can't speak mandarin, so she couldn't find her way back home successfully. Within few hours, a volunteer contacted her, and with the help of village officials, Liu's father, a Korean War veteran, was found and verified on Feb. 7. However, Liu was unable to purchase a ticket back home because of her I.D and household registration issue – she had been unregistered for 16 years since she was trafficked. Plus, she was too poor to afford the ticket. Liu's son was also trafficked 16 years ago with her mother, but was sold to another person and separated from Liu. Finally, with the help of the publics on Weibo, Liu finally went back home and met her father, while police were still looking for clues of Liu's missing son. Some of those who were involved updated the whole process on Weibo, and Liu's story was considered a triumph of using Weibo to serve public good.

The textual analysis looks into four selected specialized accounts that actively participated in this event. All the related texts are collected from Feb.5 to Mar. 5 by eyeballing.

These accounts are chosen for three reasons: First, they all actively participate in the event. Second, they use Weibo actively to update the process of the event. Third, they represent the major participated parties: those who specialized in anti-human trafficking on Weibo and the related governmental department. Some other people are also actively participators, however, since they didn't post that often, they can't provide enough data for analysis.

Selected accounts information:

Account Name	Description
Fighting Against Human Trafficking on Weibo (FAHTW)	Official Weibo Account for China Social Assistance Foundation; an account that is specialized in collecting and spreading anti-human trafficking information; the major account that updated the event's information. 17,403 followers.
Shangguan Zhengyi – Zaizai (Zaizai)	An experienced volunteer for fighting against human trafficking; the main volunteer who participated in the event actively from the beginning to the end. 23,377 followers.
Hebei Public Security Dep. Online Spokesman (HPSD)	Official account for Public Security Department of Hebei; the department helped the volunteers with identifying I.D. and sending Liu home; It still participates in the efforts to look for Liu's son. 3,144,588 followers.
Yonghua's Little Vegetable Garden (Yonghua)	An individual Weibo account of Yonghua Jia, the deputy director of the political office of the Public Security Department of Hebei; a main governmental officer who helped with Liu's I.D. and household registration and coordinated with volunteers to send Liu back home. 5,079 followers.

The textual analysis starts with tweet analysis to see the similar and different uses of the accounts, and then goes to comment analysis to see how audiences respond to the tweets to preliminarily conclude what audiences need from these accounts. The results are verified by in-depth interview.

In-depth Interview

A series of semi-structured in-depth interviews are conducted based on previous textual analysis. The interviews mainly concern with the results found in textual analysis and are aimed at confirming and verifying whether the results concluded in textual analysis are the motivations and gratifications the audiences need when they browse related tweets.

Interviewees. Eight adults are recruited by randomly sending out interview invitations to those who once commented on tweets about Liu on the four accounts. Eight people are randomly selected from those who agree to join the research.

Measures. Since most of the potential interviewees are in China, the interviews are conducted by emails. The interview invitations, interview requirements and questions are translated into Chinese, and their answers are translated into English by a bilingual researcher.

Interview questions are focused on the results generated from the textual analysis. Follow-up questions are designed according to their answers and to discover more about their needs, motivations and gratifications.

Results

Textual Analysis

The results of textual analysis are presented as tweets analysis and comment analysis.

Tweet Analysis. The selected Weibo accounts have different features in terms of the contents they tweeted. They share some similarities but differ in their updating frequency, number of retweets and comments, detailed and emotional expressions and whether or

Account Name	No. of Tweets	No. of Retweets	No. of Comments
FAHTW	38	573	178
Zaizai	41	847	297
HPSD	8	124	41
Yonghua	22	132	83

not they raise problems and critical opinions.

Updating frequency, number of retweets and comments. The most obvious difference among the four accounts is their updating frequency, number of retweets and comments received as illustrated below:

As we can see from the table, Zaizai updated most frequently, and he has the largest number in every column. FAHTW is the second in updating frequency, number of retweets and comments received. HPSD has the lowest updating frequency, while Yonghua has a comparatively low number in all of the three standards.

The number of retweets and the number of comments received may related to follower numbers, and the real identities behind the accounts may also influence people's attention and willingness to retweet and make comment. Taking these into account, some assumptions can be made:

1. Generally, updating frequency may have an impact on other numbers. The more frequently you post, the larger numbers of retweets and comments you may receive.
2. In terms of follower number, it can be inferred that follower number is not a decisive factor in this case. Although HPSD has the largest number of followers, Zaizai exceeded its numbers in comments and retweets received.
3. Accounts' real identities may influence people's willingness to retweet and comment. For example, a professional volunteer's account may receive more attention, while people might be more reserved when commenting on governmental accounts' tweets.

Detailed and emotional expressions. These accounts also differ in the detailed and emotional expressions in their tweets. Some of them include more specific descriptions and emotional expressions while others have less detailed information and fewer emotional descriptions.

Zaizai's tweets had the largest amount of details and emotional expressions. He uses Weibo not only as a tool to show people the general process of helping Liu, but also as a platform to describe what he sees and how he feels.

For example, he specifically described Liu's father's reaction when he told the father that his daughter was looking for him:

"...with tears in his eyes, the old father had no idea what to do in order to see his daughter thousands of miles away".

Zaizai's tweets are full of emotional expressions. For example, after he visited Liu's father for the first time, he posted:

"... He immediately recognized his daughter's picture after 19 years. Today is his 83-year-old birthday, and his family is too poor!"

He also expressed his abhorrence towards the traffickers as well as his gratefulness and appreciations to those who helped. These specific, daily details and even minutia are quite hard to find in other three accounts. And the rich emotions in his tweets are also rare in other accounts.

FAHTW posted fewer details, which are mostly concerned with procedural improvements instead of daily details and minutia, such as the small improvements the team made to solve Liu's I.D. problems. The account also adopted few emotional elements. In its 38 tweets, emotional expressions were. But this account still expressed the gratitude to those who helped Liu.

Yonghua's tweets included very few details, and like FAHTW, the few details are mostly concerning with the process of solving Liu's I.D. problem. As the deputy director of the

Political Division of the Public Security Department of Hebei, Yonghua wrote details that were procedural, selective and cautious:

“We are at the police station of Shahe city, and the police found Liu’s materials according to provided information... Shahe Police Station is ready to issue a certification letter to prove her identity and help her go back home.”

HPSD’s tweets are neither detailed nor emotional. In its 8 tweets, no detailed information is provided, and none of them involve strong emotions except for showing appreciations.

Revealing problems and raising critical opinions. Although the whole event turned out to be a successful and inspiring story, there were bothering problems and issues. The critical issue in Liu’s story is her I.D. Having no I.D. and household registration, she couldn’t purchase her ticket home, and the local police department refused to give her a certification letter at the beginning. The problem remained unsolved until Yonghua Jia stepped out to help.

Two accounts, FAHTW and Zaizai, raised the problem of Liu’s I.D., while others left the issue untouched. Zaizai asked what Liu could do to go back home without an I.D., which attracted 95 comments and 447 times of retweets. FAHTW was more critical and aggressive. It directed the problem to local police department:

“Liu wants to come home, but she was trapped. She can’t buy a plane ticket or get on the train. This is not the first case. Can we ask: in such cases, shouldn’t the local public security department issue a certification letter to let the victims go back home?”

However, although the blame was casted on the public security department, HPSD didn’t say a word until Yonghua meddled in and promised to solve it. After that, HPSD and Yonghua confined their tweets in the positive improvements they made to help Liu attain her certification letter and never mentioned the problems.

Tweeting style. The selected accounts have different tweet styles. Some prefer shorter tweets, colloquial style and casual tone, while others tweet longer, comprehensive information and use formal style with official, or even political tones.

Zaizai’s tweets are always short and simple. He often posted several tweets to tell similar information, and his posts are often very casual. When the team was approaching to Liu’s hometown, he posted five short tweets to count down how close they are to the destination.

Compared with Zaizai, the other three accounts’ tweeting style are more formal and comprehensive, containing rich information in each tweet. For example, FAHTW tweeted:

“Thanks to the help from media, police department, kind-hearted companies and volunteers, Liu has finally come back to her hometown in Luzhou, Sichuan from Xingtai,

Hebei since being trafficked 16 years ago. The family had a reunion meal that has been longed for 16 years. However, at the same time, a volunteer who has been working on her case for about half a month passed out due to the overwork. We hope that he will recover soon!”

Yonghua also adopted a very formal style to tweet:

“The Public Security Department of Hebei has always been fighting against human trafficking, but to fight against these traffickers needs supports and efforts from the society. Hebei is also a province that receives many trafficked people, and I hope more volunteers like Zaizai can join the team to fight with us.”

Comment analysis. By analyzing all the comments these accounts received, some themes and differences can be drawn to see how audiences respond to different Weibo accounts in Liu’s case.

Most audience expressed their wishes and sympathy to Liu and her family, as well as other trafficked people. They also show resentments towards traffickers and buyers. Complimentary tweet is also a popular kind. However, within these similarities, there are still differences and divergences.

Compliments. Although compliment is one of the major similarities, when carefully scrutinized, these complimentary comments show that people had very specific idea of whom they were talking to. There were large amount of people who clearly aware of the real identities of the heroes behind each accounts. In Zaizai and FAHTW’s accounts, many people’s gratefulness was given to the volunteers, while those who expressed their compliments on Yonghua and HPSD’s profiles always mentioned the word “*police*”.

The specific subjects mentioned in the comments indicate that people have explicit idea of the real identities behind these accounts, and these identifications do have an influence on people’s commenting behaviors.

Critical comments. Audiences posted critical comments about Liu’s story to raise their questions, suggestions, queries and criticisms. However, they make more critical comments on Zaizai and FAHTW’s Weibo page, while similar comments were rarely seen on the other two profiles. Audiences actively responded to these tweets, and in fact, this kind of tweets is one of the most popular ones – they received more retweets and comments than others. When Zaizai posted a tweet revealing Liu’s I.D. issue, it attracted 95 comments, the largest number of comments among all the tweets in four accounts. Audiences were critical when responding to this tweet. Some directly accused the government, and some expressed their dissatisfactions sarcastically:

“Being trafficked for 16 years, and the government knew nothing about it ... My question is: Isn’t it illegal to buy a wife or a child? Isn’t it against the law that local household registration department gangs up with traffickers to illegally register these trafficked

population? And the answer is: now that she can go home, and you should thank God and thank the Party, why so inquisitive?"

"This is to say that the local police department didn't live up to its duty!"

Interaction and information update. Individual accounts were more likely to interact with their followers by replying comments, which is also a way of information update. Among Zaizai's 41 tweets, his replies were in 15 of them, and Yonghua replied eight of her 22 tweets. They also replied multiple times to add more information, answer followers' questions and sometimes to clarify misunderstandings. For example, when people were questioning why Liu was trafficked even at the age of 23, Yonghua replied the follower, explaining:

"She is illiterate, and the one who trafficked her was her acquaintance. That person said he would take her to find a job..."

However, in other accounts, such interactions and information exchange are much less. In FAHTW, the profile only replied one time in its 38 tweets, and the number for HPSD was two out of eight.

It's also worth-mentioning that in Zaizai's profile, his followers always take the initiative to ask for more information. Most of questions were about information updates. For instance, they asked whether Liu's I.D. problem has been solved, and after Zaizai passed out, many followers commented on his most recent and expressed concerns and prayed for his health.

In-depth Interview

A series of in-depth interviews are conducted to see if audience's different needs are satisfied by different Weibo uses. Based on interviewees' answers, some consensuses have been reached, and there are also discrepancies around some issues.

Updating frequency. According to their answers, high updating frequency gratifies audiences and affects their attentions and willingness to retweet and make comments. People gave different explanations to their answers. One said:

"More frequent updates will attract me to pay more attention, then my attitude may change. I may want to know more and then may be more likely to retweet or make a comment."

Another reason mentioned is that the higher updating frequency, the more likely a user may read the tweet:

"We are facing large amount of information everyday, and if you don't update frequently, it's possible that the tweet would never be read. Although I care about Liu's story, but if I couldn't receive quick updates, I would easily forget."

Also, some of them thought more updates means more information, hence more truth, which was the primary driving force for interviewees to retweet or make a comment. An interviewee also mentioned that frequent updates might infer the popularity of the information, and because so many people were paying attention to it, he/she tended to pay more attention to it, too.

Detailed and emotional expressions. Rich amount of details is a stimulus motivation for audience's retweeting and commenting behavior. While emotional expression is a shared motivation for some interviewees, others prefer less emotional tweets.

Three interviewees believed that details reveal more specific truth about the case. And some said details always arouse sympathy, thus they would be more likely to retweet and make comments. Nevertheless, one interviewee said he preferred detailed tweet, but since he/she cared about human trafficking issues so much, the amount of details is not an essential issue.

However, interviewees tended to have mixed opinions about emotional expressions. Some people believed emotional tweets are better at arousing sympathy and empathy and made them more willing to be involved, but some of them didn't prefer it. They thought being too emotional would undermine tweets' objectivity.

When asked about why they worried about the objectivity in emotional tweets in Liu's story, one said information online is floating, and it's hard to tell how accurate a piece of information is, so less subjective feelings brings about more solid truth.

Problems and critical opinions. Problems and critical opinions raised in tweets are shared needs for interviewees. Some said critical opinions provided the other side of the story rather than governmental extolments, while some believed viewing critical tweets triggered their own thinking, and hence brought about discussions. An interviewee shared how critical tweets influenced him/her:

"As long as these critical issues are related to our daily life, I will empathize with these tweets and will start to think about similar problems and issues."

An interviewee said posting critical opinion is a good way to attract people's attention and make them think about the issues. Another interviewee supported, saying it's valuable to see people involved and raise their own opinions and thoughts.

Some interviewees were even more aggressive when replying these tweets. One interviewee strongly raised his/her opinion:

"When everyone's celebrating their success (of helping Liu), these tweets show us the unsolved problems. I will keep talking and talking about these issues, and hopefully it will get some attentions from the government. I'm contradicted inside. If you want me to praise the government, I just can't do it, but I'm afraid that I might have criticized too much."

Tweeting Styles. Neither colloquial nor formal style is a shared need for the interviewees, but they reached a consensus on disliking government's self-extolling tone.

Some of the interviewees preferred formal tones in tweets. They held that formal written style makes a tweet more organized, authoritative, thus makes it trustworthy.

However, others didn't agree. They believed colloquial style is easier to consume and interact with. One said that formal, written language sounds "fake", and Weibo should also be a place for people to chat and talk. Formal language makes the tweet reads like a textbook.

One interviewee even expressed strong aversion towards governmental accounts' official tone when they tweeted Liu's story.

"Governmental, formal language is too institutionalized and less humanistic. But Liu is a person with flesh and bones; she is not an object."

Despite the divergences, interviewees still reached consensus on one point: governmental accounts' self-extolments are not preferred. One interviewee said government's extolling tone was "gross" and he/she was tired of it. They noted that HPSD and Yonghua only posted their achievements while ignoring the fact that it's their duty to fight against human trafficking, to take care of her I.D. and household registration issues as well as to take good care of the veterans. He/she said:

"Don't extol your obligations as if they were your achievements."

Accounts Identities. Interviewees had different needs as to accounts' real identities. When being asked which kind of identity, specialized anti-human trafficking accounts or governmental accounts, do they think is more trustworthy, four of them selected Zaizai or FAHTW, the profiles specialized in anti-human trafficking, while three of them selected Yonghua or HPSD, the governmental related profiles. The other one said he/she didn't have a preference on which account to choose as long as the information in them were proven to be true.

Those who preferred Zaizai or FAHTW listed few reasons. One contended that he/she chose so because Zaizai and FAHTW updated more frequently, and their tweets attracted more retweets and comments. He/she also believed that other people's trustworthiness could influence his/her own decision.

One chose Zaizai because he provided first-hand information, and the other one chose FAHTW, because he/she didn't trust Yonghua and HPSD enough, saying they are so used to hiding the truth.

Comparatively, some interviewees still chose governmental profiles because they thought these profiles were more authoritative and they "represent the government."

However, profiles' identities did bother them, especially when they make comments on Yonghua and HPSD's tweets. One interviewee stated that he/she had never posted anti-government comments and seldom touched political issues in order to avoid unexpected threats. Another said:

"I'm afraid my negative comments may infuriate the government, because they are celebrating. And I'm afraid there are hiding officials watching us somewhere".

Discussion

Based on the data collected in textual analysis and in-depth interviews, some factors are confirmed as motivations that audiences look for when retweeting or commenting on anti-human trafficking tweets on Weibo. In other words, these are the gratifications audiences needs when accessing anti-human trafficking tweets.

First, as a lot of interviewees mentioned, truth is the most important need they held when they retweeted or made comments. However, people have different opinions on how trustworthy the selected accounts are.

Second, audiences need high updating frequency as a stimulation to participate. Both textual analysis and in-depth interview indicate that higher update frequency results in higher possibility of retweeting and commenting.

Detailed information is another gratification shared by all interviewees. Emotional expression acts as a motivation for some people, while other people prefer less emotional tweets. Both sides are satisfied by the respective accounts: Zaizai and FAHTW are comparatively emotional, while Yonghua and HPSD are less emotional, or even not emotional.

Also, all interviewees appreciate critical opinions and problems raised in tweets, however, Yonghua and HPSD failed to do so. As to the need for tweeting styles, different needs are met by different accounts. Some can follow colloquial style tweets from Zaizai and FAHTW, and others can read formal style tweets on Yonghua and HPSD's accounts.

Account' real identity is one of the essential factors when interviewees were making critical or aggressive comments. Although most of the account identities in Liu's case are transparent, one interviewee mentioned that officers in disguise troubles him/her.

The research also has its limitations. It concentrates on a single case, and is conducted with limited number of interviewees. Also, the research does not include an extended analysis of some other factors such as individual differences: the fact that Liu's father is a Korean War veteran affect people's attitudes too.

Although the research focuses on one single case, the uses and gratifications found in the research can still give some insights in how to efficiently spreading anti-human trafficking information on microblogs. For example, it's essential for accounts to provide accurate and trustworthy information; frequent updates and more details may better

satisfy audiences' needs; audiences needs can be also met through the open attitudes toward critical opinions and problems. At the same time, other similar accounts could pay more attention to refraining from being too emotional, keeping colloquial tweets as concise and clear as possible, and making formal tweets natural and humanistic.

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