**Appendix A** Online Sources

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|  | Blogger / Title | URL | Data Collection Notes |
| 1 | Daisangebiao带三个表/ 王小峰 | <http://www.wangxiaofeng.net> | Stage 1, key blog |
| 2 | Drunkpiano 醉钢琴/刘瑜 | [http://www.drunkpiano-liuyu.net](http://www.drunkpiano-liuyu.net/) | Stage 1, key blog |
| 3 | Han Han 韩寒 | <http://blog.sina.com.cn/twocold> | Stage 1, key blog |
| 4 | Lian Yue 连岳 | [http://www.bullogger.com/blogs/lianyue](http://www.bullogger.com/blogs/lianyue/) | Stage 1, key blog |
| 5 | Luo Yonghao 罗永浩 | <http://www.luoyonghao.net> | Stage 1, key blog |
| 6 | Hecaitou 和菜头 | [http://hecaitou.net](http://hecaitou.net/) | Stage 2, prominent blog |
| 7 | Huang Jiwei黄集伟 | <http://www.huangjiwei.com/> | Stage 2, online magazine |
| 8 | Izaobao 爱枣报 | <http://www.izaobao.org> | Stage 2, prominent blog |
| 9 | Immusoul 土摩托 | <http://www.immusoul.com/> | Stage 2, prominent blog |
| 10 | Liang Wendao梁文道 | <http://blog.163.com/liang_wendao/> | Stage 2, online magazine |
| 11 | Liu Tianzhao 刘天昭 | <http://www.bullogger.com/blogs/liutianzhao/> | Stage 2, prominent blog |
| 12 | Memedia 草莓周刊 | <http://memedia.cn> | Stage 2, prominent blog |
| 13 | Mo Zhixu莫之许 | <http://www.bullogger.com/blogs/mozhixu/> | Stage 2, prominent blog |
| 14 | Pingke 平客 | <http://buchimifan.ycool.com/> | Stage 2, prominent blog |
| 15 | Ran Yunfei冉云飞 | <http://ranyunfei.com/> | Stage 2, prominent blog |
| 16 | Song Shinan宋石男 | <http://ssnly100.blog.163.com/> | Stage 2, prominent blog |
| 17 | Wanglaoban 王老板 | [http://www.bullogger.com/blogs/wanderlust](http://www.bullogger.com/blogs/wanderlust/) | Stage 2, prominent blog |
| 18 | Wen Yunchao北风/温云超 | <http://www.bullogger.com/blogs/wenyc1230/> | Stage 2, prominent blog |
| 19 | Xinyusi 新语丝 | <http://xysblogs.org/portal.php> | Stage 2, blog portal |
| 21 | Zola 周曙光 | <http://www.zuola.com/weblog/> | Stage 2, prominent blog |
| 22 | Li Qingchen 李清晨 | [http://www.bullogger.com/blogs/guzhu](http://www.bullogger.com/blogs/guzhu/) | Stage 3, cited blog |
| 23 | Mujun | <http://blog.future4ever.com/mujun> | Stage 3, cited blog |

\* Online sources are sorted first by stage of data collection, and then in alphabetical order. All of the 5 key blogs closely investigated in stage 1, and the 15 online sources examined in stage 2, are listed. For the third stage of further online fieldwork, the table includes for reference the two sources that are cited in the article.