

# *Overseas Gen Z Audience Profile and Shenzhen International Communication Index Research Report*



Shenzhen News Group International Communication Center  
Shenzhen Research Center for Urban Communication Innovation

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“Z世代”眼中的深圳：  
国际传播受众调研报告和指数发布

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Shenzhen in the Eyes of Generation Z:  
Release of the International Communication Audience Research Report and Index  
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# ***Overseas Gen Z Audience Profile and Shenzhen International Communication Index Research Report***

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# Introduction

## 1. Research Background

Gen Z, the cohort born in and after 1995, are true digital natives in an era of deep integration between digitalization and globalization. Their values and modes of social engagement are shaping the future of the world, making them an emerging dominant force in shaping global public opinion and consumption culture.

With the development of Shenzhen's economy and its rising international influence, an increasing number of young students from various countries are coming to Shenzhen for work and study. They have broad international perspectives, are familiar with social media platforms and online language, and are active and possess influence on social media. Their information consumption habits, cultural values, and international outlook also impact the landscape of Shenzhen's international communication.

As China's pioneering city renowned for its innovative vitality and international character, Shenzhen's international image building and communication strategies must resonate with the pulse of this key audience.

## 2. Research Objectives

This project aims to systematically portrait the profile of overseas Gen Z youth, and gain insights into their current perceptions and emotional inclinations towards Shenzhen. The goal is to effectively communicate Shenzhen's core urban DNA of "Innovation, Openness and Inclusiveness" in ways that appeal to Gen Z, providing core data support and strategic guidance for building an influential international communication system.

### 3. Research Methodology

(1) Quantitative Research: Conduct survey via online questionnaire platforms targeting Gen Z international students in Shenzhen universities. Based on the "Digital Communication and Cross-cultural Experience Survey of Foreigners in China" (500 questionnaires) by Shenzhen Research Center for Urban Communication Innovation, 194 valid Gen Z samples were filtered.

(2) Qualitative Research: Organize offline group discussions with 40 overseas respondents from over 30 countries. Participants were divided into four regional groups: Europe/Americas/Russia, Latin America/South America, Southeast Asia, and Asia/Africa.

### 4. Research Contents

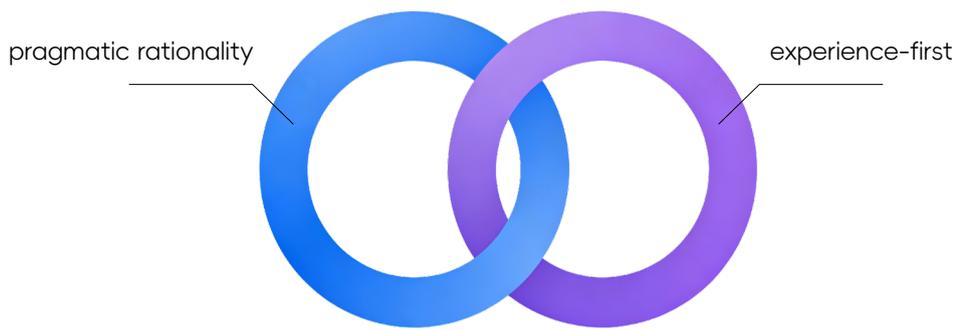
The discussions covered:

- 1) Portrait of overseas Gen-Z;
  - 2) Perception of Gen-Z over Chinese cities;
  - 3) Media channels of city image promotion overseas;
  - 4) Communication system suitable for Gen Z culture context
- Content consumption preferences;
- 5) Employment and lifestyle habits in China;
  - 6) Suggestions for Shenzhen's international communication strategies facing the Gen-Z, and practice of EyeShenzhen platform.

# 2 Research Findings

## 1. Social Mentality of Overseas Gen Z in China

This group of people exhibits dual traits of "pragmatic rationality" and an "experience-first" attitude.



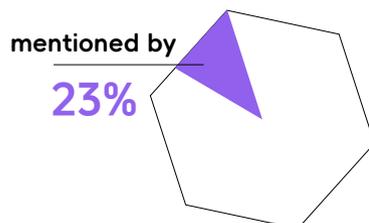
### In work motivation

"earning money" (35%) is on par with "self-fulfillment" (30%).



### In term of consumption

"cost-effectiveness" (most frequently mentioned) and "long-term value" (mentioned by 23%) are key decision-making factors.



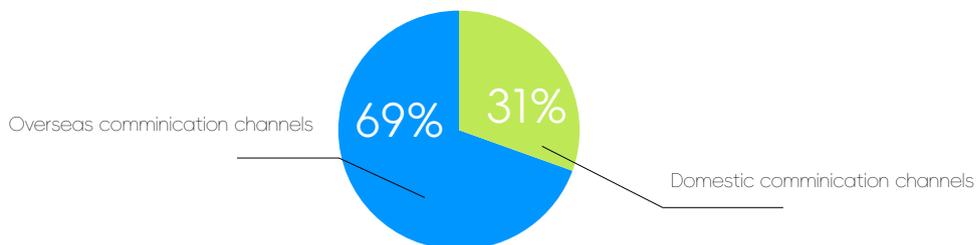
## 2.Content Preferences:

**Practical life guides (76%)** are the most popular. This highlights two core needs in their information consumption: efficient entertainment and survival essentials. Entertainment content is the most favored type of **social media content at 71%**, indicating users primarily seek leisure and relaxation on these platforms. Short video + storytelling constitutes the main channel for information reception.

**In addition, a demand for in-depth content is apparent – 65% follow news and information, and 58% choose instructional courses.** This suggests the need to build a balanced content ecosystem combining "lightweight communication" and "knowledge density."

## 3.International Channel Preference

International channels remain the major channels for Gen Z youth from overseas to know about the Chinese cities, highlighting the key role of cross-border information dissemination in promoting Shenzhen's city image. Data showed 69% respondents select overseas information platforms as the major source of information, 18 percentage higher than those domestic channels. This indicate that communication resources should focus on globally high-coverage platforms like Instagram, Facebook, TikTok and YouTube.



Channels for International Students to Know About Chinese Cities

They naturally approach things from a global perspective and desire access to diverse, borderless content as well as integration into communities. Any platform with obvious regional limitations or filtered content may lead to their dissatisfaction.

In terms of media engagement behavior, respondents exhibit a tendency to switch between different social platforms, a phenomenon termed "platform swinging." This indicator reflects whether foreign Gen Z individuals choose different social media platforms for differentiated communication when interacting with different social groups (e.g., friends from their home country, communities in China, international audiences).

The results show that respondents from **the United States (3.991)** and **Russia (3.908)** display the most significant platform-switching behavior, indicating that these two groups employ highly strategic media use in cross-cultural communication, actively switching platforms based on the audience's language, cultural background, and usage habits. For instance, they may prefer Instagram, YouTube, or X (Twitter) when communicating with friends from their home country, while using WeChat, Red Note (Xiaohongshu), or Douyin more frequently in daily life scenarios within China.

When comparing Chinese social media with foreign social media platforms (e.g., Facebook, Twitter, Instagram), the differences become more pronounced. Russian youth's comprehensive evaluation of WeChat is significantly higher than their rating of foreign social media, suggesting that Russian respondents have stronger recognition of the functionality, social convenience, and daily adaptability of Chinese platforms, deeming them more suitable for life in China. In contrast, groups from Europe, America, and Southeast Asia generally rate WeChat relatively lower, indicating that, in their cross-cultural usage experience, they still rely more heavily on platforms from their home countries or have not fully adapted to the privacy rules, ecosystem logic, and functional habits of Chinese platforms.

## Based on the interview results

### the most frequently mentioned social media platform

Instagram(25 mentions in total)

YouTube (16 mentions)

TikTok (14 mentions) .

Overseas Gen Z still primarily uses Instagram as an important tool.

After arriving in Shenzhen, local Chinese social media platforms

were also mentioned

Xiaohongshu (14 mentions)

WeChat (10 mentions)

Douyin (10 mentions)

EyeShenzhen (10 mentions) .

Simultaneously, overseas Gen Z incorporates serviceability and convenience into their considerations for media usage.

#### A respondent from Ecuador noted:

"Most of the social media, they don't see the exact place, especially in the Instagram. For the reason, now I prefer to watch Meituan. Meituan also has videos, sometimes it's better because it already has the link to buy the food."

Instagram 25

Youtube 16

Tiktok 14

小红书 14

微信 10

抖音 10

EyeShenzhen 10

#### Respondent 02 from Mexico also mentioned the convenience of WeChat:

"Because you can do everything there, so you can communicate, you can buy stuff you can order stuff. So, I think it's the most convenient app here in China."

She also discussed her use of local Chinese social media after coming to Shenzhen:

"I have to use Xiaohongshu, because I need to look for places to go, for ideas, and I also want to know more about Chinese culture because I feel like in Instagram, you cannot really see that, it's very out of China."

Respondents suggested that Shenzhen's international communication should "align with the media usage habits of overseas groups." It should not focus solely on "internal" dissemination but should prioritize mainstream overseas media platforms. Communication should occur on platforms where Gen Z congregates, such as Instagram, YouTube, and TikTok, using formats they are familiar with, like short videos and memes.

### As a South Korean respondent mentioned:

"They should use more social media, like what foreigners use, because in China, there is Xiaohongshu, and Dazhongdianping, but foreigners don't really know much about it, and for Xiaohongshu, like these days, some foreigners have been just in Xiaohongshu, but still like Instagram or Facebook and TikTok these kind of platforms are used by the foreigners."

Therefore, communication resources should be focused on platforms with high global coverage, such as Instagram, Facebook, TikTok, and YouTube, clearly emphasizing the overseas adaptability of channel selection. This is the primary prerequisite for expanding international influence.

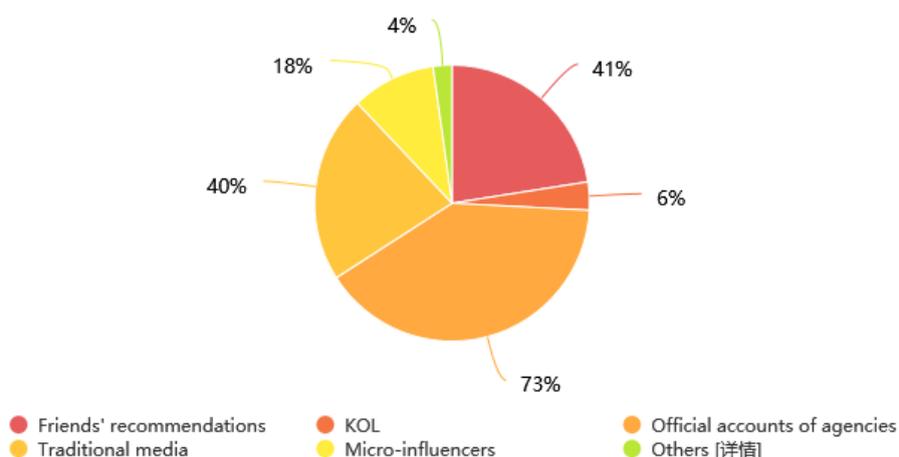
### A respondent from Nigeria also emphasized:

"Have more outreach and international social media platforms as a lot of people in this, I mean a lot of people do not use WeChat or Chinese social media applications before coming here to China."



## 4.Channel Trust

Official institutional accounts (73%) are regarded by this group as the most credible source of information. This finding indicates that, within a complex and diverse information ecosystem, young audiences do not merely rely on self-media as commonly assumed. Instead, they place high value on the authority, accuracy, and reliability of information. However, the study further reveals that this group has limited interest in standardized, propaganda-oriented official content. Instead, they show a strong preference for "authentic, unpolished" records of daily life in Shenzhen.



Information Access Channels

According to the survey, Generation Z foreign youth tend to trust information sources with official authority endorsement when it comes to credible channels. 68% of respondents expressed trust in institutional/governmental public accounts, 55% indicated trust in traditional media, while only 28% reported trust in online influencers.

Simultaneously, 73% of respondents believe that documentary-style content about study abroad life is most effective in shaping a positive impression of a city. Potential IP series such as "Digital Nomad Diaries" or "Tech Intern Chronicles" could be developed to enhance narrative relatability and appeal. In terms of communication strategy, it is advisable to establish a hybrid content supply and dissemination model that combines "official authoritative information" with "user-generated content from international students."

# 3 User Profile of Shenzhen's "Gen Z" International Students

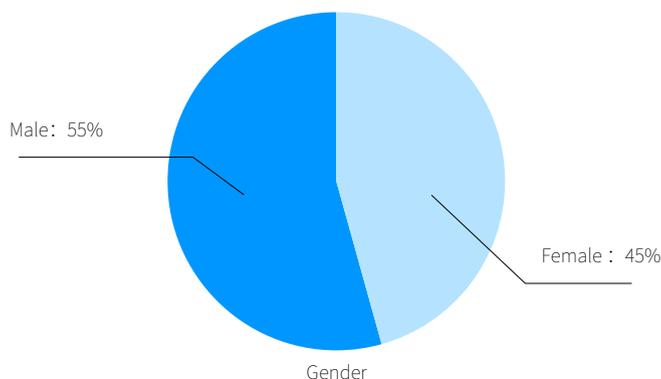
Survey on Gen Z international youth at Shenzhen universities showed this group are "pragmatic global explorers." Significant differences emerged among foreign Gen Z youth from different regions regarding their "perception of China's image in the world and level of cultural identification." They are drawn to Shenzhen's technological vitality and opportunities, exhibit different consumption patterns on value, work-life balance, and strong desire for deeper cultural integration.

## 1. Demographic Profile: A Diverse Composition of "Global Citizens"

(1) Age & Gender: The core demographic is the 18-25 age group (75%), with a relatively balanced gender ratio (Male 55%, Female 45%), reflecting the characteristics of an active youth student population.

(2) Nationality & Region: Respondents represent a wide array of nationalities spanning Africa, Asia, Europe, and the Americas. Key observations include:

- A high proportion of respondents from Asia, primarily from countries such as Bangladesh, Indonesia, Pakistan, Vietnam, and Yemen.

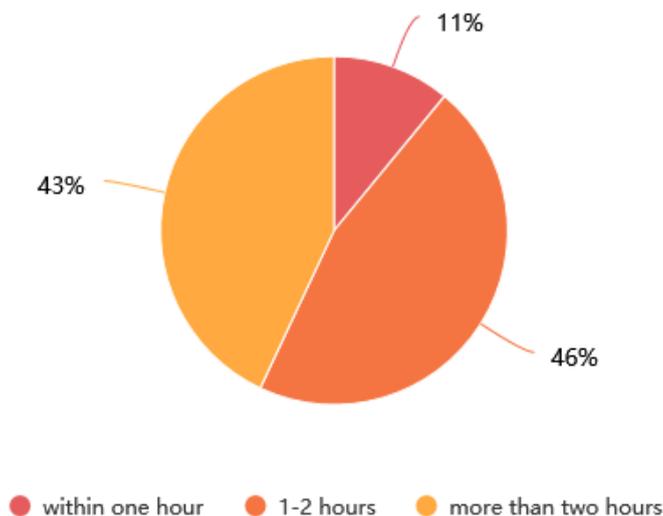


- Strong representation from Central Asian regions (e.g., Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan).
- Significant participation from African nations like Morocco and Nigeria.
- Relatively smaller in number of respondents from countries such as the United States, Russia, France, and Sweden.
- Nearly half (48%) are newcomers who have been in Shenzhen for less than a year. This means the sample group's first impressions and initial experiences are very fresh and representative, while simultaneously highlighting the significant challenges they face during a pronounced "cultural assimilation period."

This indicates Shenzhen's strong appeal as an educational destination for students from Belt and Road partner countries and the Global South.

## 2. Digital Life and Media Preferences

The survey indicates that nearly half of the users spend 1-2 hours daily on social media, representing the highest proportion. This suggests that social media occupies a moderate amount of time in users' daily lives, potentially related to their fragmented usage patterns. It is recommended that platforms design lightweight content for users to enhance engagement.



Time spending on social media

## (1)Content Preference Analysis

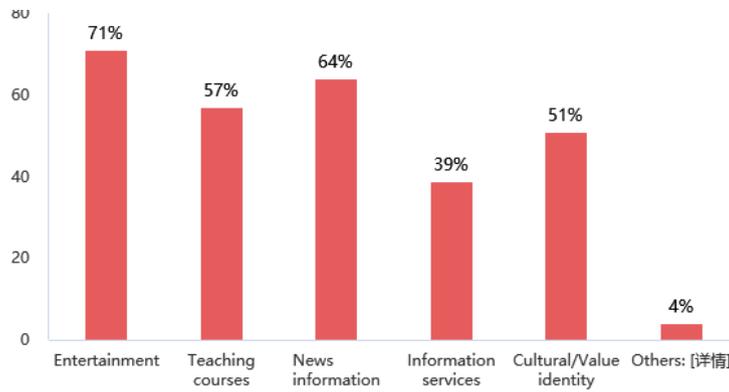
The researchers conducted a thematic analysis of the responses to the question, "What type of content do you frequently watch on these social media platforms?" Codes were developed around the content participants viewed, resulting in nine initial codes: "City Check-ins and Exploration," "Travel and Life Hacks," "Food-Related Content/Cooking," "News and Current Affairs," "Knowledge and Skill Acquisition," "In-depth Discussions," "Fashion and Beauty," "Sports and Fitness," and "Humorous Videos."

Subsequently, these initial codes were categorized and consolidated into three sub-themes: "Lifestyle and Urban Exploration," "Practical Information and Skills," and "Entertainment and Culture." Finally, based on these sub-themes, the core theme of "Content Consumption Preferences" was identified (See Table 1).

Core Theme	Sub-theme	Initial Codes	Data examples	Data sources
Content Consumption Behavior	Lifestyle & City exploration	Spots and places exploration	I'm using those platforms to explore or find a good place to go.	interviewee 1 from Pakistan
		Traveling and life hacks	you can visit some blogger's page, see their travels around China.	interviewee 2 from Russia
		Food making	I like to watch short videos about cooking.	interviewee 1 from Indonesia
	Practical information and skills	News and current affairs	From the Wechat moments, then also you can have news to see what's going on in the world.	interviewee from Ecuador
		Knowledge and skill acquisition	I like to watch documentary about the current president of China.	interviewee from Nigeria
		In-depth discussion	I also love to see, mostly international relationships with our people's ideas.	interviewee from Czech
	Entertainment and Culture	Fashion and beauty	And also like being a woman, beauty content I watch more often.	interviewee 3 from Pakistan
		Sports and exercises	For me, videos about sports, based on my hobbies cuz I like sports.	interviewee from Malaysia
		Humorous videos	I'm looking some just funny Chinese video about rural star fishing.	interviewee from Belarus

Thematic Analysis Coding Results

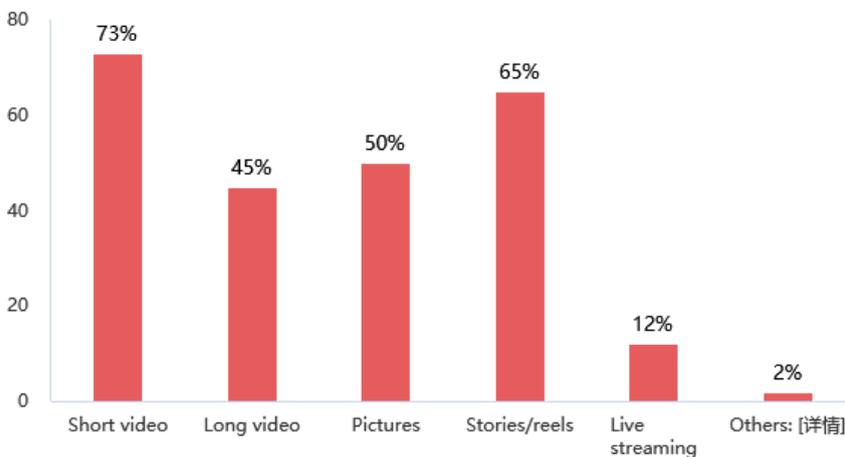
Based on the thematic analysis and coding results from Table 1, it is observed that the overseas Gen Z students prefer consumption on practical life guidance, while balancing **"instrumental rationality"** and **"value rationality,"** demonstrating a core characteristic of **"interest-driven and functionally-oriented."** The diverse content types cater to their basic practical needs, leisure and entertainment desires, self-development goals, and macro-level cognitive requirements. For instance, lifestyle-based service content, such as travel guides and exploring local spots, helps them quickly integrate into the local environment and enhance their quality of life.



Content consumption

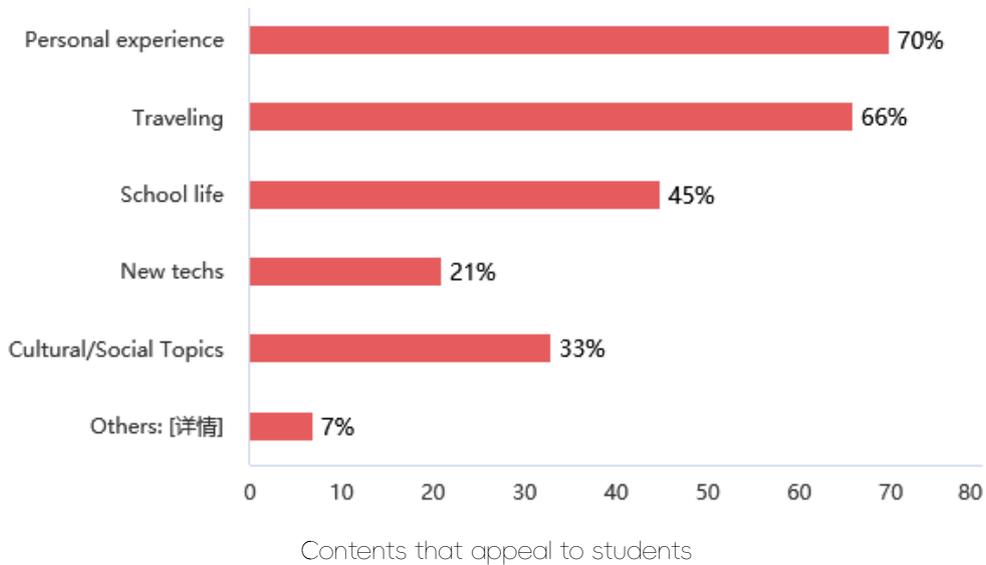
**The practical life guides (76%)** is the most popular types of content. This reveals two core needs in their information consumption: efficient entertainment and survival essentials. **Entertainment content, at 71%**, ranks as the most focused-on category on social media, indicating that users primarily seek leisure and relaxation on these platforms. Meanwhile, Xiaohongshu (Red Note), which is used to find fun places and experience Chinese culture, is mentioned for most of the times.

In formats of the contents, **short videos (89%)** and **stories/reels (65%)** are the most preferred content formats, with **over 60% of users favoring short videos and fast-paced stories/reels**. This suggests a stronger inclination toward lightweight formats that allow for quick information absorption.



Content formats

Uploaded content by users is predominantly personal experiences and travel-related, both exceeding 60%. Data shows that 70% of users choose to share personal experiences, while 66% opt for travel content — both significantly higher than other categories. This indicates that social media users prefer sharing lifestyle-oriented and scenario-based daily experiences.

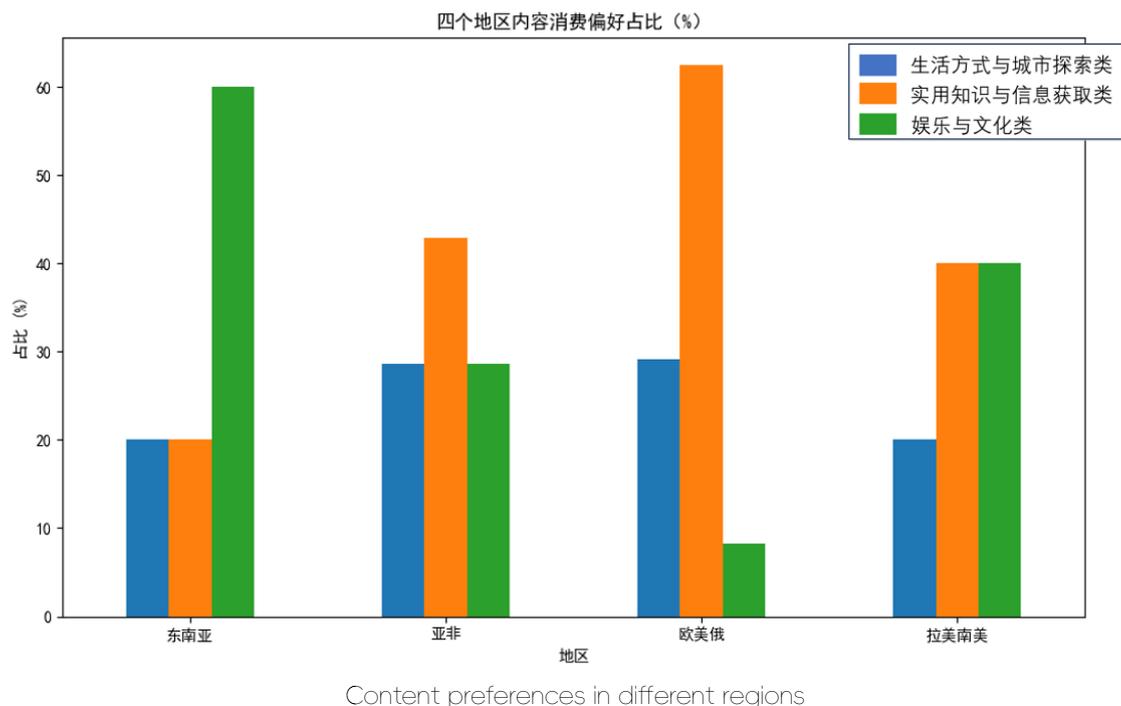


In summary, respondents seek guidance and inspiration on how to live better, integrate deeper, and experience more authentically in the city.

Their preferences are practicality-driven, focusing on low-cost travel and visitable places that meet daily needs. They also lean toward organic expressions that highlight the simple joys of life, reflecting authentic scenes of Shenzhen living. These content expectations directly point to the current relative weakness in human-life narratives within Shenzhen's international communication efforts.

The preference also indicates there remains room for enrichment and deepening in Shenzhen's international communication narrative regarding the dimension of humanistic living.

## 2.Preference analysis by regions



### (1) Southeast Asia: Focus on Both Lifestyle and Entertainment

- Southeast Asian respondents' content consumption reflects a lifestyle-oriented and relaxed tone,
- characterized by "entertainment-driven and interest-based" features, covering niche categories such as fashion, beauty, and travel.

Entertainment and culture content stands out with a significant proportion, while lifestyle and urban exploration, as well as practical knowledge and information acquisition, account for relatively smaller shares.

"I like to watch short videos about traveling, cooking, fashion, beauty." (Indonesian Respondent 01), "I'd like to say short videos about fashion, beauty. Of course,

traveling." (Indonesian Respondent 02) This reflects their emphasis on sensory experiences and trend-following. "For me, videos about sports, based on my hobbies because I like sports."(Malaysian Respondent) His response highlights the interest-driven nature of content consumption, where personal hobbies lead to a focus on sports-related videos.

In summary, their content consumption aligns more closely with the universal paradigm of Gen Z globally, emphasizing topics like leisure, entertainment, and trends. Entertainment and culture content, often presented in short, fast-paced formats, aims to provide relaxation and instant gratification, catering to the lifestyle and fragmented media usage habits of respondents from Southeast Asia.

## (2) Asia-Africa: Coexistence of Practical Knowledge and Diverse Needs

The content preferences of respondents from Asia and Africa exhibit a pattern where "practical knowledge and information acquisition take the lead, while lifestyle and urban exploration, as well as entertainment and culture, develop in a balanced manner." Additionally, the content types are more diverse and complex, characterized by practicality and goal-oriented features.

Respondent 02 from Pakistan explicitly stated: "For Instagram, I'd like to watch travel plus educational content to stay motivated because we are PhD students, and it is not easy to get motivated."

By consuming practical educational content, they sustain their academic motivation and support personal development.

"And so most of the time, I'm using those platforms to explore or find a good place to go to have a cup of coffee. Sometimes, I just want to spend time at a good place instead of going somewhere and having a bad experience." (Respondent 01 from Pakistan). This demonstrates how social media is used to find cafes and avoid negative experiences, achieving cost-effective leisure—highlighting a strong practical-need orientation. Thus, the content consumption of respondents in Asia and Africa is centered around solving practical problems and is highly goal-oriented. Whether for academic research or local life exploration, it reflects clear objective-driven demands.

### **(3) Europe, America, and Russia: Perception Orientation Toward Information Breadth and Depth**

Respondents from Russia language region exhibit content preferences characterized by "practical knowledge and information acquisition ranking highest, while lifestyle and urban exploration, as well as entertainment and culture, emphasize in-depth experiences." They demonstrate a critical acceptance and deep integration of information. Practical knowledge and information acquisition are the top preferences in these regions, covering niche categories such as news, international relations, professional skills, and life tips.



## Students' responses

**A Belarusian respondent focuses on "news, including technology news sometimes," while a Czech student emphasizes "international relationships with our people's ideas." A Russian respondent (05) adds: "I do also watch political content and check it, I check multiple sources."**

These examples reflect their attention to global affairs and strong demand for in-depth information, with a preference for content that offers informational value. Their consumption habits are characterized by depth, specialization, and rationality.

Respondents from Europe, America, and Russia place great importance on the informational density and professional value of content. They actively seek diverse perspectives, leaning toward macro-level understanding, skill enhancement, and critical analysis.

## (4) Latin America: Life Exploration and Emotional Resonance

The content preferences of respondents from Latin America exhibit a pattern where "lifestyle and urban exploration lead, while practical knowledge and information acquisition, along with entertainment and culture, focus more on emotional connection." Their content consumption is closely linked to local life adaptation and cross-cultural integration. They use content to explore novel cultures and maintain social relationships.

**"I have to use Xiaohongshu, because I need to look for places to go, for ideas and I also want to like know more about Chinese culture because I feel like in Instagram, you cannot really see that like it's very like out of China."**(Mexican Respondent 02). This demonstrates their strong initiative to integrate into the local culture, using social platforms as essential tools for decoding their new environment.

An Ecuadorian respondent mentioned: **"From WeChat, then you can have news."**

The content consumption of Latin American respondents is closely centered around the needs of local life and cross-cultural integration. They prefer authentic content formats and utilize platforms as practical life tools to access news and information, fulfilling their need for staying updated.

# 4 Perception of the Image of Chinese Cities

## 1. Shenzhen Ranks High in International Dissemination with Prominent Sustainability Advantages, Yet Awareness Needs Improvement

This survey included 23 cities, primarily consisting of sub-provincial cities and key cities ranked within the top 20 in terms of GDP. Based on their personal experiences in China, respondents evaluated these cities' international dissemination performance across four core dimensions:

(Favorability)

(Awareness)

(Sustainability)

(Innovation)

These four indicators collectively form the framework for foreigners' overall perception of a city's international image and dissemination capacity. Among them, Awareness and Favorability reflect the foundation of external recognition, while Innovation and Sustainability reflect the city's long-term competitive advantages and development potential. Among all evaluated cities, Shenzhen performed prominently, consistently ranking within the top four in overall score (**total score: 87.95**). The survey reveals that Shenzhen's international dissemination image presents a distinct yet polarized profile: it scored highest in the Sustainability dimension (**89 points**), indicating that foreign Gen Z respondents widely recognize Shenzhen's advantages in technological innovation, green city development, and long-term growth capabilities. In contrast, its Awareness dimension score was relatively weaker (**85.94 points**), suggesting that despite Shenzhen's robust development momentum, its international visibility still has room for improvement.

It is important to note that although Shenzhen holds a clear "frontrunner" position within the second tier of cities, it still lags significantly behind the first-tier cities of **Hong Kong (96.87)**, **Beijing (96.66)**, and **Shanghai (94.77)**. Simultaneously, Shenzhen's advantage over other second-tier cities — such as **Guangzhou (86.58)**, **Chongqing (85.33)**, and **Hangzhou (84.18)** — is not absolute, presenting a landscape where potential and challenges coexist. (See Appendix Table 1)



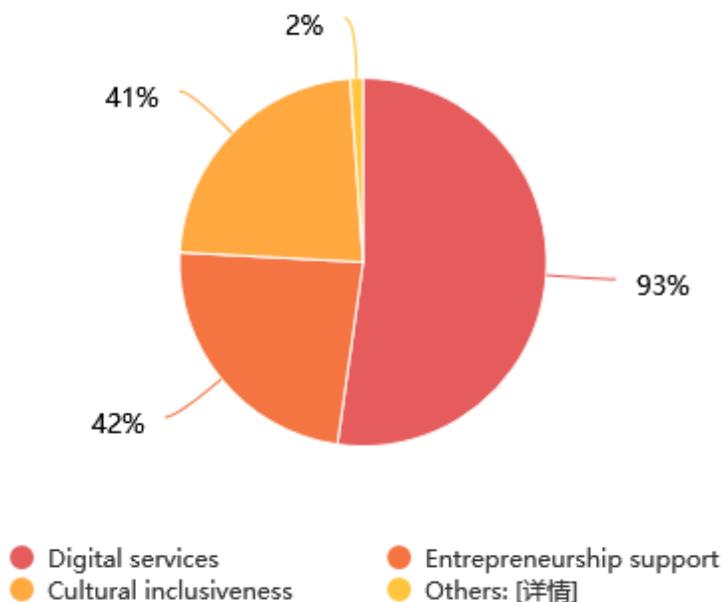
Overall, foreign Gen Z's impression of Shenzhen can be summarized as: "Shenzhen is competitive in sustainable development and innovation and is recognized in future development, but currently lacking in promotion." This indicates that while Shenzhen possesses significant strengths in substantive development and long-term growth, it still needs to strengthen its efforts in international dissemination, brand building, and global storytelling.

Interviews revealed that Shenzhen's core image among overseas Gen Z remains dominated by "technology and innovation." However, they also expressed a desire to see more lifestyle-oriented and humanized content, such as life guides, humanities and arts, and cultural entertainment information. Shenzhen's positioning as a **"Capital of Technology and Innovation"** is well-established (**94% of respondents**

associated it with this keyword), but a cognitive gap exists in the humanistic dimension. Data shows that only **32%** of respondents paid attention to Shenzhen's cultural and entertainment information, with open-ended feedback citing "**insufficient art spaces**" and "room for improvement in cultural uniqueness."

## 2. Digital Services, the Manifestation of Shenzhen's Friendliness

Ninety-three percent of respondents selected "digital services," significantly surpassing other options (**by a margin of over 50%**). This indicates that Shenzhen's achievements in mobile payment, online government services, and digital infrastructure have been widely recognized by Gen Z, forming a key pillar of the city's appeal. It is recommended to continue optimizing the digital service experience to maintain a leading edge in this field.



Perception over city's services

### 3. Technology and Innovation is Shenzhen's Prominent Keyword



Shenzhen Image Perception Word Cloud

As shown in image above, respondents share a highly consistent perception of Shenzhen: it is a hub of technological innovation. When asked about their first impression of Shenzhen, respondents mentioned "technology and innovation" (verbatim from interviews), with a 100% penetration rate of this perception.

Moreover, overseas respondents frequently associate Shenzhen with technology industry clusters, referring to it as

**"the Chinese Silicon Valley"**  
(Ecuadorian Respondent)

**"tech hub"**  
(Russian Respondent 05)

**"Whenever someone says Shenzhen, the first thing I can think about is technology."**  
(Mexican Respondent 01)

A Russian respondent explicitly stated, **"I think if you Google Shenzhen, it will be in the first few sentences about Shenzhen, it will be mentioned that it is a technology hub of China."**

This demonstrates the widespread cross-regional dissemination of Shenzhen's image as a "City of Technology." Benchmark enterprises also serve as important carriers of this perception, with respondents repeatedly mentioning "Huawei," "DJI," and "Tencent." Additionally, Huaqiangbei Electronics Market plays a unique role as a physical space in the minds of respondents.

**"When you go to Huaqiangbei, you can see many foreigners. If you want to see where are the foreigners in Shenzhen, go to Huaqiangbei."  
(Ecuadorian Respondent)**

Huaqiangbei is not merely a distribution hub for electronics but also a symbolically significant "tech pilgrimage site," reflecting how industrial landmarks empower the city's image and showcase Shenzhen's technological vitality.

As their understanding deepens, respondents' perceptions of Shenzhen extend beyond its core technologies to include positive judgments about the city's value in humanistic and ecological dimensions. "Open, inclusive, and friendly" have become important labels for perception. An Indian respondent noted

**Indian Respondent: "I love Shenzhen. I really love it. Even if I talk about the whole China, Shenzhen is my favorite place. The key words are very friendly people and beautiful environment."**

A Venezuelan respondent was particularly impressed by Shenzhen's slogan, **"You are a Shenzhen once you come."**

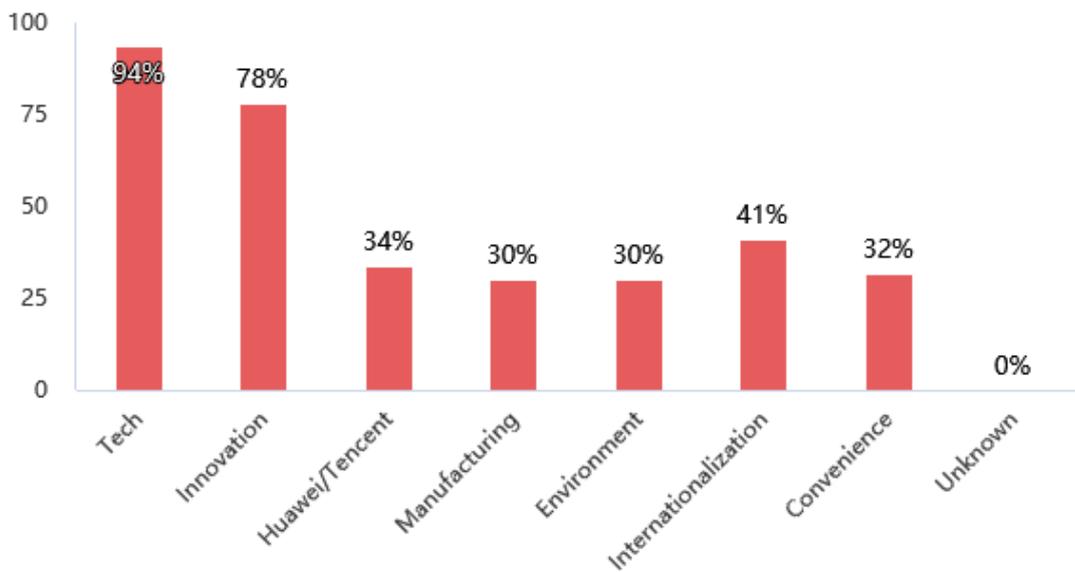
Although not frequently mentioned in interviews, this slogan serves as a significant cultural symbol, implicitly reflecting Shenzhen's inclusive and open atmosphere and adding a touch of human warmth to its hardcore tech image.

"If you speak just like buildings, but everywhere you have, you can find flowers. So I like that balance in Shenzhen. Like nature and technology."  
(Mexican Respondent 02)

A Russian respondent (03) mentioned,  
"Shenzhen impresses with its size. There's a lot of beautiful old and new architecture, and the food is absolutely delicious."

showcasing Shenzhen's ecological and lifestyle appeal beyond technology.

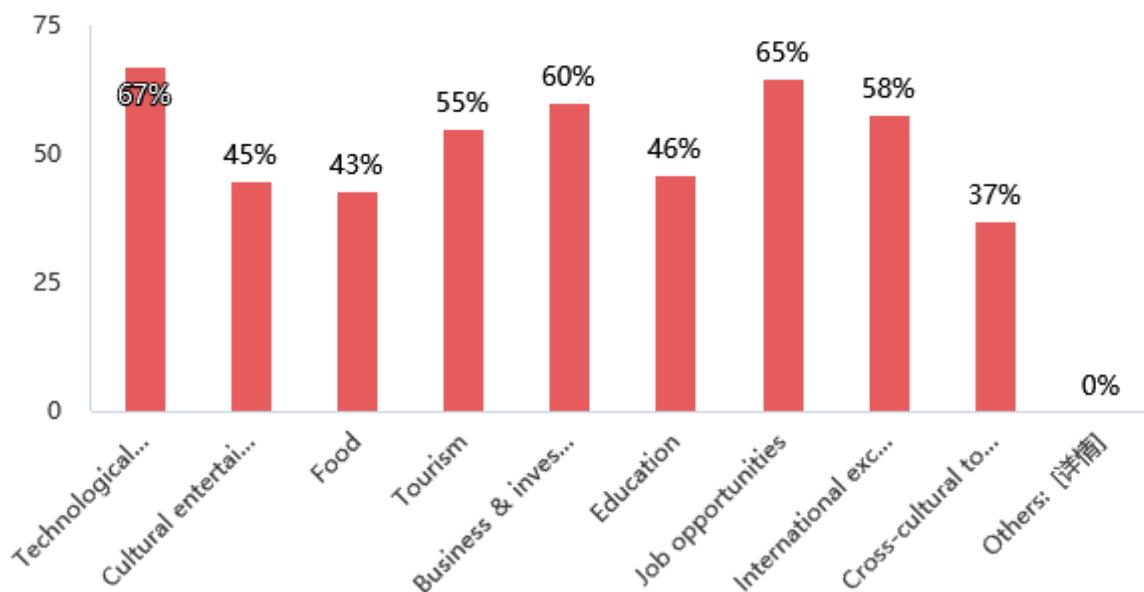
**94% of respondents selected technology as a keyword for Shenzhen, while 78% chose innovation**, both significantly higher than other options. This reflects how Shenzhen's image as China's tech hub has been firmly established in the public consciousness. "Technology and innovation" are Shenzhen's most deeply ingrained labels and its core source of attraction.



Perception over city's overall strength

## 4. Technological innovation and employment opportunities are the most concerning Shenzhen-related information for respondents.

Sixty-seven percent of respondents chose technological innovation, while 65% selected employment opportunities, making these the two highest-ranked topics. This reflects Shenzhen's positioning as China's tech hub and the strong appeal of its job market to respondents.



Perception over city's services

It is worth mentioning that Gen Z grew up during a critical period when China transitioned from catching up to leading in fields such as artificial intelligence, e-commerce, and mobile communications. These application-oriented technological breakthroughs have shaped China's "technology label" in the minds of the younger generation.

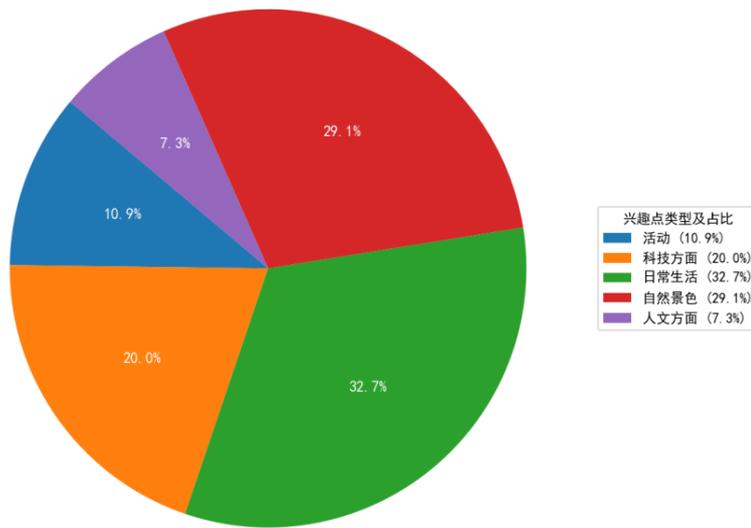
## 5. "Moving Beyond the Tech Label"

Although "technological innovation" remains a common point of interest for Gen Z, the preferences of overseas Gen Z respondents also show diverse characteristics. A growing desire to "move beyond the tech label" has emerged, shifting their focus toward content closer to everyday life, such as daily lifestyles, cultural landscapes, and life experiences.

First, respondents emphasized Shenzhen's unique technological achievements and practical applications rather than purely theoretical aspects. Examples like "drone food delivery," "palm scanning payment," and "technology development and application" were frequently mentioned. For instance, Respondent 01 from Indonesia explicitly stated, **"I want to see something unique. You know, because like the drone delivery is only in Shenzhen."** This reflects their strong interest in real-world technology implementation.



总体兴趣点与诉求占比

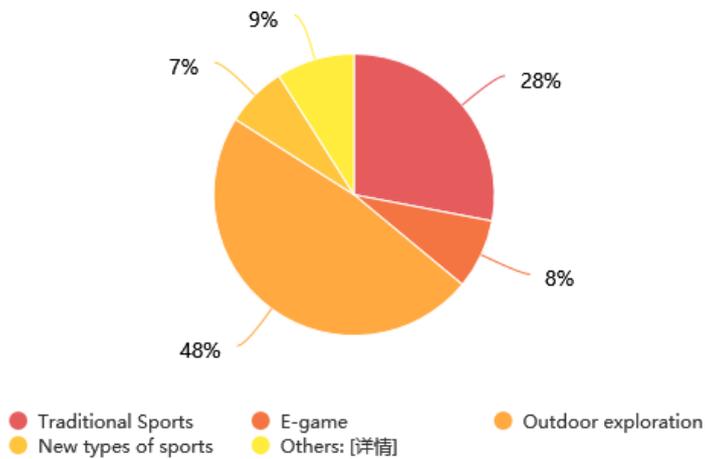


Interests of the respondents

However, as shown in the graphic above, respondents generally expressed a desire to see Shenzhen "beyond technology and machines." They showed interest in participatory and experiential aspects of urban life, such as natural scenery, cultural atmosphere, and activities. Terms like **"places to go," "parks," "low-budget spots," "natural beauty," "lifestyle," and "cultural activities"** were repeatedly mentioned, highlighting their curiosity about authentic city life.

A quote from Respondent 01 in Pakistan — **"Just show how beautiful people here are. The main factor of any place is the people here. There was a bus driver, I don't have cash, he paid me 2 yuan."**— illustrates their attention to the **"human warmth"** beyond Shenzhen's tech image. This reflects their expectation for a balanced, multi-dimensional, and approachable city.

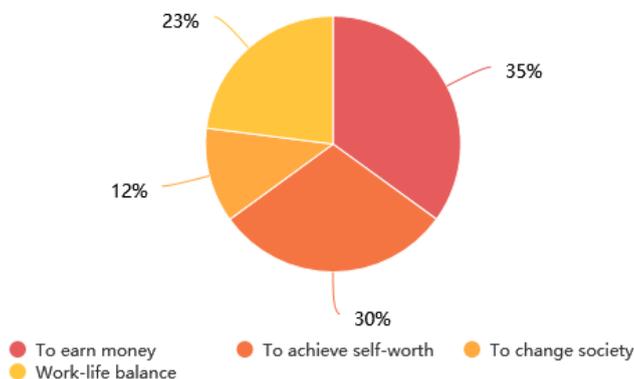
In terms of urban lifestyle, outdoor exploration (48%) emerged as the most popular choice for physical activities, significantly surpassing traditional sports (28%). This indicates their strong desire for nature, health, and adventurous experiences, as well as a psychological need to escape from high-pressure urban environments.



Sports preferences

## 6. Cost of Living and Employment

Cost of living (84%) and employment opportunities are the top concerns for international students and young professionals working and living in Shenzhen. Over one-third of respondents (35%) consider economic income a core demand in their careers, reflecting the foundational role of material stability in career choices. Although young students highly appreciate Shenzhen's digital services (93%), they explicitly oppose the "996" work model, with work-life balance remaining a primary concern. They strongly pursue this balance, viewing personal time and mental health as non-negotiable boundaries, indicating the need to incorporate elements of humanistic care into the city's tech image.



Attitudes towards work

## 7. Perception Differences Based on "Enthusiastic/Warm" Groups

This section categorizes respondents into two groups based on their overall attitude score toward Shenzhen: the **"enthusiastic"** group (**score > 85**) and the **"warm"** group (**score < 85**). A T-test was conducted on the two samples, with  $P < 0.05$  as the significance threshold, to examine differences in perceptions, media behavior, and workplace attitudes.

Overall, the two groups showed no significant differences in most indicators, suggesting that regardless of whether their attitude leans **"enthusiastic"** or **"warm,"** respondents hold relatively consistent views on Shenzhen's city image, cultural atmosphere, internationalization, and life experiences, reflecting stable overall perceptions.

The T-test results revealed that significant differences ( **$P < 0.05$** ) between the two groups mainly appeared in media usage-related indicators. The enthusiastic group demonstrated higher usage frequency of Chinese social media platforms (e.g., WeChat, Douyin, Xiaohongshu), a stronger willingness to switch between platforms, and greater adaptation to the local media ecosystem. In contrast, the warm group showed higher reliance on single platforms and relatively lower trust and engagement with Chinese platforms.

In terms of workplace-related indicators, the two groups also exhibited statistically significant differences. The enthusiastic group provided more positive evaluations of Shenzhen's employment environment, work pace, and career development opportunities, along with a stronger willingness to work in China in the future. Although the warm group's overall evaluations remained positive, they adopted a more wait-and-see attitude. Additionally, regarding actual work experiences

or expectations in China, the enthusiastic group had a slightly lower average score. Although the difference was not significant, Shenzhen's high-density, high-pressure employment and living conditions somewhat give them pause. (See Attachment 3)

## **5 Narrative Strategies Adapted to the Cultural Context of Gen Z**

This study reveals that to build lasting appeal among Gen Z globally, Shenzhen must transcend its perception as a "tech hub" and transform into a "multifaceted composite city" that simultaneously meets the needs of young people for work, life, entertainment, and a sense of belonging. The feedback from respondents not only points to the direction of this transformation but also clearly highlights the key shortcomings in the city's current development.

Respondents' answers clearly indicate that for Shenzhen to attract global Gen Z, it must move beyond its singular identity as a "tech hub" and transform into a multifaceted complex that fulfills young people's needs for living, working, entertainment, and a sense of belonging. Their suggestions are specific and highlight key shortcomings in the city's current development.

### **1. Language Environment is the Dimension Most in Need of Improvement**

The language environment is the most direct and urgent barrier, significantly impacting Gen Z's initial experience and willingness to stay.

Sixty-four percent of respondents identified the language environment as the primary gap between Shenzhen and international cities, far exceeding other dimensions. This may reflect insufficient language services for foreigners or in international business contexts.

Recommendations include:

- Promoting English proficiency among the general public, particularly enhancing basic English communication skills among service industry workers.
- Implementing bilingual digital interfaces, ensuring government apps, public services, e-commerce platforms, and transportation systems provide complete and accurate English interfaces and information.
- Installing bilingual signage in physical spaces, such as streets, shopping malls, and restaurants, to improve English labels and menus.

Items	Accounts	Proportion
Infrastructure	13	13%
Language environment	64	64%
Safety factor	7	7%
Others	16	16%
<b>Total</b>	<b>100</b>	

Suggestion on improving city information service

## 2. Enhancing Multilingual Content Provision

Many respondents strongly advocated for increased English-language content to improve information accessibility. As Southeast Asian Respondent 01 directly pointed out: "Learn English. Have more English contents." The demand for English content extends beyond online platforms to physical spaces offline.

### An Indian respondent suggested:

**"Maybe Shenzhen can have more English content on the roads, like genuinely... When I bring somebody from India, they find it really difficult because even the boards of the shops are in Chinese."**

Incorporating bilingual information — particularly in public indicators such as road signs and store signage — would lower the practical barriers for foreigners living in Shenzhen. Additionally, optimizing language support in public services should be prioritized as a key component of urban services.

A respondent from the Czech Republic mentioned: **"I would love to see some translators, perhaps in hospitals. I still struggle to understand the doctors fully — what my treatment is supposed to be, where I'm supposed to go, why I'm doing this procedure. So I wish to see more international help or service in this regard."**

Producing videos that demonstrate the convenience of medical services in Shenzhen for foreigners could not only showcase the city's service-oriented warmth but also reflect its international standards, thereby attracting a broader overseas audience.

## 3. Content Narrative Focused on Real Life

Respondents believe that current communication about Shenzhen is overly singular, predominantly focusing on technological innovation. They desire to see a more comprehensive, multi-dimensional, and warmer city image. The content strategy needs to shift from traditional official promotion to a human-centered, experience-driven narrative approach. Showcasing the humanized aspects of daily life emerged as the most resonant suggestion among respondents.

### **Mexican Respondent 01 mentioned:**

**"Show them the lifestyle of young people,"**

while a Moroccan respondent emphasized portraying

**"just the lifestyle through international or foreigners' eyes,"**

reflecting an urgent demand for "real-life storytelling." Practical information is crucial for potential or newly arrived international residents.

### **Pakistani Respondent 01:**

detailed specific information gaps, such as **"community activities," "free language courses," and very concrete examples like "where to go to the hospital... insurance claim."**

### **Pakistani Respondent 02 added:**

**"I would like to see information about the schools, the educational side."**

highlighting a strong demand for increasing practical informational content. Furthermore, respondents place extreme importance on the authenticity and credibility of content.

The suggestions from overseas Gen Z essentially call for a fundamental shift in Shenzhen's international communication—from a

fundamental shift in Shenzhen's international communication — from a self-centered **"promotion paradigm" to a user-centric "service and connection paradigm."** This means centering on the needs of overseas groups, breaking down cognitive barriers through authentic and diverse content, expanding reach via mainstream overseas channels, and enhancing trust through third-party perspectives and authoritative endorsements, thereby strengthening the impact of Shenzhen's international communication.

# 6

## Recommendations for International Communication and Innovative Strategies for EyeShenzhen's International Outreach

### 1. Narrative strategies

#### (1) Core Demands of Gen Z International Students

- **Authentic, diverse, and interactive content.**
- **A desire for interaction and community, not just being passive observers**
- **Active integration and connection, rather than merely receiving information passively**
- **Addressing practical challenges such as internships, employment, and cost of living**

#### (2) Urban Information Services

## Overcoming Language Barriers Through Comprehensive Bilingualization:

Provide clear and accurate English signage, menus, and directional indicators in public spaces such as stores, restaurants, and transportation hubs.

## Accessibility of Official Information:

Ensure that government websites, policy announcements, and other official materials are available in authoritative and idiomatic English versions to facilitate short-term visitors and new residents.

## Technology Empowerment:

Integrate real-time translation features or provide complete English interfaces in local e-commerce and lifestyle service apps.

### (3) Narrative Strategies

**Diversified Storytelling:** Shift the focus from "hardcore technology" to "vivid individual stories." Expand the narrative beyond tech giants like Huawei and DJI to include stories of local artists, designers, social innovators, and environmental projects. Content should not only highlight technology and innovation but also encompass lifestyle, pop culture, tourist attractions, and educational opportunities.

**'Authenticity' as the Key:** Use short videos, blogs, and other formats to genuinely showcase the lives of foreigners and local youth in Shenzhen, including their studies, work, entertainment, and challenges. Move away from overly polished promotional videos. As one respondent bluntly stated, "Overly promotional and superficial videos are incredibly boring... Why should I care about some foreigner visiting a park?"

A respondent from Venezuela suggested: **"Reach out to foreigners: 'Hey, tell me about Shenzhen.' So people will get the information more directly."** By adopting a third-party perspective and inviting foreigners living in Shenzhen to share their personal experiences, this firsthand, testimonial-based approach proves more convincing than official promotional content.

A Mexican respondent noted: **"Interview people around the city to ask for the real opinion — something that feels real — and don't be afraid to post it. Because, as I mentioned, sometimes it's hard to get information about some things. So just like show it to the world."** By interviewing ordinary residents to gather genuine opinions, the city can present an urban portrait that "feels authentic" to a global audience.

#### **(4) Foster Connection, Not Just Dissemination**

- **Build Communication Platforms:** Establish cross-cultural community centers or online platforms that bring together people of different nationalities based on shared interests such as music, sports, and technology.
- **Host Global Youth Events:** Organize international youth forums, innovation challenges, e-sports tournaments, and music festivals to position Shenzhen as a convergence point for globally-minded young creative talent.
- **Create Bridges for Friendship:** Proactively facilitate interactions between international students and their Chinese peers and local residents, helping to break down social bubbles.
- **Promote Community Integration:** Develop online and offline cross-cultural communities that help international students and young Chinese locals connect based on common interests.
- **Increase Free/Affordable Activities:** Provide more free or low-cost social and cultural activities tailored for the student population.

● **Policy and Systemic Support:** Shift the focus from "attracting talent" to "retaining talent." This involves deeper systemic support, including providing employment and internship opportunities, offering housing subsidies to alleviate accommodation difficulties, and exploring more convenient visa or residency policies for graduates.

## 2. Innovative Strategies of EyeShenzhen's International Communication

### (1) The EyeShenzhen Multilingual Portal

The EyeShenzhen multilingual portal was officially launched in June 2023 as the first nine-language website introduced by a local Chinese city. It aims to promote Shenzhen to global audiences, help the world understand the city, and provide precise information services for foreigners.



In August 2024, the EyeShenzhen international communication platform was selected for the Fourth China Press Convergence and Innovation Award by the Publicity Department of the Communist Party of China. The website attracts approximately 3.8 million annual visits. Since the implementation of a targeted Search Engine Optimization (SEO) strategy in 2025, the platform gained 410,000 new users in the first half of the year alone, demonstrating high user activity and strong engagement. Data reveals that the 25-34 age group constitutes the core user base, accounting for 57.3% of total visits. This highlights Shenzhen's powerful appeal to young talents as **"China's Silicon Valley."** Users in this age

range are typically in the growth or stabilization phase of their careers, possessing strong decision-making abilities, purchasing power, and innovative mindsets. Most have higher education backgrounds and international perspectives, aligning closely with Shenzhen's innovation-driven city positioning. The gender ratio is nearly balanced (Male 50.2% : Female 49.8%).

International visitors are primarily from Hong Kong, Singapore, the United States, Malaysia, the United Kingdom, and Japan, with these top six sources showing **"regional clustering"** characteristics. The proportion of visitors from emerging economies, including Middle Eastern, BRICS, and Latin American countries, is gradually increasing, reflecting Shenzhen's differentiated positioning in the global value chain.

Hong Kong, Macao, and Taiwan regions (with Hong Kong accounting for over 40% of visits) benefit from the "half-hour living circle" advantage between Shenzhen and Hong Kong. Users from these regions exhibit clear dual needs for both **"work and lifestyle."** With the synergistic effects of the Belt and Road Initiative and the RCEP agreement, the website has created multiple specialized content zones that attract audiences from Southeast Asian markets. Singapore and Malaysia together account for 23% of visits. As ties between China and Middle Eastern countries grow stronger, users show increasing interest in Shenzhen's high-tech projects in the Middle East, as well as local cultural exhibitions and practical lifestyle information. This trend correlates with the rising number of Middle Eastern visitors for tourism, investment, and settlement in Shenzhen.



## (1) Z10 Club and Ambassadors Program

Over the past year, Shenzhen News Group International Communication Center has organized over 20 specialized international communication campaigns, covering fields such as technology, ecology, new energy, creativity, and culture. Through two core networks — the "Global Communication Ambassadors" program and the "Gen Z International Communication Club of Shenzhen Universities (Z10 Club)" — the center implements differentiated and targeted communication for foreign audiences.

In November 2024, EyeShenzhen, under the Shenzhen News Group International Communication Center, collaborated with 10 local universities to establish the "Z10 Club". Over the past year, with the active participation of more than 50 outstanding students from nearly 30 countries, the clubs have adopted a "monthly theme" approach. By designing immersive, participatory, and diverse activities, these initiatives enable students to experience the development of the Greater Bay Area, Shenzhen's achievements in reform and opening-up, and technological innovation, while also gaining insights into Chinese culture and community governance.

Through these activities, international students have created a wide range of videos showcasing Shenzhen's technological advancements, China's intangible cultural heritage, and personal stories. Shared on overseas social media platforms from a first-person perspective, these productions offer authentic and relatable narratives about Shenzhen and broader Chinese society.



## Case Analysis

### (1) GreenwiseXplore — GBA Road Trip

From July 9 to 11, 2025, eight international content creators from the United Kingdom, Italy, Brazil, India, Egypt, Russia, Montenegro, and Thailand embarked on a GreenwiseXplore – GBA Road Trip across the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), focusing on its "Zero-Carbon Future." The journey began at BYD's global headquarters in Pingshan, Shenzhen. Driving BYD's Denza N9 and the Fang Cheng Bao Leopard 8 — equipped with the latest "Ling Yuan" intelligent system — the group explored green energy innovations across three key GBA cities: Shenzhen, Zhuhai, and Guangzhou. The itinerary featured stops at landmark green energy projects, including the Nanshan Energy Eco-Park, the Guishan Island Wind Power Plant, and the Liede Power Station. These sites showcased cutting-edge green energy initiatives and advanced technologies in the GBA and China. Throughout the journey, the creators documented their experiences, using their lenses to capture the story of a "Green China" and share it with global audiences.



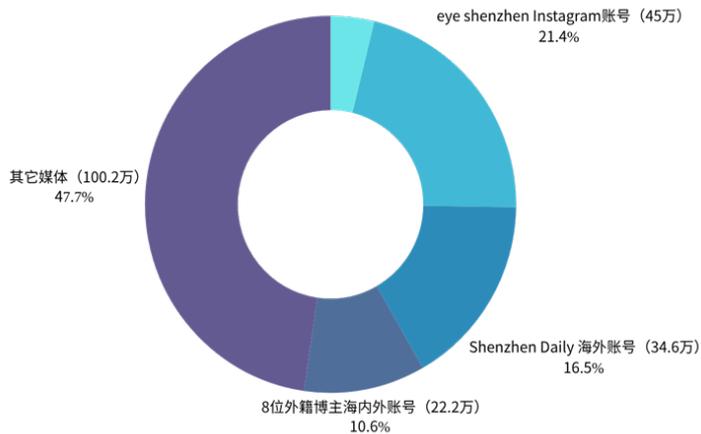
Over the three-day event, the international bloggers shared real-time updates, highlights, and personal reflections across their social media platforms, both within China and internationally. Their content

collectively highlighted the latest developments and technological achievements in green innovation, effectively narrating the story of the GBA and China's commitment to sustainable development.

## Volume of Publications and Views

Chinese media outlets, including Xinhua and Nanfang+, published over 100 articles. Shenzhen Daily's international platforms (Twitter, Facebook, YouTube, and Instagram) released 32 pieces of photo and video content. The eight international creators published nearly 100 posts across domestic and global social media platforms, including Twitter, Facebook, YouTube, Instagram, Douyin, Weibo, Bilibili, Xiaohongshu, and WeChat Video Channels.

Chinese media articles garnered approximately **1 million reads**, while English-language media and international accounts accumulated **1.1 million views**. The international creators' posts achieved a total of **222,000 reads/plays, 7,300 likes, 47 shares, and 535 comments**.



Overseas outreach of road trip

## (2) IShowSpeed's Shenzhen Trip

In April 2025, international internet celebrity "IShowSpeed" visited Shenzhen. EyeShenzhen carefully selected two foreign youth creators and six Gen Z students to interact with him and participate in content

creation. Leveraging their language skills, they conducted on-site interviews and gathered firsthand information. Foreign creator Marina presented Speed with an "AI Shenzhen Digital Business Card." At MixC World, Speed interacted with Gen Z student Chico, while at Talent Park, communication ambassadors showed him rare historical images illustrating Shenzhen's remarkable urban transformation. By leveraging IShowSpeed's global influence and his visit to Shenzhen, EyeShenzhen effectively showcased the city's technological innovation, urban vitality, and cultural charm to international audiences, significantly enhancing Shenzhen's overseas visibility and reputation.

## Volume of Publications and Views

The EyeShenzhen-related video content amassed over 2 million views, while content published across Shenzhen News Group's platforms reached a total of 12.27 million plays.



**SpeedExplore**  @SpeedExplore · Apr 5

“Speed just got offered a NEXT-LEVEL business card in China ... 🤖📱🇨🇳

He scanned the QR code, and BOOM  
all his videos started playing instantly!

This might be the future of networking 🤖🤖



59    1.6K    31K    1.2M

### (3) Reports from Osaka Expo

In May of this year, Gen Z youth students were organized to cover the "Shenzhen Week" at the China Pavilion of the Osaka Expo. Through immersive activities, they experienced cutting-edge products at the exhibition booths, gaining a firsthand understanding of the appeal of "Shenzhen's smart manufacturing."

### Volume of Publications and Views

EyeShenzhen's omnimedia platforms and international content creators published nearly 80 posts in total. This included over 60 video posts and approximately 20 text and image updates. Three creators published close to 20 videos on their overseas social media accounts, including platforms such as Instagram, YouTube, and LinkedIn. The total viewership for these videos and social media posts reached approximately 1 million. The coverage was distributed internationally through prominent media outlets such as China Daily, CGTN, and Xinhua News Agency, achieving significant international communication impact.

**深圳报业集团大阪世博会**  
**深圳周**  
**传播汇总**

**大阪世博会中国馆“深圳周”**

大阪世博会中国馆“深圳周”在举办期间，深圳报业集团派出双语记者和国际博主到现场采访，通过“他视角”策划一系列城市形象综合营销传播，带领观众沉浸式体验活动包括体验展示尖端产品感受“深圳智造”的魅力；与咏春主创互动、香云纱变装游世博园，展示深圳非遗魅力。

**多语种分众传播**

本次报道以短视频内容为主，包括重大活动的主视频和围绕文化展演和科技展品体验的短视频，以及博主Vlog的短视频等。

在传播渠道方面，通过EyeShenzhen全媒体平台，在EyeShenzhen多语种网站和海外社交媒体矩阵Youtube, Tiktok, Instagram等国际博主个人账号，日本网络媒体平台以及深圳发布、中国日报、新华网等主要中外媒体进行发布。

截止5月14号为止，深圳报业eyeshenzhen全媒体平台和外网博主总发稿量近80篇，以英文、粤语和日语为主，其中视频发稿数量为60多次，图文推送近20篇左右。

**80** 总发稿量近80篇  
**60+** 视频发稿数量为60多次  
**20** 图文推送近20篇

**国际传播使者**

**100万** 视频和推文总阅读量

来自巴西、伊朗和日本的三位国际网红博主传播效果尤为突出，在各海外外号平台发布平台包括Ins, youtube, linkedin等发布视频近20个，视频和推文的总阅读量在100万左右。

外籍博主Chico在Ins发布4个视频，总点赞量近80万，其中大阪世博会自拍76万阅读量，世博会展馆介绍、产品介绍等短视频阅读量6万点赞。

**主动策划营销事件+UGC共创内容**

突出“他/她视角”，以知名外籍博主的第一视角对“深圳周”进行内容策划，以科技与文化元素开展创意传播，如“腾讯新品体验官”、香云纱变装秀、城市音乐舞蹈等，通过“主动策划营销事件+外籍博主自媒体传播”收效甚佳。

City presents musical gift to Osaka, World Expo

同时参与报道发布中日双语视频5个。  
中英日全球推广视频1个。  
收集日媒对深圳的报道3篇。  
EyeShenzhen 视频号 and 海外社媒账号共发布世博会深圳周视频共28个，阅读量在3万左右。

## 7 Conclusion

Shenzhen has successfully established a powerful and widely recognized international image as a "capital of technology and innovation." Gen Z widely acknowledges Shenzhen's strengths in technological innovation, green urban development, and long-term growth potential. However, the city's overseas awareness score remains relatively weak, indicating that there is still room for improvement in its global visibility.

International Gen Z students studying in Shenzhen exhibit significant differences in media and content consumption across nationalities and regions. To effectively communicate with this generation, Shenzhen must shift its approach from "promotion" to "dialogue," emphasizing "authenticity" and "third-party perspectives."

If Shenzhen aims to continuously attract and retain global Gen Z youth in the worldwide competition for talent, it must drive a strategic transformation of its international communication and service systems—from "showcasing" to "integration." The key to success lies in building an urban service ecosystem grounded in "ultimate authenticity" as the narrative cornerstone, "meaningful engagement" as the core of retention, and "seamless services" as the guarantee of a positive experience.

In summary, Shenzhen's future international influence will no longer be defined solely by its skyscrapers and innovation indices, but rather by whether the global youth living there can tell compelling "Shenzhen stories." The city's mission is to provide a stage for these "global explorers" to become the protagonists of these narratives, enabling them to spontaneously share with the world a new image of Shenzhen—one filled with both opportunities and warmth.

## 一、调查问卷表

表 1

	知名度	美誉度	创新性	可持续	总分
香港	98.11	96.86	96.49	96.05	96.878
上海	95.14	96.57	97.31	97.62	96.66
北京	94.38	94.89	95.39	94.42	94.77
深圳	85.94	88.73	88.16	89	87.958
台北	87.24	87.77	86.27	87.36	87.16
澳门	87.22	86.95	86.78	86.75	86.925
广州	87.59	86.88	86.37	85.79	86.658
重庆	85.14	84.28	85.69	86.24	85.338
杭州	84.05	83.18	84.83	84.53	84.148
成都	84.96	83.67	83.07	84.87	84.142
武汉	86.41	82.73	82.88	82.08	83.525
青岛	83.67	83.34	82.25	83.59	83.213
南京	83.39	83	83.95	82.31	83.162
哈尔滨	83.6	83.96	82.53	82.31	83.1
苏州	81.5	82.54	82.64	83.43	82.528
西安	82.73	83.22	81.99	81.29	82.308
天津	82.24	81.92	81.68	81.4	81.81
大连	81.11	81.49	82.06	81.47	81.532
宁波	80.2	80.77	81.92	81.35	81.06
长春	80.16	81.21	80.88	81.97	81.055
济南	80.6	79.86	80.88	80.8	80.535
长沙	80.14	81.44	80.25	79.98	80.452
无锡	79.45	79.74	80.75	80.4	80.085

表 2

	东亚/东南亚	俄罗斯	欧洲	美国
对中国国家形象和民族文化的认同程度	3.541	3.985	3.542	3.727
在您适应中国的生活之后，当您回到本国（或前往其他国家）时，是否在文化、社交或日常习惯等方面产生一定的不适应感？	3.519	3.596	3.331	3.307
在中国的社交媒体使用情况	3.622	3.908	3.432	3.991
在使用微信时的隐私顾虑	3.579	3.615	3.484	3.227
微信与您常用的其他社交平台（如 <a href="#">WhatsApp</a> 、 <a href="#">Facebook</a> 、 <a href="#">Instagram</a> 等）在隐私保护方面的比较	3.271	3.603	3.247	3.348
对中国职场环境的认知与体验	3.77	3.936	3.796	3.651
在中国的实际工作体验或预期考量	3.357	3.327	3.278	3.21
对在中国工作的总体评价及未来意向	3.727	4.015	3.555	3.573
对“K 字签证”政策的总体态度与意愿	3.788	3.969	3.723	3.755

表 3

	温感群体	热感群体	P-value
对中国国家形象和民族文化的认同程度	3.52	3.68	0.095
在您适应中国的生活之后，当您回到本国（或前往其他国家）时，是否在文化、社交或日常习惯等方面产生一定的不适应感？	3.43	3.52	0.33
在中国的社交媒体使用情况	3.57	3.76	0.028
在使用微信时的隐私顾虑	3.54	3.5	0.714
微信与您常用的其他社交平台（如 WhatsApp、Facebook、Instagram 等）在隐私保护方面的比较	3.19	3.43	0.018
对中国职场环境的认知与体验	3.7	3.86	0.03
在中国的实际工作体验或预期考量	3.34	3.31	0.744
对在中国工作的总体评价及未来意向	3.57	3.85	0.005

## 二、问卷调查问题

### 1. Questionnaire

Dear Readers/Viewers,

We sincerely appreciate your continued interest in and support for Shenzhen Daily and Eyeshenzhen. To better understand your needs, we are conducting this survey. Your feedback is crucial and will influence our content planning! Thank you very much for your cooperation!

### Part One: Basic information

#### 1. Gender:

Male  Female

#### 2. Age:

Under 18  18-25  26-35  36-45  46-55  56 and above

#### 3. Nationality:

Chinese  Other (please specify): \_\_\_\_\_

#### 4. How do you spend time for cultural entertainment?

Movies/dramas  E-game  Music/performances  Exhibitions  Others: \_\_\_\_\_

#### 5. What types of sports do you like:

Traditional Sports  E-game  Outdoor exploration  New types of sports  
 Others: \_\_\_\_\_

Part Two: Platform Usage Habits

#### 6. How much time do you spend on social media?

within one hour  1-2 hours  more than two hours

#### 7. What do you like to see in the social media platforms?

Entertainment  Teaching courses  News information  Information services  
 Others: \_\_\_\_\_

#### 8. In what channels do you think the information is most trustworthy?

Friend recommendations  KOL  Official accounts of agencies  Traditional media  
 Micro-influencers  Others: \_\_\_\_\_

#### 9. What forms of contents do you prefer on social media platforms?

Short video  Long video  Pictures  Stories/reels  Livestreaming

#### 10. What types of content do you upload onto the social media platforms?

Personal experience  Traveling  School life  New techs

Part Three: Information about Shenzhen

#### 11. Through which channels do you obtain information about Shenzhen? (Multiple choices allowed) Domestic channels:

Print newspapers  TV and radio  Websites  WeChat official accounts  Xiaohongshu/  
Douyin/Bilibili  Weibo  Other social media:

International channels:  X (Twitter)  YouTube  Facebook  EyeShenzhen multilingual website  
(<https://www.eyeshenzhen.com/>)

TikTok  Instagram  Others: \_\_\_\_\_

#### 12. When you hear about Shenzhen, what are the key words do you come up with?

Tech  Innovation  Huawei/Tencent  manufacturing  environment  Unknown

#### 13. What technologies are you particularly interested in?

drones  AI  e-gaming  robotics  Others: \_\_\_\_\_

#### 14. What information about Shenzhen are you interested in? (Multiple choices allowed)

Technological innovation  Cultural entertainment  Food  Tourism  Business & investment

Education  Job opportunities  International exchange activities  Cross-cultural topics

Others: \_\_\_\_\_

## 15. What content on the social media platforms interests you the most? (Multiple selections allowed)

News and information  Practical life guides (e.g., visa, healthcare)  Cultural and recreational activity recommendations  Special reports  Short videos or photo collections Others: \_\_\_\_\_

Part Four: Open Suggestions

## 16. Please list the aspects of other English platforms globally that you find most appealing:

\_\_\_\_\_

## 17. Other suggestions: \_\_\_\_\_

### Questions about work

#### 1. What is the primary purpose of work?

- 1) To earn money
- 2) To achieve self-worth
- 3) To change society
- 4) Work-life balance

#### 2. What is your ideal work model?

- 1) Remote work
- 2) home office
- 3) Start up business
- 4) Gig Economy

## 2. Interview questions (English)

- 1) Which social media platforms do you prefer to use? What kind of content do you typically watch on these platforms?
- 2) In your country, do your classmates ever talk about Chinese cultural or entertainment content (e.g., traditional performances, games)? What are discussed most frequently? If not, what was your first channel of exposure to Chinese culture?
- 3) When you want to know international news, in which channel do you think the information is most trustworthy?
- 4) Have you ever uploaded your own content on social media? If you were to post something about Shenzhen, what details would you focus on to attract likes or comments?
- 5) When you hear about Shenzhen, what are the key words do you come up with? Where do you know it from?
- 6) Have you learned about Shenzhen through EyeShenzhen or other channels? Which contents impressed you the most?

- 7) Have you ever actively searched for any information about Shenzhen? If you have searched, what content did you search for? If not, what do you most want to search for now? Why?
- 8) Will the social media in your country report on the news of Shenzhen? If it is reported, is it usually about technology or other content? If not, What kind of news about Shenzhen do you hope to see on it?
- 9) Have you ever had the experience of “seeing the content on social media platforms and wanting to do something” ? For instance, after watching a “Shenzhen food video” , one might want to find the same kind of food to eat. Could you elaborate on this process in detail? What makes you want to take action right after watching?
- 10) What do you think is the most lacking type of content about Shenzhen on overseas social media at present?
- 11) What cities do you think are the most suitable for overseas young people to live in? Does Shenzhen meet this standard? Why? Which specific indicators will you pay attention to? In which aspects can Shenzhen do better?
- 12) If you could give one core piece of advice to those working on Shenzhen’ s international communication, what would it be?

