

Methodology for Caixin's top 10 story lists

The two lists were jointly produced by Caixin Insight and HANA Data, an artificial intelligence technology team focused on long-term internet open source information data mining. Mass data is sourced from public WeChat accounts, online media in China, Tieba, Zhihu, and various forums that are labeled, processed and analyzed.

The "Most Popular Topics Among Chinese People" is compiled from comprehensive internetwide data sources, rolling statistics with three days as a unit of time (that is, today's statistical results are the topic rankings from the past 72 hours), using a "Hit Index" to generate a list, compare, and provide new lists and ranking according to the rises and falls in the data.

The key indicators calculated on this list are as follows:

1. Media coverage: including major online news websites on the Chinese mainland such as Tencent, Sina and NetEase, self-publishing news platforms such as WeChat public accounts and Toutiao, as well as mainstream social media platforms like Weibo, Douyin and Zhihu;
2. The media channel weighting is calculated by comprehensively considering the degree of attention and authority of the media, and the channel influence index of media and opinion leaders;
3. In terms of the communication effect, the number of news reports and posts, the number of views, the number of comments, the number of shares and the number of likes are weighted comprehensively based on the topic's event.

Finally, according to the summary of the above values, the "Hit Value" of topics on different platforms are weighted (exact weighting methods are commercial secrets and will not be disclosed) and undergo calculations to obtain the "Hit Index" of the topic.