

Plan Overview

A Data Management Plan created using DMPTool-Stage

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

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

Figure 1: Weibo topic list data file (.csv)

Figure 2: Weibo topic list data file (12 times) (.csv)

Figure 3: Weibo topic statistics data file (.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)

Figure 4: Data topic visualization (.rtf)

① Data topic visualization (.rtf)

② Weibo topic 12 times list (.csv)

③ Weibo topic statistics (.csv)

④ 12-time summary analysis of Weibo topics (.csv): 12

Figure 5: Data search and search (.rtf)

① Data search and search (.rtf)

② Sorting of hot search data (.csv)

Figure 6: Weibo hot search data (i=1,2,3,...,12)

Figure 7: Weibo hot search data (12 categories)

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 Weibo content.
- ③ Weibo topic statistics (.csv): 12 times on various topics
- ④ 12-time summary analysis of Weibo topics (.csv): category, number of times, total number of readings, average ranking and average number of readings for various topics of 12 times

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

