Analysis and Research the Social Q & A Site of Zhihu Network

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Abstract. Social q&a site rapid rise in our country, on Zhihu as outstanding in social q&a site, have greater social influence, the more the number of users, it covers social class, is the mainstream of social q&a site field strength. Zhihu network advantage is embodied in effectively improve the efficiency of information transmission, improve the quality of the questions and answers, attracted a group of high quality of the user, and formed the independent operation management mode, and so on. While on its own there are still some problems, but the world of the Internet is indispensable an important part of social q&a sites one by one, on Zhihu as an independent operation of the first successful social q&a site represents the development direction in the future. This paper on the related research situation at home and abroad made a paper introduces Zhihu network set up, again to Zhihu net carries on the detailed analysis and SWOT analysis of the development strategy. Based on the above analysis, the author combined with their own point of view of Zhihu net current existing problems put forward the relevant optimization strategy and analysis the feasibility of strategy, finally has made an optimistic outlook and expectations.

Introduction

Social q&a site called q&a community network, its biggest characteristic is C2C, introduced the concept of socialization. In today's information age, "huge amounts of information of a lot of the time will let users overwhelmed, hard to find what they need. As a result, Google arises at the historic moment.

But with the Internet into the web2.0 era, when Google can quickly find the information we need, then there is the vertical search segments. And the social question and answer, is one such model, it provides more quickly to people's problems, more accurate answers.

Topic layer is used to find relevant people to provide the answer. Thus greatly avoid Internet mass is independent of the interference of information and reduce the cost of user access to information. Zhihu net is by far the most popular social websites in China, but it remains to be improved a lot of problems, how to answer accurate delivery to meet the needs of users, the answer to the problem of how to get more professional users, the problem of how to interact with the user to form lasting, it is worth studying problem, this paper carried out the next research.

Related Research Situation at Home and Abroad

Social q&a site a few years was born, but for its research and many, many scholars at home and abroad have conducted special research on its many ways, in the mobile Internet era, for its research scope has widened, to explore its more worth exploring community mining area.

Through various academic website for specific keywords retrieval, the total search to the study of the relevant domestic social q&a site 7502, and 325 foreign related academic papers. In literature, at the same time, through the literature of which can be reference of deep reading and preliminary research, get a lot of professional knowledge, below the retrieved literatures are classified and summarized in detail.

To sum up, the current domestic and foreign research on social q&a site or a lot. Can involve mostly domestic Zhihu nets, angles of study abroad is more abundant.

But for domestic Zhihu network reading mostly are compared with site web site, not to Zhihu net has a comprehensive analysis and research. How to answer accurate delivery to meet the needs of
users, the answer to the problem of how to get more professional users, the problem of how to interact with the user to form lasting, it is worth studying problem, so in this paper, the above researches on Zhihu net. Through search "q&a sites" in China know unexpectedly appeared more than fifty thousand articles, and then search "Zhihu net", there is more than twenty thousand.

Zhihu SWOT Analysis of the Net

Zhihu Network Advantage

Zhihu positioning is very accurate, industry elite to do exchange platform. Not like wikipedia or q&a products, is for entire network users. It is published in literacy level higher intelligent level of demand. Because the barriers to entry are also guarantees on Zhihu active user's own quality will not low. Before at the same time, combined with mechanism of invitation code to Zhihu snare is the many elites in the Internet industry, and of their users, as the first to join to Zhihu created a good atmosphere of recycled. Zhihu, in general, since its establishment, the development is getting better and better.

Zhihu Network Disadvantage

Is the development of Zhihu, user groups also mainly focus on the Internet. How the user groups to expand to other areas, is an urgent need to solve the problem. Zhihu has largely out of the basic knowledge of universal questions and answers.

Relative to the QQ, WeChat, weibo social products or Baidu, Google and other search engines, Zhihu user viscosity is relatively weak, if you want to build community, the relationship between the user remains to be discovered.

The Chance of Zhihu Network

In today's information age, "huge amounts of information of a lot of the time will let users overwhelmed, hard to find what they need. As a result, Google arises at the historic moment. But with the Internet into the web2.0 era, when Google can quickly find the information we need, then there is the vertical search segments.

And the social question and answer, is one such model, it provides more quickly to people's problems, more accurate answers. Topic layer is used to find relevant people to provide the answer.

Thus greatly avoid Internet mass is independent of the interference of information and reduce the cost of user access to information. So social q&a site must be a very promising direction in the future, Zhihu web development opportunities is also more and more.

The Threat of Zhihu Network

Value problems accounted for smaller, a lot of people who have registered to know, refused to explore their own but a question of taste. The purpose is to solve the question of some difficult problems, if you have to find the answers, but because of laziness, put forward almost naive question, so the quality of this quiz website undoubtedly will slowly fall.

And other user activity caused by the decline, resulting in broken window effect.

Service stability, stability is required for all web sites. Frequent service error this error is very easy to reduce the user experience, in the days after knowing more and more registered users, the stability of the service requirements will undoubtedly become higher.

Another big question and answer community, search engine development is mature, information search is a variety of ways, such as the network is currently facing the threat of.
The Feasibility of the Optimization Strategy and Analysis Strategy

Improving the Structure of the User

Maintain Core Customer Base. Zhihu network in the maintenance of core users at present, namely the Internet in terms of staff a lot of effort, but in May 2016 on Zhihu dissatisfaction with a large number of high-quality user collective withdraw from Zhihu site of some of the situation. In view of this, Zhihu network still needs to strengthen.

First, on Zhihu should continue to the performance of a high quality content. Zhihu network operation brought core user group of the content material benefit and spiritual benefit, can be said to be of the best ways to maintain core consumer group. Zhihu should further expand coverage to its, deepen the operation depth, let more core users benefit from these aspects and satisfaction.

In the second place, from its own mechanisms to further improve the importance content. Currently Zhihu web content filtering mechanism can be said to be the social question and answer for premium content most attention in the field of community, but there are still a lot of good content can not get attention. Zhihu network should continue to the content on this based on the positive and negative screening machine making further optimization, let real premium content has more opportunities to get attention.

Third, keep the rational civilization community atmosphere. With the influx of a large number of the underlying users, also brought some other bad habits, and online community before but Zhihu network itself should also take more forceful measures to curb the decline in the current content quality, community atmosphere worse trend, avoid other community.

Focus on the Underlying User Base. Always has a network of Zhihu elite traditional seems to give them contributed most of the flow of the underlying users have no attention, but every underlying users have unique invisible knowledge, knowledge on the underlying network large user base in fact is a huge treasure. But Zhihu did not take any effective measures to stimulate the desire to this part of the user's answer. Analysis on Zhihu but now all the user's highest ticket and overall approval number below the answers. Zhihu should further expand coverage to its, deepen the operation depth, let more core users benefit from these aspects and satisfaction.

![Figure 1. Zhihu all user's highest ticket answers and overall approval number.](image)

The rightmost columns in figure 1 is the highest ticket for all customers in all agree with the proportion of the answer. From the figure, the more get agree with more users more does not rely on a single or a few answers is taken seriously by people, but have more answers. How powerful it is conceivable that the underlying user base, based on this, Zhihu network can take the following measures to give more of the underlying user involved.
First, improve the incentive strength of high quality content providers. At present, in the underlying user group, part of the user is actually has the answer's willingness and ability, but just because of the fierce enough to contribute.

For this part of the user, Zhihu network should take various methods to stimulate their desire to answer. For example, held in a particular field as the theme of the seminar, vigorously propaganda, inviting all relevant users to participate in, and the content of the contribution of the user or material or spiritual reward is given.

Second, focus on improving the input experience on mobile. A large part of the bottom of the login user usually only use mobile terminal equipment on Zhihu net, for this part of the user, Zhihu should vigorously improve the mobile end input experience, quashed this barrier, let more people can easily produce content involved in problem solving.

Actually improve Zhihu network only one, the purpose of improving the structure of the user to let more people to participate in problem solving, involved in production of content, only such, Zhihu network as an online q&a community vigor to obtain further stimulated.

### Control Improve the Quality of Questions a-nd Answers

Social q&a site with no direct answer divergent problem driven, users according to their knowledge reserve, past experience to provide the answer to the questioner, in interaction with other users to answer to continuously create value, and thus constitute a knowledge community of the collective wisdom crystallization, true knowledge sharing.

Social q&a site members continued participation motives is the precondition for the realization of swarm intelligence and knowledge sharing, and only those who have the high quality of questions and answers to attract more users to participate.

Only if the members all have high sense of responsibility, good sense of belonging, chase to gradually form a more rational, good, professional atmosphere. Zhihu this type of social q&a site should control, improve the quality of questions and answers, the answer to ensure better transmission quality.

User questions must ensure that the problem have to participate in the discussion of sex and accuracy, q&a sites should perfect the function of question answering system audit at the same time, the selection has nothing to do with the question of answer, tacit knowledge and experience you have in mind will encourage respondents express clearly, at this point of view more reference credible resources to improve the credibility of answer, persuasive

### Introduced a Credit Rating System

Facing the challenge of developing large-scale zhihu cannot like wikipedia, completely hope sea users to content self-correcting, because the problem is different from the entry, in theory, it will have innumerable inferior variants.

Zhihu must, therefore, to explore a set of more precise algorithm program to promote the information filter and filter, in this regard, a credit rating system is a kind of effective path. So-called credit rating system, which is based on user's contribution to the community to differentiate user level, and to mark the form shown in personal information. Zhihu network, therefore, must by technical force to make the machines become smart enough, so as to better use the community power to create higher quality of the knowledge base.
Integrate Quality Information Resources

Zhihu information content involves multiple areas, professional and partial deep content, users according to their topic of interest for the professional knowledge in this field. With the development of the site, site members between the question and answer have formed a vast, rich knowledge. Knowledge of the rolls are some questions and can effectively solve the problems of the same type, the user can search the knowledge when questions of the rolls have a similar problem, so the network q&a community is necessary to high quality information resources are selected from the knowledge base, integration into an orderly, clear structure, classification and clear the repository, efficient query useful information for users.

The vertical axis in figure for the number of users, the unit for millions. Based on the above five points strategy and feasibility analysis, the author predicts if strategy after implementation of the above growth in 2017 and 2018 users as shown in figure 2.

Summary

Zhihu network of the development of recent years embodies the unique advantages of its network as the q&a site, although some problems appear constantly, but zhihu network remain the overall healthy development momentum. The author thinks that zhihu network to overcome the present difficulties, actively improve the user structure, control, improve the quality of questions and answers, integrate quality information resources, zhihu network continue to expand the influence and appeal, hence become a benign social q&a site development path.

Based on the author to zhihu, for example the social q&a site data and related research, the author thinks that the main motivation of social q&a site now is not the network construction, but lies in the managers pay more attention to users, website content this two big modules, starting from the user, in-depth excavation of the user's potential requirements and set a reasonable incentive measures to encourage users to continue to participate in, the improvement of traffic inevitably led to the decrease of the content quality unstable even, so content quality audit, control and management can not be ignored.

In the age of the Internet, users have more free time, q&a sites not only provide the consumption, and should pay more attention to share and create, because a larger than consumption to share and create value. No matter how small the members of the community interest, they can be found in the online q&a site together like-minded people to share, discuss, with the aid of the platform of the q&a site, small forces to do great things together.

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References


