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Sommario/riassunto	This book explores the transformative role of social media in the realm of public welfare in China. It examines how platforms such as microblogs, social networks, and video sharing sites have become vital tools for promoting charitable causes and engaging communities. The book delves into case studies of successful public welfare projects, highlighting the potential of social media to foster communication, mobilize resources, and encourage participatory charity. The authors aim to provide insights into the evolving relationship between social media and public welfare, targeting professionals and academics interested in media studies and non-profit sectors.