当代公众对性少数群体的话语态度及机制
——基于多来源大数据的省域分析

张柏杨　张冬冬

摘要：本文以微博中我国各省公众对"性少数群体"（LGBTQ）的讨论话语及其影响机制进行宏观定量社会分析。基于多来源大数据（2015-2019）的研究表明，作为一种亚文化，近年来"性少数群体"话题在社交媒体中的讨论热度逐年增高，讨论话语的情感态度总体正向，但存在内陆低于东南沿海的空间差异，以及随时间推移情感指数下降的趋势。面板数据模型分析结果表明，自媒体中"性少数群体"相关的话语情感，受到省域城镇化水平和文化发展水平多种宏观因素影响，而新闻媒体对"性少数群体"的报道，对自媒体讨论存在重要影响。

关键词：性少数群体　微博　大数据　文本分析

---

①作者简介：

张柏杨，南京大学社会学院博士研究生，研究方向：亚文化、环境与健康，社会心态与社会治理，大数据与计算社会学，传播与社会研究，社会分层与流动。江苏，南京 210023，boyang@smail.nju.edu.cn。

张冬冬，恒瑞医药高级开发工程师，研究方向：人工智能、肿瘤预测、数据挖掘、大数据与数据采集、舆情传播分析。上海，浦东 201210，shujuxuezhe@qq.com。

Contemporary Public Attitudes towards LGBTQ and Regional Development: Provincial Analysis Based on Multi-Source Big Data in China

Boyang ZHANG, Dongdong ZHANG

ABSTRACT

Based on the multi-source big data, this paper utilized text analysis and econometric model to analyse LGBTQ discourse in China's social media, Weibo. The study has quantified that, as a subculture, the topic of "LGBTQ" has gradually become more popular in Weibo and the sentiment index of the discussion discourse is positive in general. However, the sentiment index decreased over time and there are spatial differences in inland areas and the southeast coast. Our data revealed that sentiment index related to "LGBTQ" is significantly correlated with various macro factors, such as urbanization level, cultural development level, and the news media's reports on LGBTQ.

KEY WORDS

LGBTQ; Weibo; Big Data; Text Analysis