

# Experiences and lessons learned from China-VO in public communication by social media

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2018.5.31

# Social Media impact



# China-VO Work - WeChat

- In China, the social media world is a little different from other countries.
- We don't use: Facebook, Twitter, Instagram, etc..
- We have: Weibo, WeChat, etc..
- We choose: **WeChat**



- **Messaging**
- **Official accounts: push feeds to and interact with subscribers**
- **Moments: share feeds and opinion**



# A Brief tour of China-VO official account

- Feeds (articles, figures, links, etc.): you can push one time a day
  - Can be shared inside WeChat and also on other platform, like weibo;
  - Share through two people chat, group chat, or in personal moments.
- Menu: can be designed by owner easily
- Messages: interact automatically



# About China-VO official account

First post: Sep 20, 2015

Follower: 4383

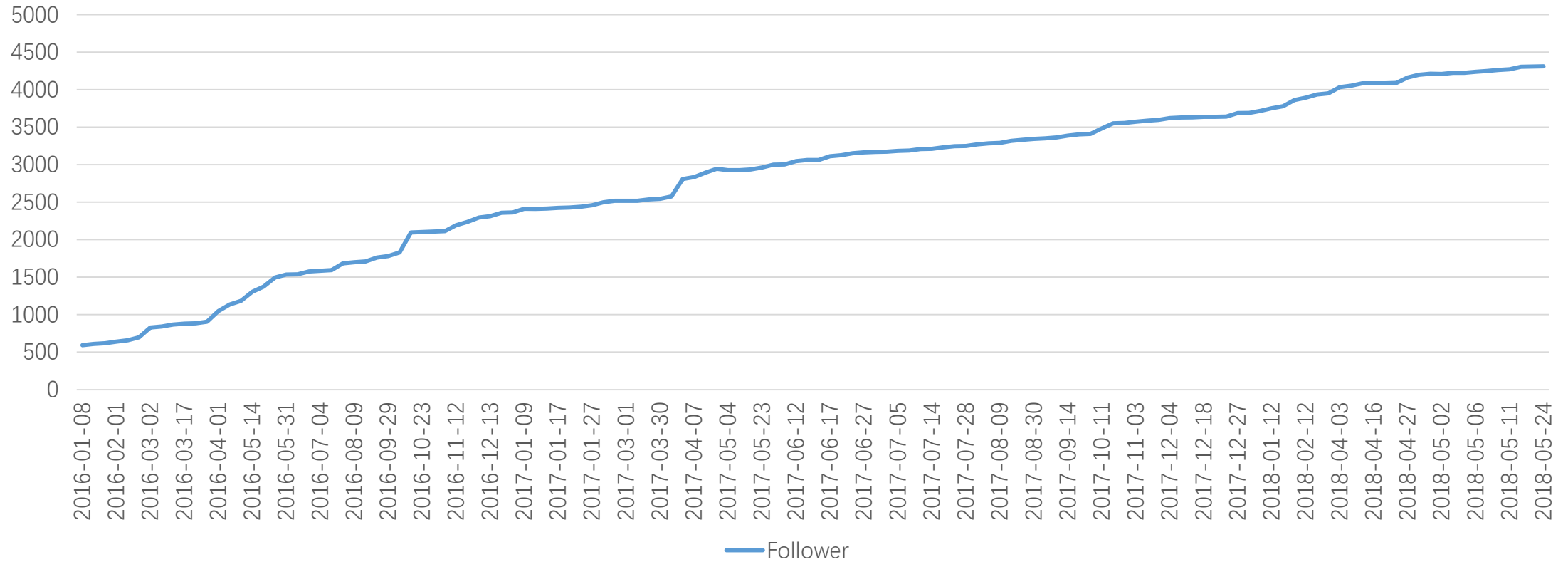
Total posts: 178

We just want to post something for ourselves. Target group is VO member and partner, as a result collection or a working report.

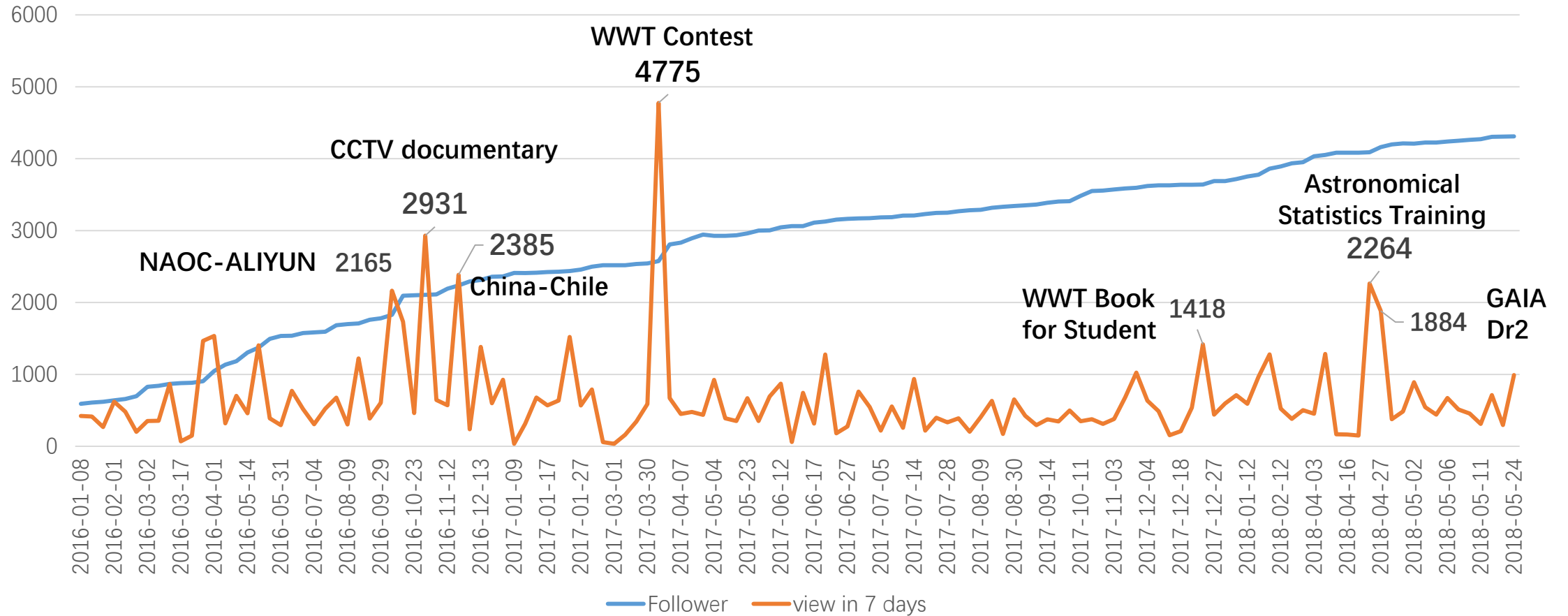
- Post contents:
  - How to use China-VO platform;
  - Our new service;
  - Data release;
  - Cooperation;
  - News related to us;
  - Data Driven Astronomy Education and Public Outreach;

# Progress

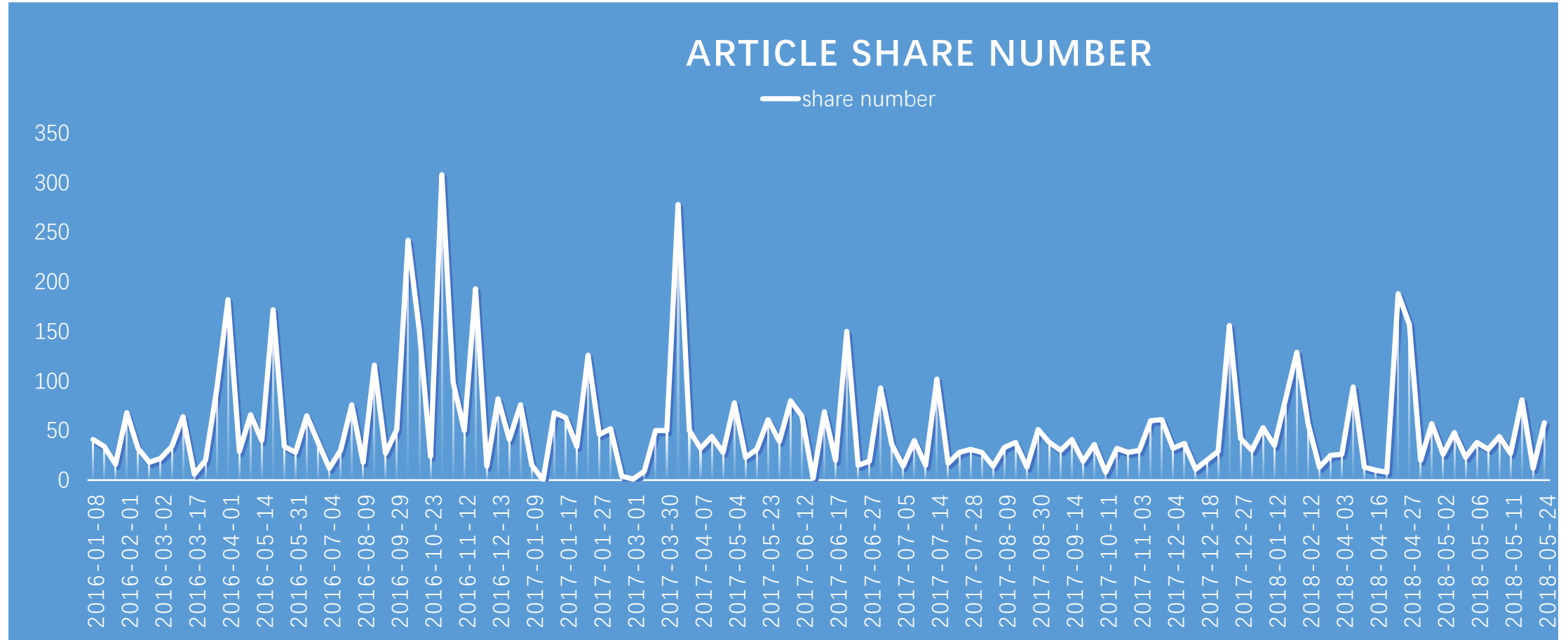
## WeChat Followers



# View number



# Share times





# Thoughts

- As the follower number growth, viewer number and sharing number do not necessarily increase. They still depend on the topic and the content of the articles.
- BUT we do believe the message spread out by the following ways:
  - View the title and abstract of the article (no counts);
  - Share article with other ways, like screen cut, describe in their own words (no counts);
- Because people will talk about it and more people and groups reach to us for cooperation.

# Viewer groups

| GROUP                              | Enthusiasm on social media  | Tend to share                                       | Number of people               |
|------------------------------------|-----------------------------|---|--------------------------------|
| General public                     | Change with time and topic  | Yes, but it's a hot topic or related to a hot topic | Everyone on internet           |
| Educator                           | Yes                         | Yes   | Small (potentially large)      |
| Public who interested in astronomy | Yes                         | Very much   | Large                          |
| Amateur astronomer                 | Very much                   | Very much   | Medium                         |
| Professional astronomer            | If interested or related to | If interested or related to                         | Small<br>(about 3000 in China) |

# Changes

- Clear targets:
  - Improve China-VO/IVOA impact in astronomy community;
  - Interact within China-VO member and partner more efficiently;
- Contents:
  - How to use China-VO platform; Our new service; Data release; Cooperation; News related to us; **Tutorial about VO tools/tech**; **Research and paper use VO services**;
- More official and point to a specific group: astronomer, educator, students, etc...

# Frist data release from Antarctic Survey Telescopes

## EXAMPLE

Comments after  
Article

14:24 虚拟天文台

信息化专项、国家自然科学基金、科技部国家科技基础条件平台、北京市科委科技专项等的资助，以及阿里云、微软研究院、浪潮集团、中科曙光、北龙泽达、锐捷网络等合作伙伴的大力支持。

阅读 818 13

精选留言 写留言

凌编辑 置顶  
英文刊Advances in Polar Science 期待为后续成果发展贡献一份力量！欢迎访问 [www.aps-polar.org](http://www.aps-polar.org)

晴朗的雨季  
小白请教下，图像数据是不是图片啊？光变曲线数据，文后有解释，那巡天数据是指的什么？能些许的解释下吗，谢谢。

作者  
巡天数据就是静态的天体的星等、位置等信息（巡天天区只观测了一次或几次，没有光变曲线）。对于以AST3为例的光学设备来说，一次巡天得到的是天体的照片，经过计算去除了干扰噪声或

Editor Ling:

Welcome to publish the following result on our Advances in Polar Science, website is [www.aps-polar.org](http://www.aps-polar.org)

Sunny rainy season:

Question from beginner, is the figure data picture? What is survey data then? Could you explain more, Thank you.

## EXAMPLE

Article about paper shared by the paper's first author with comment

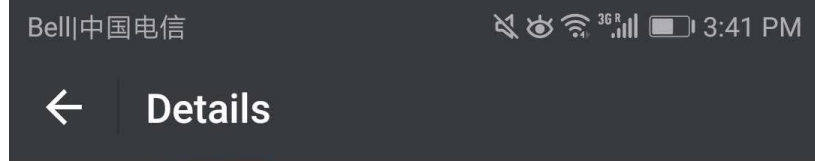


# Frist data release from Antarctic Survey Telescopes

Professor Shang:  
All members of the scientific expedition team  
worked hard for many years to achieve this  
result. Thank you everyone!

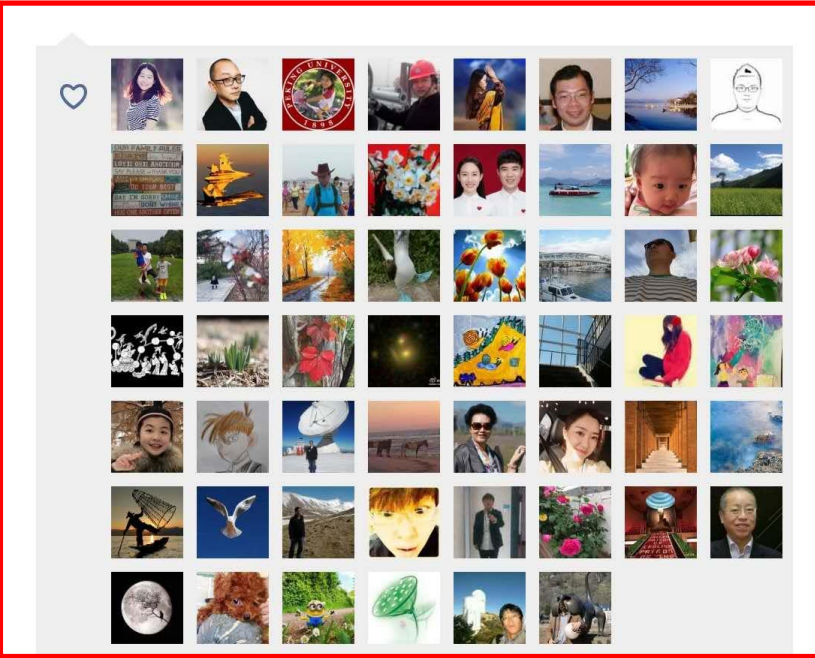
EXAMPLE

Article about paper shared to moments by someone and be comment with the paper's first author



郭守敬望远镜 (LAMOST) 发现...

2 May 03:04 Delete



People who likes this article.

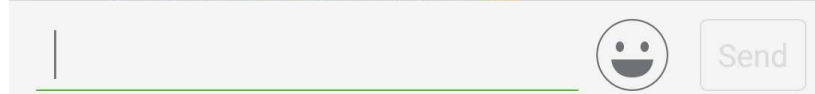
紫台盱眙站姚进生 2 May 03:27  
真厉害

吴学兵 2 May 03:34  
谢谢辰州!



Prof. Wu:  
Thank you!

Cui Chenzhou 2 May 07:27  
@吴学兵:为您高兴👍



Astronomer use LAMOST data discover over ten thousand quasars

## EXAMPLE

Article shared to a big astronomy chatting group by astronomy student



# GAIA dr2 data, welcome to China

Ms. Lin:

Here is GAIA data for Chinese user.

# Other thoughts

- Final goal: make people realize IVOA when they use data related to the work of IVOA
- Proactive promotion to target group: astronomer, students, etc...
- Don't ignore impact of amateur astronomers or even public
- Keep posting