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The influence of Chinese social media platforms on student public communication

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Abstract. The profound reshaping of public communication by Chinese social media platforms necessitates a critical analysis of their distinct impacts on the contemporary public sphere, with particular emphasis on the student population and the educational process. This article aimed to systematically analyse and compare the operational logics of Weibo, WeChat, and Douyin, evaluating their specific influences on the formation and fragmentation of rational public discourse, especially among students. A comparative case study methodology, grounded in a theoretical framework of the public sphere, was employed to examine the three dominant platforms. The analysis traced Weibo's transition from an open square for public agenda-setting to a space dominated by commercialisation and entertainment, which shrinks the arena for substantive debate and models communication norms for young users. WeChat's private, strong-tie ecosystem was shown to foster information encapsulation, creating formidable circle barriers that hinder the cross-cutting flow of public information and can limit students' exposure to diverse perspectives. Douyin's core algorithmic distribution mechanism, while enabling unparalleled content delivery efficiency, simultaneously intensifies cognitive domestication and systematically deconstructs complex public issues into simplified entertainment. These platform dynamics carry significant pedagogical, psychological, and sociological consequences for students, including decreased attention spans, diminished capacity for critical thinking, and impacts on social cohesion through fragmented discourse. The practical value of this research lies in its potential to provide a structured framework for regulators, platform designers, and educators to develop targeted strategies – such as algorithmic transparency, multi-stakeholder governance, and enhanced digital literacy curricula – to mitigate these negative effects and foster a more robust, inclusive, and educative public communication environment

Keywords: public sphere; algorithmic recommendation; information cocoon; closed-loop ecosystem; digital literacy

■ INTRODUCTION

The transformation of China's digital public sphere, driven by the distinct architectures of its major social media platforms, represents a critical area of inquiry for understanding modern societal discourse, particularly as it shapes

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the communicative practices and cognitive development of students. These platforms are not mere conduits of information but active pedagogical agents that structure public participation, shape collective consciousness, and redefine the dynamics of social governance for the younger generation. The shift from a monolithic media environment to a fragmented, algorithmically-mediated communication ecology has profound implications for the formation of public opinion, the legitimacy of civic engagement, and the very fabric of social consensus. For students, who are both primary users and formative subjects within this ecology, these platforms fundamentally influence educational outcomes, social learning, and the development of civic identity. Examining the operational logics of these digital spaces is therefore essential to comprehend the contemporary reconfiguration of public life, its attendant challenges and opportunities, and its direct consequences for the educational process.

Recent scholarly work has extensively documented and analysed the evolution of these platforms and begun to note their intersection with educational contexts. The trajectory of Weibo has been a particular focus. Research by S. Huang & X. Wang (2025) elucidated how capital logic has systematically re-engineered the platform's agenda-setting function, where trending searches have transitioned from reflecting public affairs to being dominated by entertainment marketing. This commercial imperative, as their findings suggest, crowds out serious discourse and disrupts the normative order of online communication, presenting students with a public sphere model that prioritizes sensation over deliberation. Concurrently, the platform's historical role in facilitating social mobilisation has been critically re-examined, with scholars like Y. Liao (2020) warning of a potential "demise of the public sphere" under such pressures, a decline that impoverishes the discursive environment essential for civic education. Parallel research has investigated the enclosed communication model of WeChat. S. Chen *et al.* (2021) demonstrated how the platform's strong-tie networks and "whitelist" mechanisms fundamentally alter information flow, creating a "private network communication" model that protects privacy but simultaneously limits the dissemination of public issues. For students, this often means their primary digital social worlds are circumscribed by homogenous peer and family networks, potentially reinforcing existing viewpoints and limiting exposure to societal diversity. Empirical studies by S. Meng *et al.* (2022) quantitatively confirm this, revealing a significantly slower propagation velocity for public information on WeChat. Further analysis by M. Zhang *et al.* (2024) identifies a spatiotemporal paradox within WeChat's ecosystem: while the initial diffusion of public issues is delayed, the penetration intensity is ultimately greater due to the trust inherent in strong social relationships, a mechanism they term "relational credit transmission", which can powerfully shape student attitudes.

The rise of short-video platforms, particularly Douyin, has introduced a new dimension to this scholarly discourse, centred on the power of algorithmic curation and

its profound impact on youth cognition. K. Cotter (2019) exposed how the platform's core metric of "long-term user value" reduces complex human development needs into quantifiable engagement data, fostering a performative and emotionally-driven form of public participation. The persistent problem of the "information cocoon", despite purported algorithmic interventions, has been a recurring theme, with direct consequences for student attention and critical thinking. Research indicates that both human cognitive instincts for energy conservation and the underlying commercial logic of platforms systematically marginalise in-depth discussion in favour of entertainment-oriented content, directly challenging educational goals of sustained focus and analytical depth. Furthermore, studies on platform governance, such as those by Y. Yang (2023), draw on critical theory to argue that moves toward algorithmic transparency can often function as a rhetorical strategy to re-legitimize power rather than genuinely democratise it. In response to these systemic challenges, scholars like R. Jiang (2025) have proposed normative frameworks for reconstruction, suggesting the incorporation of "information entropy" into regulatory models and the establishment of oversight bodies, termed "algorithmic parliaments", to reintroduce democratic accountability into the algorithmic curation of public discourse.

This body of literature effectively maps the individual pathologies of China's major social platforms – Weibo's commercial alienation, WeChat's structural enclosure, and Douyin's algorithmic domestication. However, a comparative analysis that systematically contrasts their distinct mechanisms for structuring public communication, and their collective impact on the integrity of the digital public sphere – especially with a dedicated focus on the student experience and educational implications – remains underexplored. Therefore, the purpose of this study was to conduct a systematic comparative analysis of the architectural and algorithmic logics of Weibo, WeChat, and Douyin, to elucidate their respective roles in enabling, constraining, and reshaping rational-critical public discourse in China, and to explicitly articulate the pedagogical, psychological, and sociological consequences for the student population.

■ MATERIALS AND METHODS

This research was conducted in 2024. The study employed a qualitative approach, specifically utilising a multiple-case study design integrated with qualitative content analysis. This methodological framework was selected to facilitate an in-depth, contextual examination of the complex interplay between technical architectures, commercial imperatives, and public values on digital platforms. By analysing specific platforms and embedded public communication incidents as cases, this approach allowed for a nuanced understanding of how these forces collectively shape the digital public sphere in China. The empirical data for this analysis consisted of publicly documented communication incidents and platform

features drawn from three major Chinese social media platforms: Weibo, WeChat, and Douyin (the Chinese version of TikTok). These platforms were chosen as they represent three distinct and dominant models of digital communication in China: Weibo embodies an open, broadcast-oriented microblogging model; WeChat represents a closed, relationship-based ecosystem; and Douyin exemplifies a short-video, algorithmically-driven content universe. This selection enabled a comparative analysis across different technical and social logics. Specific cases analysed include the 2011 Wenzhou train accident and the “Free Lunch Project” on Weibo; the diffusion patterns of epidemic science information and the implementation of the “Take a Look” feature on WeChat; and the algorithmic recommendation mechanisms and content governance issues on Douyin. The information base was supplemented by a review of academic literature, including foundational theories from communication studies (e.g., Habermas’s public sphere) and empirical findings from prior research on these platforms, cited within the text and spanning publications from 2007 to 2025. The timeframe for the analysed platform developments and public events primarily covers their key evolutionary phases from their launches (e.g., 2009 for Weibo) up to recent regulatory and algorithmic changes circa 2023–2025.

The method of analysis involved a systematic application of theoretical concepts to interpret the empirical observations. Key theoretical frameworks – such as the structural transformation of the public sphere, the logic of capital, algorithmic governance, and the concept of information cocoons – were used as analytical lenses. For each platform case, the research process followed a consistent sequence: first, describing the core technical architecture and business model; second, identifying pivotal public communication events or features inherent to that platform; and third, interpreting how the observed outcomes resulted from the dynamic interaction between technology, commerce, and user behaviour. This iterative process of moving between empirical data and theoretical concepts allowed for the drawing of robust conclusions about each platform’s unique influence on public discourse and the identification of overarching patterns across the Chinese social media landscape. The final synthesis compared the findings from the three cases to articulate the broader implications for the digital public sphere.

■ RESULTS AND DISCUSSION

Systematic case studies of the selected platforms – Weibo, WeChat, and Douyin – reveal a clear observation of the complex interplay between technological rationality, capital logic, and public values, and the profound impact this interplay has on the construction of the digital public sphere. Each platform represents a distinct paradigm of communication, and their evolutionary trajectories collectively outline the developmental context and inherent tensions within China’s online public space.

The rise of Weibo’s public sphere and the alienation of communication under commercial logic

The birth of Weibo marked a paradigm shift in China’s public communication from a traditional media monopoly to one of universal participation. Upon its initial launch in 2009, its open architecture, modelled after Twitter, quickly unleashed the energy of grassroots expression. However, the real catalyst for growth was its “celebrity strategy” – inviting over 5,000 film and television stars and academics to undergo real-name verification, establishing a vertical communication chain of “big Vs” and “fans”. This design exponentially increased the penetration of information. During the 2011 Wenzhou train accident, netizen @Yuan Xiaoyuan live-streamed the rescue efforts, a single post garnering over a million retweets (Sina.com, 2011), forcing traditional media to follow up and demonstrate for the first time the power of social media to set the public agenda. During its heyday (2013–2018), the platform became the digital hub of social movements. In 2011, the Free Lunch Fund public fundraising initiative was launched. Starting in 2012, the Free Lunch Project encouraged schools offering meals to open Weibo accounts, where they would update student meal plans daily and publicly disclose income and expenditure information, inviting sympathetic netizens to monitor the situation. In addition to public welfare projects, socially sensitive issues such as the “Lei Yang case” and the “Red Yellow Blue incident” have entered the public eye thanks to the voices of lawyers and scholars, forming a unique governance path of “Weibo trial-judicial follow-up”. However, openness is a double-edged sword, and rumours are rampant around popular social events. For example, the fake news story “Shanghai girl flees rural Jiangxi” has garnered over 100 million views, yet debunking it lags for over 48 hours. Algorithmic recommendation mechanisms exacerbate this dilemma. To maximise user time, platforms prioritise content that polarises sentiment, leading to the nationalist rhetoric of the “Xu Kexin incident” dominating the trending search list for a prolonged period. As mentioned by W. Kuang & T. Wang (2025), even if a post is marked “no longer recommended” on Weibo’s homepage, it may be re-recommended over time and due to factors such as the rise of capital logic.

A deeper alienation stems from its commercialisation. Weibo’s commercialisation journey began in 2012, when it experimented with various business models, including advertising, VAS-style user-paid services, and e-commerce. In 2013, Sina Weibo and Alibaba entered into a strategic partnership, acquiring an 18% stake in Sina Weibo for USD 586 million. The two parties engaged in in-depth collaboration in areas such as user account interconnection, data exchange, online payments, and online marketing, furthering Weibo’s commercial development. Following Alibaba’s investment, Weibo’s trending searches shifted from public issues to entertainment marketing – celebrity weddings and variety show topics consistently dominated the charts. Social-related trending

searches continued to decline in popularity and took on an entertainment-focused orientation. Trending searches were originally designed based on data from user searches, following, browsing, likes, and comments. After algorithmic processing, they extracted the most popular terms and topics for push notifications, often serving as a barometer of public opinion. Therefore, trending searches reflect attention, and increasing attention can help set the user agenda, potentially influencing user psychology and behaviour. Under the logic of capital, user attention equals traffic, making celebrity “trending” one of the fastest and most convenient ways to increase visibility and value (Xu & Wang, 2025). This has led to practices like “buying trending searches from platforms” and “hiring online influencers” to manipulate search results, significantly disrupting the order of online communication. Furthermore, the influx of entertainment topics on trending searches naturally crowds out discussion space for serious social issues, limiting users’ – and particularly students’ – opportunities to engage in public discourse and hindering the formation of social consensus and the guidance of correct social values. For students, this environment models a public discourse where visibility is purchased rather than earned through merit, potentially fostering cynicism about civic participation and undermining lessons in critical media literacy.

Weibo’s entertainmentisation is the result of conspiracies among user behaviour, algorithmic mechanisms, and capital logic. The plummeting share of social topics reflects the public sphere’s degeneration from a “supervisory space” to an “emotional market”. However, its rebound in 2021 demonstrates that policies and user awareness can partially correct this imbalance. When the traffic production efficiency of entertainment far exceeds the “production and dissemination” costs of public topics, only through algorithmic weighting and topic packaging can competitiveness be rebuilt. Otherwise, as mentioned by Y. Xie & R. Feng (2012), the “demise of the public sphere” will become an inevitable outcome. Consequently, the future of Weibo as a viable public sphere depends on a fundamental recalibration of its structural priorities, where the pursuit of commercial traffic must be balanced against the necessity of maintaining a transparent and intellectually rigorous space for civic engagement.

The dialectics of WeChat’s stratified communication and attempts to breach the walls

WeChat’s communication mechanism, built on strong social connections, has fostered a unique “private network communication” model. WeChat messages are visible only to the sender and receiver, who are typically well-known friends, creating a stronger sense of privacy. In terms of communication relationships, users can select designated individuals to form group chats and specify visibility within their Moments, thereby, as stated by L. Peng (2020), limiting the reach of information and fundamentally changing the flow of public information. Its core impact lies in breaking public communication into multiple layers. At the level of acquaintances, peer-to-peer communication and Moments form a closed communication chain, with information circulated only among mutually connected friends and not forwarded. This protects privacy but also limits the spread of public issues.

WeChat’s fundamental restructuring of public communication lies in weaving atomised individuals into multi-layered information cocoons. The “whitelist” mechanism of Moments (visible only to friends and without forwarding) creates a “pseudo-private space” but also disrupts the public information dissemination chain. Research by S. Meng *et al.* (2022) shows that the same epidemic science article reached 2 million people on Weibo in 3 hours, but took 72 hours to reach the same number on WeChat Moments, and its reach was far lower than that of open platforms. While the public account system appears to be breaking with the centralisation of traditional media, it actually creates a more insidious monopoly. Its recommendation algorithm relies on a multi-dimensional model combining “user behaviour characteristics, content characteristics, and environmental characteristics”, but the model parameters fluctuate in real time and are opaque, creating an “algorithmic black box”. Its recommendation algorithm, based on the “trust-weighted” social relationship chain, makes it difficult for counterintuitive information to penetrate. Table 1 presents comparative analysis that highlights the fundamental differences in how public information propagates through WeChat’s relationship-centric ecosystem versus Weibo’s open broadcasting platform. WeChat’s enclosed structure fosters deeper engagement within trusted circles but limits information diversity, while Weibo’s radial architecture enables wider reach but with potentially weaker message retention.

Table 1. Comparative analysis of public information dissemination models: WeChat vs. Weibo

Feature	WeChat model	Weibo model
Network structure	Enclosed, multi-layered circles	Open, radial multi-node network
Connection type	Strong social ties (friends/family)	Weak social ties (followers/following)
Diffusion speed	Slower initial propagation	Rapid, exponential spread
Information diversity	Limited by social circles	High diversity across domains
Social pressure	High (maintaining group harmony)	Low (pseudonymous environment)
Cross-group flow	Sparse connections between circles	Frequent cross-group dissemination
Core mechanism	Relationship-based filtering	Algorithmic recommendation
Penetration depth	High within circles	Broad but potentially superficial
Typical content flow	Information → Strong ties → Closed groups	Information → Multiple nodes → Mass audience

Source: compiled by the authors based on platform architecture analysis and empirical studies by S. Chen *et al.* (2021), S. Meng *et al.* (2022)

Recognising the dangers of closed-off content, the WeChat team launched the “Take a Look” feature in 2020 in an attempt to break through this barrier. By implementing a dual-track approach, namely “Friends Watching” (social recommendations) and “Hotspot Square” (algorithmic recommendations), local media accounts gained increased exposure. In 2023, WeChat implemented a hybrid “subscription + recommendation” distribution mechanism, introducing the “Friends ♥” portal to aggregate content liked by friends, attempting to break down closed-off content and provide exposure for niche accounts. However, this mechanism reinforced the filtering of information by social relationships, leaving users exposed to content that was essentially endorsed by their network of acquaintances, creating an “advanced form of information cocoon” – for example, health education information needed to be forwarded by friends before it could reach middle-aged and elderly people. Mini-programs expanded scenario-based communication, embedding information within services like shopping and government affairs (such as the Health Code mini-program). However, the binding of services and content squeezed practical information out of public discussion, fragmenting public attention.

The closed-loop nature of the WeChat ecosystem is also reflected in the evolution of public opinion. Opinions converge faster within WeChat groups than on open platforms, and strong ties suppress dissenting views. This dynamic is acutely present in student peer groups, where the pressure for social conformity can actively discourage critical questioning or the introduction of alternative viewpoints on public matters, directly impacting the development of independent critical thinking skills. This often leads to discussions of major public events on WeChat lagging behind those on Weibo, yet the platform’s penetration is greater. The closed-loop nature of the WeChat ecosystem, through its strong network of relationships, fosters a unique paradigm for public opinion evolution: the communication structure formed by real-world social ties inherently suppresses diversity of opinion. According to N. Wuestenenk *et al.* (2025), users, driven by the need to maintain relational capital (identity bonds with acquaintances, concerns about social evaluation, and shared interests), actively exercise cognitive self-regulation, leading to a weakening willingness to express dissenting opinions. This has clear sociological consequences for students, as it reinforces in-group/out-group mentalities and can impede the development of the skills necessary for navigating a pluralistic society, potentially eroding broader social cohesion. Furthermore, the algorithm’s collaborative filtering mechanism (content push based on weighted group interaction) and group self-regulation (group members voluntarily removing controversial topics) create a dual positive feedback loop, systematically accelerating the convergence of group opinion to a single steady state. This mechanism also triggers a spatiotemporal paradox in the evolution of public opinion: the high trust threshold of strong-relationship networks significantly prolongs the initial diffusion cycle

of public issues, creating a lag relative to open platforms (Bruns, 2023). However, the private communication environment, coupled with the social endorsement effect (the transferability of relational credit), profoundly restructures cognitive acceptance patterns, exponentially increasing the intensity of information penetration. This closed-loop structure essentially reconstructs the core contradiction of Habermas’s theory of the public sphere. It both undermines the foundation of diverse dialogue through the relational entropy reduction mechanism (social pressure → expression suppression → viewpoint purification), and achieves the covert internalisation of values through a deep persuasion chain (trust transmission → cognitive inoculation → belief solidification).

Cognitive domestication within the algorithmic empire of Douyin and the crisis of publicness

In the realm of public communication, Douyin’s algorithms are quietly reshaping the logic of information power. The platform’s professed “technological neutrality” forms a profound paradox with its actual role as a public agenda-setter. When collaborative filtering models transform user behaviour data into mathematical probabilities for content push, the traditional media editorial “gatekeepers” are replaced by a formula designed by algorithm engineers: “user behaviour probability x value weight”. This power shift has a dual effect: while niche cultural content like endangered operas garner millions of views through interest graphs, the visibility of major social issues is reduced to the results of neural networks fitting momentary emotional preferences. As stated by F. Wen & X. Xie (2022), even more alarming is the platform’s touted North Star metric of “long-term user value”, which compresses human development needs into quantifiable interaction data (share rate, follow-up volume), fostering performative public participation. For students, this cultivates a mode of engagement with public issues that is fragmented, emotionally reactive, and devoid of sustained inquiry, directly contradicting pedagogical aims of deep learning and reasoned analysis. Figure 1 illustrates Douyin’s core recommendation algorithm, which prioritises content based on user engagement data and platform value metrics. This process systematically disadvantages public affairs content, as its lower immediate engagement potential and frequent need for entertainment-oriented repackaging often result in reduced visibility within the final content push queue. Faced with criticism of the “information cocoon”, the platform’s technological overhaul has run into a structural dilemma (Chaoub *et al.*, 2022). The diversity exploration mechanism, which claimed to enable algorithmic preselection to surpass random recommendations in diversity, has, in practice, encountered three failures. Human cognitive instincts for energy conservation lead users to actively express their preferences, leading to a sharp drop in information diversity. The algorithm’s attempts to break through its comfort zone have become superficial correlations. The invisible constraints of commercial logic force cross-domain content into a

tool for extending user time (e.g., 50 consecutive entertainment videos with one popular science piece inserted). Public issues must survive through entertainment-oriented translation, and in-depth discussion is systematically marginalised. This creates a significant pedagogical challenge: students' ability to "decode" content may be replaced by concrete symbols like short videos and memes, while their capacity to "understand" complex narratives atrophies due to a lack of in-depth reading training. When both decoding and comprehension are compromised, critical reading ability collapses, representing a profound degradation of the cognitive skills essential for education and informed citizenship. At the governance level, the "human + machine" collaborative model exposes deep contradictions. Manual review focuses on blocking high-risk content while allowing public harm in grey areas (regional discrimination and occupational stigmatisation). Machine review is unable to detect the rhetoric traps employed by marketing accounts, such as those that spread rumours through fake accounts and then delete them. When algorithms become the "unconscious collusion" of rumours, the cornerstone of social trust is crumbling.

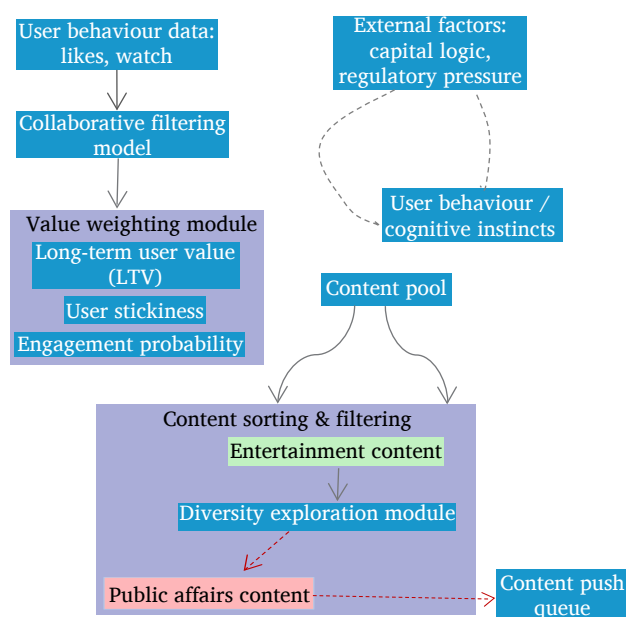


Figure 1. Simplified schematic of Douyin's core recommendation algorithm

Source: compiled by the authors based on the analysis of Douyin's publicly disclosed algorithm principles and governance framework

The platform's push for algorithmic transparency is essentially a new power-obscuring strategy. A schematic diagram released by Douyin's Security and Trust Centre entangles public discussion in a maze of technical jargon, cleverly sidestepping key contradictions. The selective transparency of hot-spot handling allows decisions like Zhang Lan's account suspension to be dismissed as simply violating community norms. The specific weighting of the

North Star metric "long-term user value" (such as the proportion of "long-term consumption of the author") remains undisclosed, leaving the public with little basis for questioning when migrant workers' rights protection videos are under-represented. Policy responses have been even more passive – while the "Clear and Bright Operation" mandates a crackdown on homogenised content push, the platform implemented "duplicate content filtering" without adjusting the core weightings of "diversity exploration" and "user stickiness" in its multi-objective modelling. According to H. Shen & L. Ni (2007), this performative nature of technological disclosure confirms communication scholar Tuchman's assertion that transparency can become a rhetorical tool for re-legitimizing power.

As stated by X. Wang *et al.* (2023), resolving this dilemma necessitates a reconstruction of the triple contract of public communication, drawing inspiration from the EU's Digital Services Directive to incorporate "information entropy" into regulatory frameworks. Platforms should be required to publish interest graph diversity coefficients (such as the proportion of cross-domain content) and develop user-customisable recommendation weight adjusters (such as a "public issue visibility" slider). At the level of consensus generation, traffic allocation should be tied to the public value of content, introducing a multi-faceted review mechanism involving media academia. Hot event interfaces should automatically aggregate reports from multiple sources (including statements from the parties involved, government announcements, and media investigations), and guiding cognitive depth through information architecture design. Reforming governance mechanisms requires upgrading the security centre to an "algorithmic parliament" – an oversight committee composed of user representatives, creators, and ethicists. This committee would advise on rule revisions and regularly publish "Information Diversity Reports" for public inquiry. As algorithms shift from "traffic engines" to "modulators of public discourse", transparency should go beyond the disclosure of technical parameters and move toward the democratisation of the logic of power operation. Turning off recommendation algorithms is not only an awakening of individual cognitive sovereignty, but should also be transformed into a social practice that reconstructs the communication contract. The real breakthrough lies in recognising the public crisis of the algorithmic empire, which is essentially the colonisation of human communicative rationality by technological rationality, according to Z. Zhao (2021). Only by elevating every resistance to the flow of information into a collective action to rebuild the ethics of communication can the digital square transform from an "arena of attention" into the "rational communicative space" envisioned by Habermas. In essence, this multifaceted approach – combining regulatory frameworks, user empowerment, and democratic oversight of algorithmic systems – represents a crucial pathway toward reclaiming agency within our digital ecosystems. The implementation of these measures facilitates the conscious shaping of socio-technical

environments that prioritise democratic discourse over mere engagement, thereby fostering digital spaces where public reason can truly flourish.

■ CONCLUSIONS

The comparative analysis of Weibo, WeChat, and Douyin revealed a fragmented and contested digital public sphere in China, where the ideal of rational-critical debate is persistently challenged by the underlying architectures of power, with profound implications for student development and the educational process. Weibo demonstrates how an initially open “digital square” can be reconfigured into an “emotional market”, modelling a commodified form of public visibility for young users. WeChat illustrates the paradox of the “walled garden”, where trust and penetration are achieved at the cost of discursive diversity, potentially stifling students’ exposure to divergent ideas and reinforcing social homogenisation. Douyin, as the dominant “algorithmic empire”, epitomises a shift where communicative rationality is domesticated by engagement-driven optimisation, directly threatening students’ attention spans and critical thinking capacities. Collectively, these platforms engineer the form and substance of public discourse in ways that can decrease attention, diminish critical analysis, and impact social cohesion – key concerns for educators and psychologists. The future of China’s online public sphere, and the quality of its civic education, therefore hinges on

forging new socio-technical contracts that embed public and educational value into platform design. This necessitates a multi-stakeholder effort involving regulators, platform designers, and educators to recalibrate the balance between technological efficiency, commercial interest, and the foundational requirements of a healthy democratic culture. Specifically, integrating robust digital literacy programs that teach students to critically navigate these algorithmic environments, advocate for algorithmic transparency that serves the public interest, and design educational interventions that counter cognitive fragmentation are essential steps toward mitigating these negative consequences and fostering a more educative and inclusive public communication environment for the next generation. Future research should, therefore, focus on longitudinal empirical studies to evaluate the long-term efficacy of these proposed interventions in enhancing student resilience against algorithmic manipulation and the erosion of critical discourse.

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Кытайдын социалдык медиа платформаларынын студенттердин коомдук коммуникациясына тийгизген таасири

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Аннотация. Кытайдын социалдык медиа платформаларынын коомдук коммуникацияны терең өзгөртүүсү алардын заманбап коомдук чөйрөгө өзгөчө таасирин, өзгөчө студенттер популяциясына жана билим берүү процессине критикалык талдоону талап кылат. Бул макалада Weibo, WeChat жана Douyin платформаларынын иштөө логикасын системалуу талдоо жана салыштыруу, алардын рационалдуу коомдук дискурстун калыптанышына жана фрагментациясына, өзгөчө студенттер арасында тийгизген таасирин баалоо максат коюлган. Үч доминанттуу платформаны изилдөө үчүн коомдук чөйрөнүн теориялык алкагына негизделген салыштырма кейс-изилдөө методологиясы колдонулган. Талдоо Weibonун коомдук күн тартибин аныктоо үчүн ачык аянттан коммерциялаштыруу жана көңүл ачуу басымдуулук кылган мейкиндикке өтүүсүн байкаган, бул олуттуу талкуулар үчүн аянтты кыскартып, жаш колдонуучулар үчүн коммуникация нормаларын моделдейт. WeChatтын жеке, күчтүү байланыштар экосистемасы маалыматтын капсуляциясын өнүктүрөт, коомдук маалыматтын кесилиш потогун тоскоол кылган күчтүү чөйрө барьерлерин жаратып, студенттердин ар түрдүү көз караштарга жеткиликтүүлүгүн чектейт. Douyindin негизги алгоритмдик бөлүштүрүү механизми контенттин жеткирүүсүнүн теңдешсиз натыйжалуулугун камсыз кылганы менен, бир убакта когнитивдик доместикацияны күчөтүп, татаал коомдук маселелерди жөнөкөйлөштүрүлгөн көңүл ачууга системалуу деконструкциялайт. Бул платформа динамикалары студенттер үчүн олуттуу педагогикалык, психологиялык жана социологиялык кесепеттерди алып келет, анын ичинде көңүл буруу узактыгынын кыскарышы, критикалык ой жүгүртүү жөндөмдүүлүгүнүн төмөндөшү жана фрагменттелген дискурс аркылуу социалдык биримдиктин таасири. Изилдөөнүн практикалык баалуулугу регуляторлорго, платформа дизайнерлерине жана педагогдорго негативдүү эффекттерди жумшартуу жана коомдук коммуникациянын чың, инклюзивдүү жана билим берүүчү чөйрөсүн өнүктүрүү үчүн багытталган стратегияларды иштеп чыгууда – мисалы, алгоритмдик ачык-айкындык, көп тараптуу башкаруу жана санариптик сабаттуулук программаларын күчөтүү – структураланган алкакты берүү потенциалында жатат.

Негизги сөздөр: коомдук чөйрө; алгоритмдик сунуштоо; маалымат кокону; жабык циклдүү экосистема; санариптик сабаттуулук

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Аннотация. Глубокая трансформация публичной коммуникации под влиянием китайских платформ социальных медиа требует критического анализа их специфического воздействия на современную публичную сферу, с особым акцентом на студенческую аудиторию и образовательный процесс. Целью данной статьи был систематический анализ и сравнение операционных логик платформ Weibo, WeChat и Douyin, а также оценка их конкретного влияния на формирование и фрагментацию рационального публичного дискурса, особенно среди студентов. Для изучения трех доминирующих платформ была применена методология сравнительного кейс-стади, основанная на теоретической рамке публичной сферы. Анализ проследил трансформацию Weibo от открытой площадки для постановки публичной повестки дня к пространству, доминируемому коммерциализацией и развлечениями, что сужает арену для содержательных дебатов и формирует нормы коммуникации для молодых пользователей. Приватная экосистема WeChat с сильными связями способствует инкапсуляции информации, создавая мощные круговые барьеры, препятствующие сквозному потоку публичной информации и ограничивающие доступ студентов к разнообразным перспективам. Основной механизм алгоритмического распределения контента в Douyin, обеспечивая беспрецедентную эффективность доставки, одновременно усиливает когнитивную доместикацию и систематически деконструирует сложные публичные проблемы в упрощенные развлекательные формы. Эти динамики платформ имеют значительные педагогические, психологические и социологические последствия для студентов, включая сокращение внимания, снижение способности к критическому мышлению и влияние на социальную сплоченность через фрагментированный дискурс. Практическая ценность исследования заключается в его потенциале предоставить структурированную основу для регуляторов, дизайнеров платформ и педагогов по разработке целевых стратегий – таких как прозрачность алгоритмов, многостороннее управление и усиленные программы цифровой грамотности – для смягчения этих негативных эффектов и содействия созданию более устойчивой, инклюзивной и образовательной среды публичной коммуникации

Ключевые слова: публичная сфера; алгоритмическая рекомендация; информационный кокон; замкнутая экосистема; цифровая грамотность