



## **Report 2016**



The University of Manchester

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**An investigation into the online usage of  
Chinese languages within the businesses of  
Manchester**

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## Research Questions

Our aim is to look at:

1. Which Chinese languages are most predominantly used in the social media marketing of Manchester's Chinese businesses?
2. How much is English used in comparison to these predominantly spoken Chinese languages?
3. What are the target demographics of Manchester's Chinese businesses?
  - a. *(By 'demographics' we are referring to the specific language communities who regularly interact with the businesses we look at. Within the 'demographics' definition we will also look at the businesses' use of language and whether it is used in an emblematic or functional sense).*
4. Are Manchester's Chinese businesses targeting language-specific communities?
5. Does the scale of a business affect the languages they use in social media?

## Methodology

The basis for our project was to examine a sample of social media platforms of Manchester-based Chinese businesses, to enable us to investigate their main demographics, predominant languages and their usage. From our data we established whether languages were used in an emblematic or functional sense and which were more dominantly used. We collected qualitative data from the Manchester-based Chinese businesses' websites and also social media pages such as Facebook and Twitter. We divided our data collection task between the members of our group. One was assigned to Twitter, one to Facebook and two assigned for websites. We felt this area needed more attention as there would be a greater volume of businesses using websites than social media, as social media is a far more recent concept than having a website. Upon collecting our data we found that there was much more emphasis on social media than we had previously anticipated. One member of our group looked specifically at restaurant websites, and one focused on miscellaneous businesses' websites. We placed more focus on restaurants than other businesses, as this appears to be the business type which has the largest presence online within Manchester's Chinese communities, based on our initial research. Firstly, we collated our data into an Excel spreadsheet using basic column titles. The columns we used to segment our data were; 'Name and type of business', 'location', 'languages used', 'social media platform', 'emblematic or functional?', 'scale of business', 'demographic' and 'followers/likes/hits'. We then used this to build our graphs. Languages were identified by a member of our group familiar with Chinese writing systems. Any platform pages that used traditional Chinese characters were identified as Cantonese, and any using simplified characters were identified as Mandarin. Some were more difficult than others as there was not enough of the language shown and it was not Romanised. Therefore, no pronunciation of the characters could be affiliated to a certain Chinese language. These languages were marked as 'Chinese' as they would be accessible to both Mandarin and Cantonese speakers with only a difference in their read pronunciation.

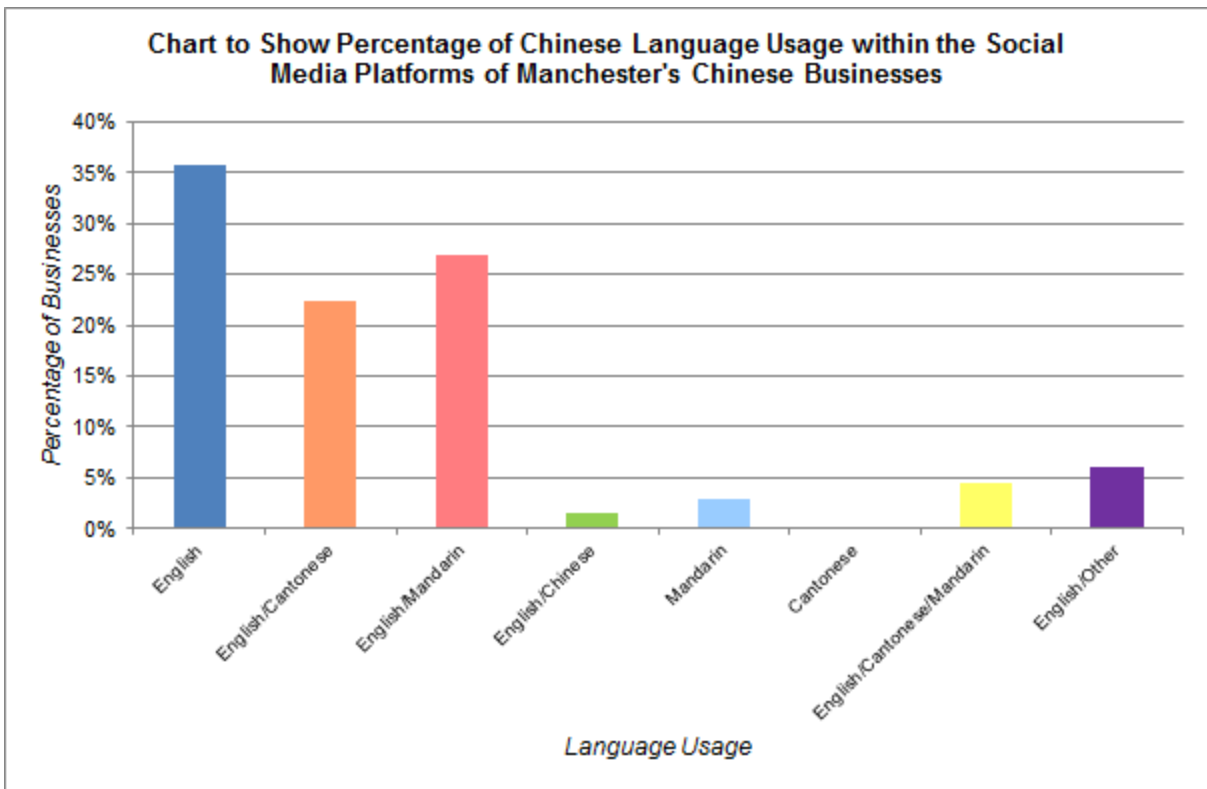
In terms of analysing our data, we initially intended to use the program 'Gephi', as outlined in our initial methodology. However, we found that our data wasn't suitable due to the fact that

Gephi requires higher levels of interaction between communities than we found in order to produce an interpretable graph. Twitter accounts we have identified do not appear to update on a regular basis, thus they do not demonstrate the current interaction between the businesses and the social media in the most up to date way. To combat this, we decided to visually represent our data solely using Excel charts, as this program is better suited to our data and will allow us to present and discuss it more effectively. We felt it would be effective in answering our specific research questions to produce graphs demonstrating the relationships between different variables collected within our data. For example, In terms of research questions (3) and (4), we created a chart using Excel to observe the correlation between the type of business and language community targeted.

## Results

We created the charts shown in Figures 1-4 to represent the nature of the language use within the various sites we looked at, exploring which language communities they are targeting and which languages are spoken most predominantly. After presenting these graphs, we intend to discuss examples of businesses we looked at and how this correlates with our findings on functional and emblematic language use.

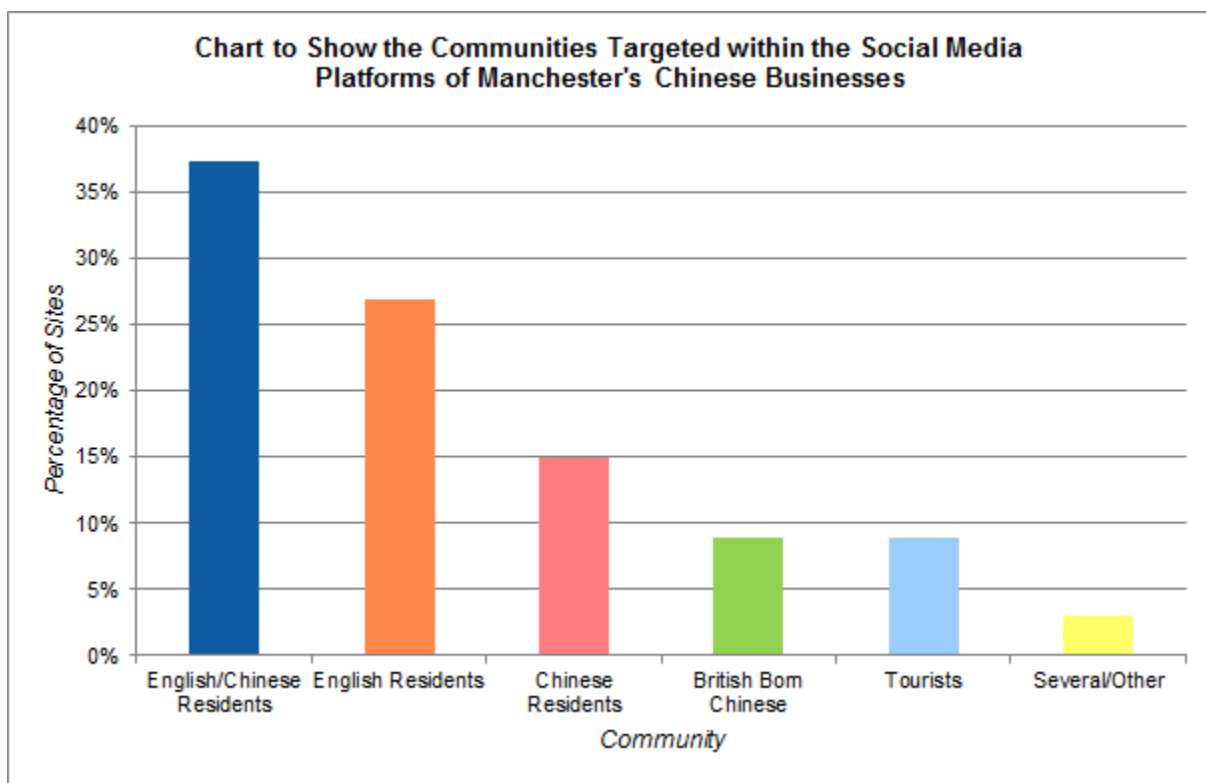
**Figure 1**



English	English/Cantonese	English/Mandarin	English/Chinese	Mandarin	Cantonese	English/Cantonese/Mandarin	English/Other	Total
24	15	18	1	2	0	3	4	67

From Figure 1 you can see that English is the most predominantly used on social media, being used 35% of the time in comparison to other languages. However, English is used frequently in combination with Mandarin majorly in an emblematic sense. Lo (2004) suggests that Cantonese and English is the most prevalent combination for code-switching in Manchester, however our data seems to completely contradict this when it comes to the use of the languages online. Cantonese is the most scarcely used online alone, and is always used in combination with English or Mandarin. When used with English it appears more than 20% of the time in the data set, more so than with both English and Mandarin, where it is used less than 5% of the time. In this graph 'other' is defined as languages which are not English or Chinese and the majority of these instances were customers from different cultures. This pattern in our data could be accounted for due to the variety of languages used in Manchester and the diversity within the city. Moreover, English becomes a language that the majority of people utilise. Chinese communities who interact with the businesses are given an acknowledgment in the emblematic use of their native language.

**Figure 2**

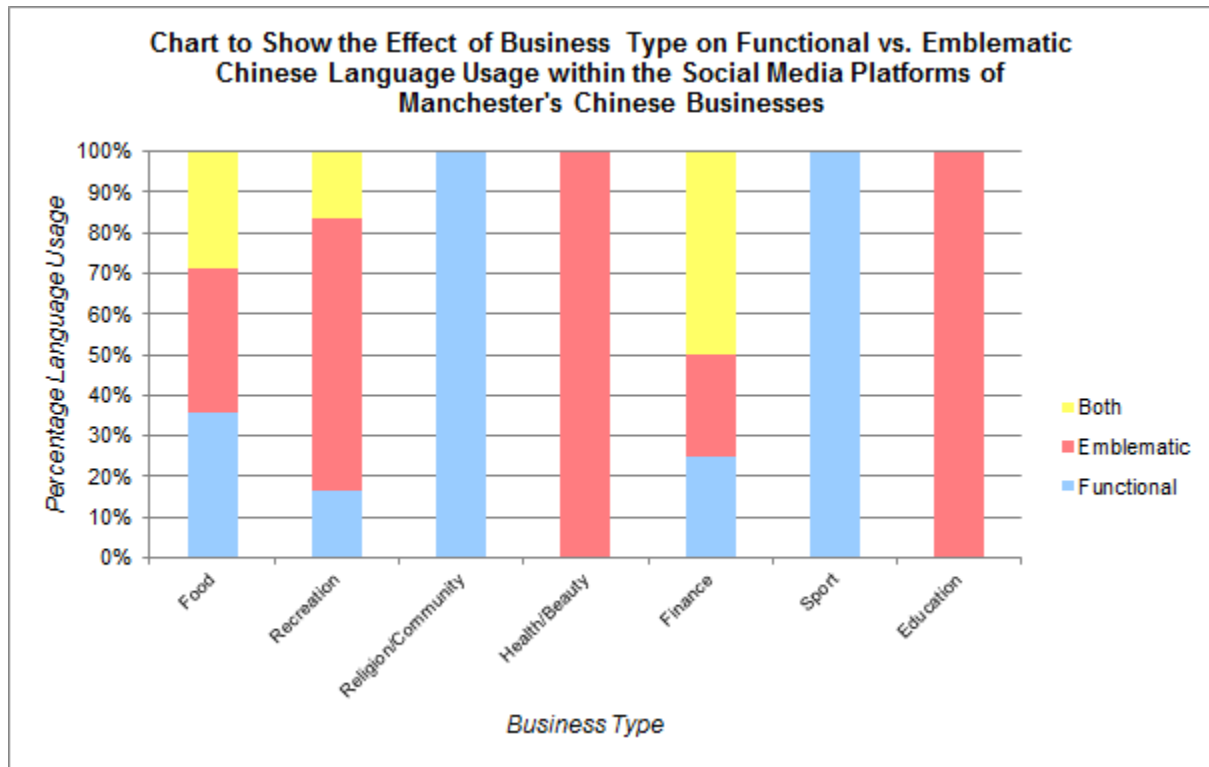


English/Chinese Residents	English Residents	Chinese Residents	British Born Chinese	Tourists	Several/Other	Total
25	18	10	6	6	2	67

Research questions 3 and 4 explore which language communities are being targeted in the online profiles of Manchester's Chinese businesses. To look into this, we categorised our data into language communities we felt were appropriate. These involved solely English residents,

solely Chinese residents, both English and Chinese residents, tourists, British Born Chinese residents (predominantly English speaking but in touch with their heritage), and those which targeted a multitude of language communities besides English and Chinese speakers. The graph in Figure 2 shows that the majority of businesses (37%) we looked at aim to appeal to a combination of English and Chinese residents of Manchester. Additionally, many businesses (27%) target solely English speaking communities, compared to just 15% targeting solely Chinese speaking customers. Furthermore, the graph suggests a great deal of integration of Chinese businesses into English culture, with English speakers making up a large percentage of the language demographics.

**Figure 3**

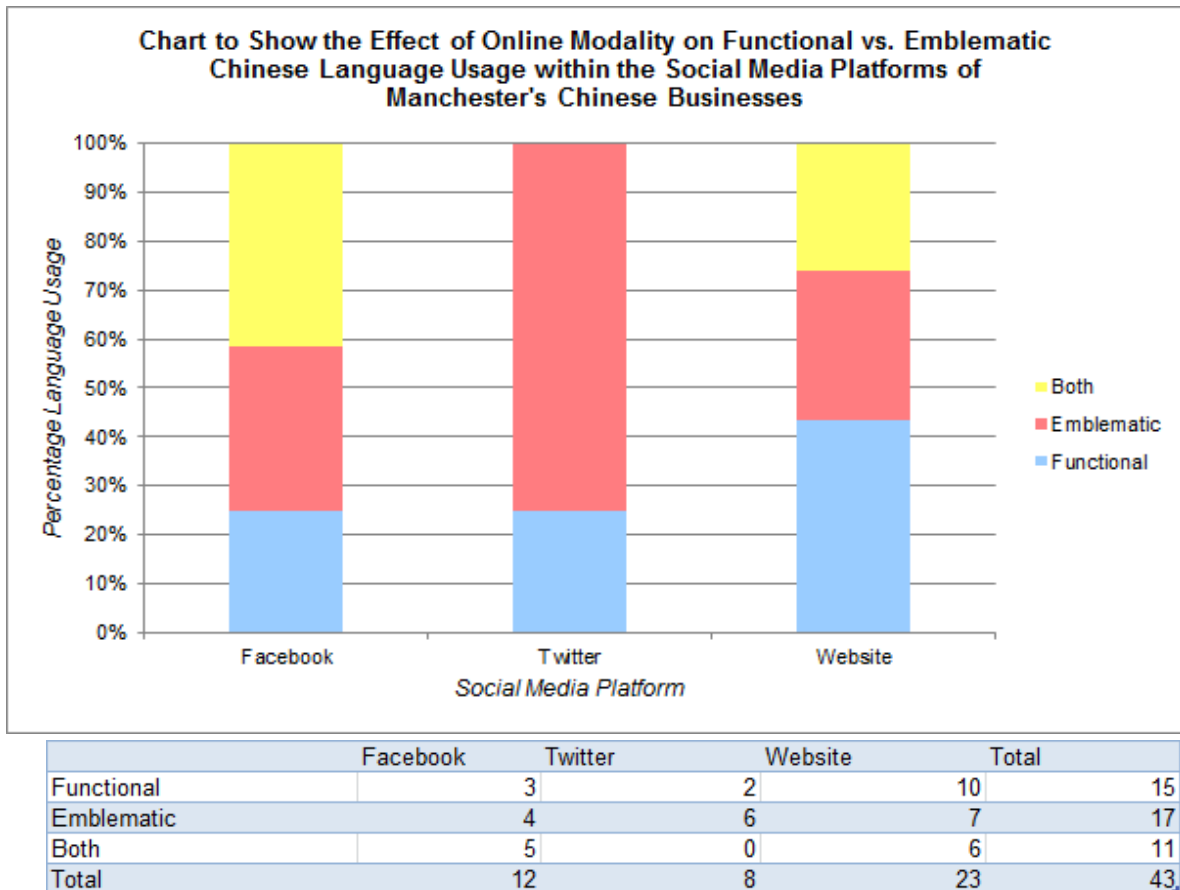


	Food	Recreation	Religion/Community	Health/Beauty	Finance	Sport	Education	Total	
Functional	10	1	2	0	1	1	0	15	
Emblematic	10	4	0	1	1	0	1	17	
Both	8	1	0	0	2	0	0	11	
Total	28	6	2	1	4	1	1	43	

From Figure 3, we can see the varying usage of language occurs mostly within food based businesses. This is not only due to it being the largest business type sampled in our data, but that it is also the most prevalent category of Chinese business in Manchester. Interestingly, the numbers for 'functional' and 'emblematic' usage (both 36%) and for 'both' (28%) are fairly evenly spread out, which seems to indicate a certain level of cultural amalgamation. By using both functional and emblematic, businesses are aiming to target traditional Chinese culture whilst still appealing to a broader non-Chinese demographic. Furthermore, the graph indicates

certain business types which are specifically targeting a Chinese demographic. The Religion/Community and Sport categories use 100% of their Chinese language in a functional manner, indicating that only a certain demographic is being targeted. This seems to assist in enforcing a tight-knit and familiar community aspect that may not be appropriate for other more commercial businesses.

**Figure 4**



From Figure 4, we can visually see that out of the social media platforms studied, Twitter uses language emblematically the most at almost 75%. This may be due to the limited character length on tweets and thus they cannot take up characters repeating themselves in different languages. This limits Twitter as a platform for using multiple languages functionally and so using multiple languages emblematically is how our businesses have combatted this problem so they can still reach customers on this popular social media platform. In contrast to Twitter, we can see Facebook and our business' websites use Chinese functionally and emblematically together. This may again be due to the fact there is less restriction on these social platforms, and so our businesses are utilising the space to engage their customers through translations into their mother tongue. From Figure 4 we can plainly see how our businesses are using different social media platforms to reach out to their customers and involve each community even with character restrictions.

## Discussion

### Websites

The general trend seems to be that businesses offering services (i.e. non-commercial/product selling based websites) offer a much wider range of languages, and do so in a functional sense rather than emblematic, due to the wider range of individuals who will be accessing these in order to gain information or grow businesses. Finance based businesses seem to primarily be in Mandarin. Commercial, product-selling businesses seem to use Chinese characters in an emblematic sense in order to promote cultural origins and authenticity of their businesses, but primarily use the English language in order to target a wide range of speakers who are not based within the Chinese community. From a profit perspective, it would make sense for businesses to maintain an air of realism whilst still attracting a wide array of customers. These businesses seem to communicate in more of a colloquial manner, so typically use Cantonese, which is largely considered a non-standard Chinese language, although whether it qualifies as a language or a dialect hasn't been fully attested.

A website we found (cf. Figure 5) whose use of Mandarin appeared to be largely functional was for the Chinese restaurant, Tai Pan, located on Upper Brook Street. As can be seen from the screenshot, Mandarin translations are included alongside English in the navigational tabs of the site. Whilst it could be argued that this language use is emblematic, as the business clearly attempts to appeal to both English and Chinese customers, we feel it is used in a more functional way, as in comparison to other websites we will look at, the language is used quite heavily to allow Chinese users to navigate the site. This gives the business an authentically Chinese linguistic profile, and we would argue that the amount of Mandarin employed within the site aims to appeal predominantly to Chinese communities. The site also attempts to reach out to English customers, but the fact that the general trend of restaurant websites seems to be to only use Chinese languages in their menus, due to the level of integration into English culture, suggests that the Chinese-speaking community is the target demographic of this business. This shows progression from Flemming's (2013) findings, who claims there were very few dining establishments which catered for anyone other than male Chinese clientele in the pre-war period. From the website examples we have provided, it is clear that a large volume of Chinese restaurants, as well as other businesses, attempt to cater linguistically for both Chinese and English communities, with no focus on any particular gender or other sociolinguistic factors.

In contrast to Tai Pan, Little Yang Sing (cf. Figure 6), appeared to employ Cantonese functionally. However, we would argue the Cantonese usage can also be considered emblematic, due to the site only using Cantonese within its menus, which are downloadable from the site. The main site is entirely in English, which suggests English-speaking communities are a main demographic of the business. However, the menu clearly displays Cantonese translations in order for Chinese customers to read it. We considered the possibility that location could be a factor in the heavy use of English within the site: Little Yang Sing is situated in Chinatown in the city centre, which as well as being a Chinese district, is incredibly popular with tourists visiting Manchester. This could affect the extent to which Chinese restaurants reach out

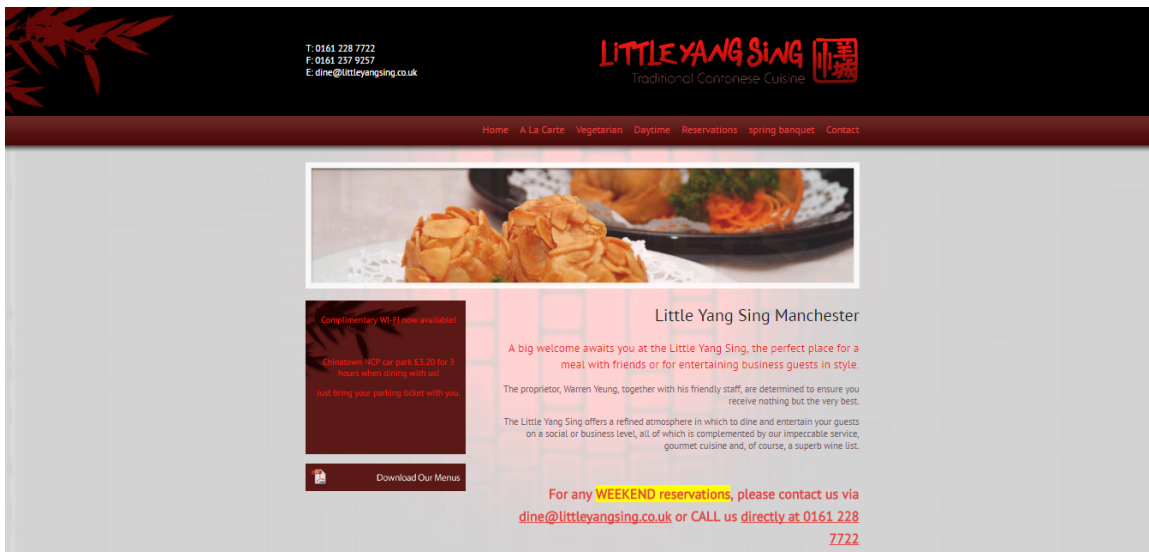


to English-speaking demographics in their online marketing, in order to maximise their presence in the tourism sector. According to 'Manchester.com' (2016), Little Yang Sing opened in 1978 and was part of the first wave of Chinese restaurants which opened in Chinatown. The time span of its existence as an establishment will likely have resulted in a great deal of integration into the local English culture, so thus the linguistic backgrounds of its customers will have diversified greatly in that period.

Figure 5 - 'Tai Pan' Website



Figure 6 - 'Little Yang Sing' Website



One example of a website using Mandarin in a functional manner is the ICFT (I Come From Taiwan) Bubble Tea bar (cf. Figure 7), located on George Street in Chinatown. In this example the homepage is in English by default, but there is an option to change to Mandarin in a drop-down menu. This distinction between languages indicates the business targets a wide and variable demographic. It could be argued the niche aspect of the product they are selling

appeals predominantly to a Chinese based demographic, and that having Mandarin as an option aims to further solidify the authenticity of the product they are selling. However, the fact users are automatically placed in English rather than Mandarin signifies a certain level of amalgamation between cultures, and encourages non-Chinese speaking demographics to engage with their product. This may be done in order to progress business capital, whilst still maintaining an aura of traditional authenticity.

In contrast to this, an example of a website which displays Mandarin by default is the Federation of Chinese Associations of Manchester (cf. Figure 8). Interestingly however, despite the seemingly functional nature of language variation, with headers, logo and titles having both English and Mandarin displayed together, when these headers are clicked you are taken to pages and articles with predominantly Mandarin characters. This seems to be an example of code-switching into English done in an emblematic sense, rather than in a functional manner, which allows a wider demographic to interact with it. This lack of English, despite being based in the Middleton area of Manchester, may be attributed to the nature of the business, as they aim to create relations specifically between Chinese businesses. Maintaining this traditional language use aims to target this demographic specifically by further maintaining an air of authenticity. Although it could be argued that Middleton is away from the city centre, resulting in a smaller Chinese community, this also means there is a lack of necessity for English based inclusion which would be seen in a densely tourist populated area such as Chinatown.

Finally, a website which fuses both emblematic and functional Chinese language use is China-Britain Business Council (cf. Figure 9), which aims to assist Chinese and British businesses to work more fluidly together. When accessing the page it is automatically displayed in English, whilst many logos and artwork are presented with Chinese characters throughout. This therefore acts in a functional nature by presenting both the English and Mandarin variations of the logo in one place, but further solidifies the entire business prospect in an emblematic sense by signifying the relationship between the Chinese and British communities. Being located on Oxford Street, Manchester, the business is housed in a densely populated area with a large Chinese demographic. The website itself offers the option to change into Mandarin, highlighting the significance of amalgamating these two cultures by offering more than just an emblematic sense and targeting a smaller demographic. Interestingly, the website also has links to Chinese specific forms of social media, Weechat and Weibo, further solidifying the need for a varying use of language due to the demographics of traffic they will receive to their site.

Figure 7 - 'ICFT Bubble Tea' Website

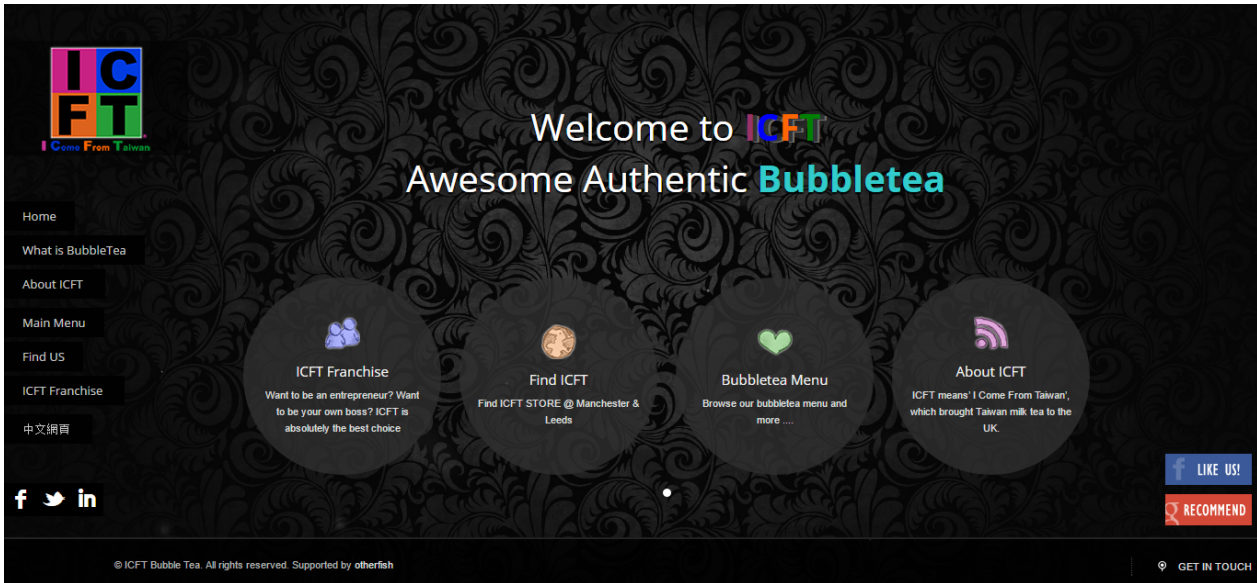


Figure 8 - 'Federation of Chinese Associations of Manchester' Website



Figure 9 - 'China Britain Business Council' Website



## Facebook

In terms of a general trend in the data we found for Facebook, the Chinese businesses tend to fall under the category of restaurants. In every instance we found businesses used English whether it was the only language or in combination with Mandarin or Cantonese. However, in the majority of instances the Chinese languages utilised were emblematic, appearing to show acknowledgement and appreciation of their culture. It could be speculated that the use of English is beginning a change to the demographics of these businesses, in that the culture of people in Manchester and Chinese cultures are becoming integrated. This contradicts the claims that Chung (2008) makes about the large segregation between the Chinese and English communities, as he claims the Chinese community is becoming 'invisible' within Chinatown. However if this were true, there would not be the significant emphasis on the use of English language that exists. Furthermore this could also be due to the high levels of tourism in the area thus English language would be needed to further their businesses and get higher levels of clientele. This pattern is also shown in the non-restaurant businesses on Facebook as well. Surprisingly, businesses like 'The Centre for Chinese Contemporary Art' (cf. Figure 11) and similar more miscellaneous businesses used a high level of English and the minimal Chinese used on the pages was very much emblematic. This again could be linked to the concept of tourism being a large part of Manchester being one of the biggest cities in the UK, hence attracting customers demands English to be present.

Looking more specifically at some of the businesses that we found on Facebook there is interesting comment to be made. For instance, for the supermarket 'Woo Sang' (cf. Figure 10)

we found both a website and a Facebook where on the website there is clear use of both English and emblematic Cantonese. Whereas when this is compared to the Facebook page only English is used. This could be promoting the mixing of two cultures, or it could be that the business owners and staff speak both languages, and are using English more to reach out to these communities in Manchester. Additionally, the supermarket is located in Chinatown in the city centre, a hugely tourist based area. However, Facebook is a newer phenomenon than the use of websites therefore it could be that a company has gained customers prior to social media and have a majority of English speaking customers, thus they approached Facebook with solely English for better advertising and accessibility for the public. Finally, whilst speculating to why these languages are used it is important to keep in mind the diversity of Manchester in its culture and number of languages spoken.

Another interesting business that we found was ‘The Manchester Chinese Centre’ (cf. Figure 12) which is a centre for the learning and teaching of Chinese. On Facebook it uses English and no Chinese at all, which would seem strange for a business which involves itself with teaching Chinese languages. However, the page does involve itself with the Chinese community actively on Facebook via sharing of events and other businesses’ pages and classes. On their website however, there is use of English as the main language but there is also use of Mandarin. It is then interesting to see a pattern feeding through the comparison of both Facebook pages and websites as languages appear to be used more frequently on websites than on Facebook pages. This may be again due to the new phenomenon of Facebook and this causes changes in how the business presents itself.

**Figure 10 - ‘Woo Sang’ Facebook Page**

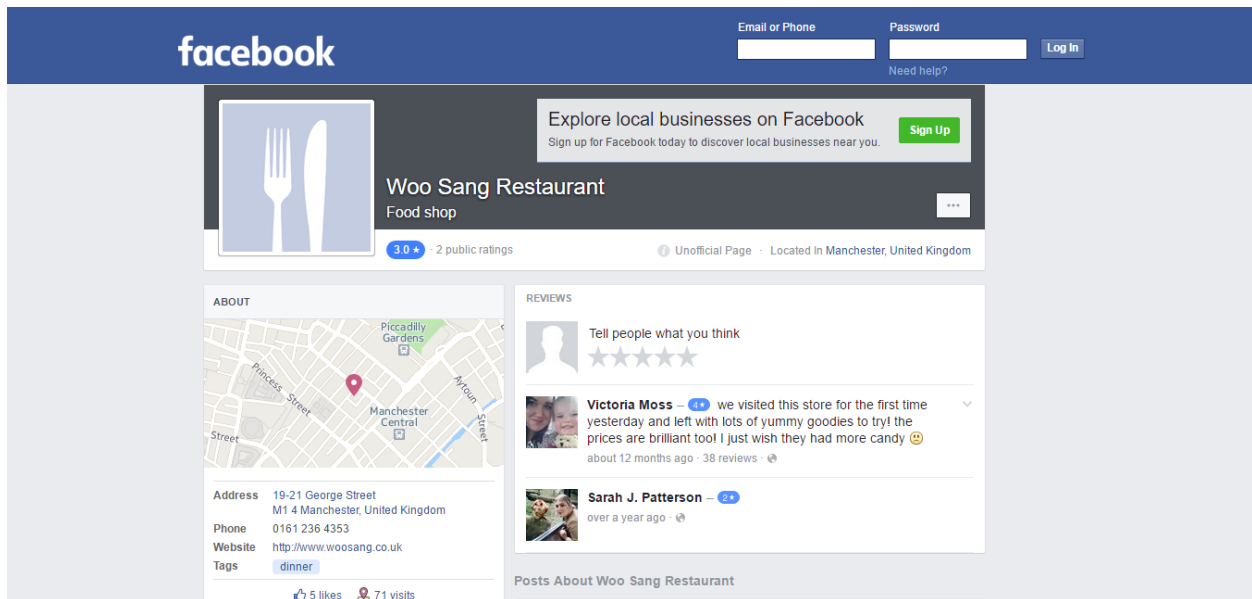
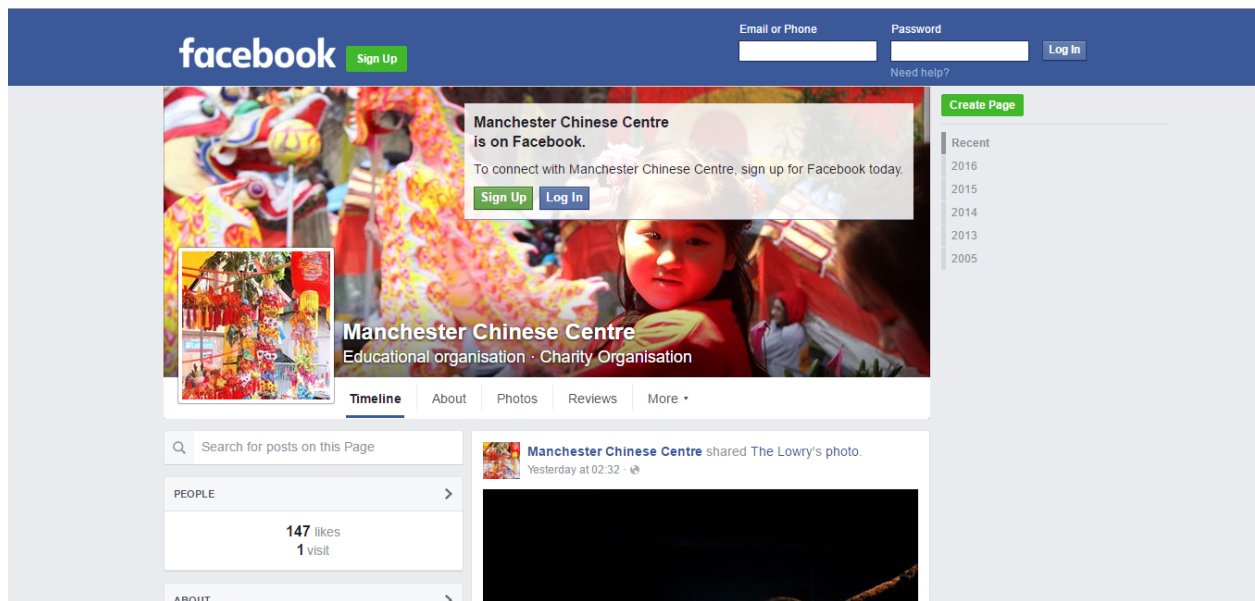


Figure 11 - 'The Centre for Chinese Contemporary Art' Facebook Page



Figure 12 - 'The Manchester Chinese Centre' Facebook Page



## Twitter

Generally speaking, the most dominant Chinese language on Twitter in our data set was Mandarin. 35.7% of our Twitter data collected used Mandarin on their pages or in their tweets. This was closely followed by Cantonese at 21.4%. This was surprising as we hypothesised more Cantonese would be used on Twitter as it was the most colloquial platform due to the 140 word character limit. Therefore it would be the best place for Cantonese speaking businesses to distinguish themselves from Mandarin speaking businesses. However it seemed the opposite was true and these businesses on Twitter were going the extra mile to be inclusive of those within their Chinese community as well as outside of it. This is also shown through the use of the much more predominant language, English. 92.8% of our data collected from Twitter used English. It would seem from the findings that these businesses were not targeting any specific demographic nor were they targeting any language specific communities but trying to be inclusive of all to raise their business profile in all communities.

Our findings on Twitter did however show slightly different trends to those social platforms with fewer limitations on character use. We found Twitter was our most colloquial social platform often exuding more examples of in-group vocabulary and more exclamatives (cf. Figure 13 & 14). It would seem these are being used to create the friendly and inviting atmosphere of the company's Twitter pages. For those companies with both Twitter and Website pages, the same colloquialisms were not found to the same extent on their Website pages. Clearly this shows a trend in higher acceptance among users of Twitter when it comes to concern over grammar and Twitter users are more likely to use their languages creatively.

**Figure 13 - Tweet by 'MeiMei's Street Cart'**



**Figure 14 - Tweet by the ‘Chinese New Year Organisation of Manchester’**



Figures 13 and 14 show colloquialisms such as exclamatives, code-switching within the same writing system, and in-group vocabulary. “Bing” (cf. Figure 13) is a type of Chinese food, similar to the French concept of a galette and by using the Romanised “bing” it is inclusive of those outside of the community, inviting them into the community, possibly after creating curiosity in those who don’t know what food “bing” relates to. This tweet is also bright, colourful and friendly, helping to create the colloquial atmosphere. However, some similar trends were found within our Twitter data. This was the main finding for our Twitter data as most usage of a secondary language was emblematic. Two languages were rarely used functionally together. This could be due to the high volume of tourist visitors to Chinatown in Manchester. It also seemed that on Twitter, the scale of the business did not affect the languages used. This can be seen in Figures 15 and 16 in which Mandarin is used in both, however the business of Figure 15 is a much bigger global business than the business of Figure 16, a local church. As of when our data was collected, the business in Figure 15 had 4,230 followers on Twitter, whereas the business of Figure 16 had only 31 followers.



Figure 15 - Tweet by the 'Chinese Manchester City Football Club'



Translation: "2015/16 #Mancity away shirt, all 60 percent plus free print! Valid until May 11, buy as soon as possible."

Figure 16 - Tweet by 'Manchester Chinese Christian Church'



Translation: "5/6/ 2012 1:30 PM - 5:00 PM 46-year anniversary of the church, will be available in English, Cantonese and Mandarin, then three parties and dinners."

The languages we have found to be most prevalent in our data are; English, Mandarin and Cantonese. According to census data from 2011, there were 3,400 Cantonese speakers in Manchester, making up 0.13% of the population. Here, Cantonese appears to be the major Chinese language in Manchester, so we expected our data to reflect this. However we found

Mandarin was more prevalent. We took into consideration the likelihood that there is now a greater volume of Chinese speakers in Manchester, due to migration since the census was conducted. Our data has been sourced online and thus shows Chinese languages have changed and spread within this time as businesses are using mostly English functionally to grow their customer base. Hence, our data shows Chinese languages being used more emblematically than before and Chinese communities are becoming more integrated into Manchester.

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## Appendices

### Appendix 1 - Raw Excel data:

Name of Business	Type of Business	Location	Languages Used	Social Media Platform
Bank of East Asia	Bank	Charlotte Street	English/Cantonese/Mand	Website
BBQ Handmade Noodles King	Fast food	City Centre	English/Other	Facebook
Bento King	Takeaway	Fallowfield	English/Mandarin	Facebook
Centre for Chinese Contemporary Art	Art gallery	City Centre	English	Facebook
Centre for Chinese Contemporary Art	Community Centre	Thomas Street	English	Website
CFCCA_UK	event managers	Northern Quarter	English	Twitter
China Taiping Insurance	Finance	City Centre	English/Mandarin	Website
China-Britain Business Council	Council	City Centre	English/Mandarin	Website
ChinatownMCR	Advertising for cluster	China Town	English	Twitter
Chinese New Year Manchester	Festival organisation	City Centre	English/Mandarin	Website
Chinese Radio	Radio Station	Manchester	English	Facebook
Chinese Radio	Radio Station	City Centre	English	Website
cny_mcr	Festival organisation	n/a	English/Mandarin	Twitter
Confucius Insitute	Teaching	City Centre	English	Website
ConfuciusMCR	teaching	manchester uni	English/Mandarin	Twitter
Cowersley Chinese and Thai Takeaway	Takeaway	Huddersfield	English/Cantonese/Manc	Facebook
Federation of Chinese Association Manchester	Recreational	Middleton	Mandarin	Website
Glamorous Restaurant	Restaurant	Ancoats	English/Cantonese	Website
Glamorous Restaurant	Restaurant	Ancoats	English/Cantonese	Facebook
Glamorous Restaurant	Restaurant	Ancoats	English/Cantonese	Twitter
GreatWallMcr	restaurant	China Town	English	Twitter
Hair and Makeup by Sue	Make up artist	Manchester	English	Facebook
Hair and Makeup by Sue	Beauty	City Centre	English	Website
ICFT Bubble Tea	Shop	George Street	English/Mandarin	Website
Jin Long Academy	martial arts	stockport	English	Website
JinLong99	martial arts	stockport	English	Twitter
Little Yang Sing	Restaurant	City Centre	English/Cantonese	Facebook
Little Yang Sing	Restaurant	Chinatown	English/Cantonese	Website
Little Yang Sing	Restaurant	City Centre	English	Website
Lotus Vegetarian Kitchen	Restaurant	Withington	English/Mandarin	Website
Manchester Chinese Centre	Teaching	City Centre	English/Other	Facebook
Manchester Chinese Centre	Teaching	City Centre	English/Mandarin	Website
Manchester Chinese Christian Church	Church	Whalley Range	English/Cantonese/Manc	Website
MC_MOCC	christian church	Brunswick Street	English/Mandarin	Twitter
MCFCCChinese	Football club	Etihad Stadium	Mandarin	Twitter
Mei Mei's street cart	Restaurant	City Centre	English	Website
MIDAS	Finance	City Centre	English/Other	Website
Middle Kingdom	Restaurant	City Centre	English/Mandarin	Facebook
Middle Kingdom	Restaurant	City Centre	English/Mandarin	website
mmStreetCart	street food cart	Manchester and liverpool	English	Twitter
New Happy Garden	Restaurant	Outskirts	English/Cantonese	Facebook
Pacific Restaurant	Restaurant	George Street	English/Chinese	Website
Pearl City Restaurant	Restaurant	Chinatown	English	Website
Pearl City Restaurant and Karaoke	Restaurant/Karaoke	China Town	English	Facebook
Shanghai Clinic	Acupuncture/Medicine	Portland Street	English/Mandarin	Website
Shulan College	Teaching	City Centre	English/Mandarin	Website
Shulan College	Teaching	City Centre	English/Mandarin	Facebook
ShulanCollege	Acupuncture, Herbal M	Didsbury	English	Twitter
Sweet Mandarin	Restaurant	City Centre	English	Facebook
Sweet Mandarin	Restaurant	City Centre	English	website
Tai Pan	Restaurant	Upper Brook Street	English/Mandarin	Website
Tattu	Restaurant	Deansgate	English	Facebook
Tattu	Restaurant	City Centre	English	website
The Rice Bowl	Restaurant	City Centre	English	Facebook
The Rice Bowl	Restaurant	City Centre	English	Website
Tung Fong	Restaurant	Worsley	English/Mandarin	Website

Wing Yip	Shop	City Centre	English/Cantonese	Facebook
Wing Yip Store	Supermarket	Manchester, Birmingham, London	English/Cantonese	Twitter
Wong Wong Bakery	Restaurant/Cafe	Princess Street	English/Cantonese	Website
WongWongMcr	Bakery/cafe	M1 4LB	English/Mandarin	Twitter
Woo Sang Chinese Supermarket	Shop	City Centre	English/Cantonese	Website
Woo Sang Restaurant/Shop	Restaurant/Shop	City Centre	English/Other	Facebook
Woo Sang Restaurant/Shop	Shop	George Street	English/Cantonese	Website
Yang Sing	Restaurant	City Centre	English/Cantonese	Facebook
Yang Sing	Restaurant	Chinatown	English/Cantonese	Website
yangsingmcr	Restaurant	Princess Street	English/Cantonese	Twitter

Emblematic or Functional?	Scale	Demographic	Followers/Likes	language check?	Type (condensed)
Functional/Emblematic	National	Chinese	176	y	Finance
Functional	Local	English	2		Food
Emblematic	Local	English/Chinese	107	y	Food
Functional	Local	English	3,185	y	Recreation
Functional	Local	English/Chinese	3,185	y	Religion/Community
Functional	Local	English speakers	3,435	y	Recreation
Functional/Emblematic	National	Chinese	n/a	y	Finance
Emblematic	National	English	n/a	y	Finance
Functional	Local	Tourist/English	2,436	y	Recreation
Emblematic	Local	English/Tourist	n/a	Y	Recreation
Functional	Local	Chinese	129	y	Recreation
Functional	Local	English/Chinese	n/a	y	Recreation
Emblematic	National	English/tourist	2,533	y	Recreation
Functional	Local	Chinese students	n/a	y	Recreation
Emblematic	Local	English/Chinese student	717	Y	Education
Functional/Emblematic	Local	English/Chinese	177	y	Food
Functional	Local	Chinese	n/a	y	Recreation
Emblematic	Local	English	n/a	y	Food
Emblematic	Local	English	744	y	Food
Emblematic	Local	English	73	y	Food
Functional	Local	Tourist/English	458	y	Food
Functional	Local	English/Chinese	104	y	Health/Beauty
Functional	Local	Chinese	n/a	y	Recreation
Functional	Local	English/Chinese	849	Y	Food
Emblematic	Local	English	n/a	y	Recreation
Emblematic	Local	English	97	y	Recreation
Functional/Emblematic	Local	English/Chinese	40	Y	Food
Functional	Local	English/Chinese	n/a	Y	Food
Functional	Local	English/Chinese	n/a	y	Food
Emblematic	Local	English/Chinese	n/a	y	Food
Emblematic	Local	English/bbc	256	y	Food
Functional/Emblematic	Local	Chinese/English	n/a	y	Food
Functional	Local	English/Chinese	68		Food
Functional/Emblematic	Local	English/Chinese	68	y	Food
Functional/Emblematic	Local	English/Chinese	1,560	Y	Food
Functional	Local	English/Chinese	n/a	Y	Food
Emblematic	Local	English/Tourist	3,891	Y	Food

Functional	Local	English/Chinese	n/a	y	Food
Functional	Local	English	52	y	Food
Functional/Emblematic	Local	Chinese/English	n/a	y	Recreation
Functional	Local	English/Chinese	n/a	Y	Religion/Community
Functional	Local	Chinese	31	Y	Religion/Community
Functional	Global	Mandarin Chinese speak	4,230	Y Translation needed	Sport
Emblematic	Local	English/BBC	n/a	Y	Food
Functional	National	Many cultures	n/a	y	Finance
Functional/Emblematic	Local	English	41	y	Food
Functional	Local	English/Chinese	n/a	y	Food
Functional	Local	English/BBC	3,554	y	Food
Functional/Emblematic	Local	English	38	y	Food
Functional/Emblematic	Local	English/Chinese/Thai	n/a	y	Food
Functional	Local	English/Chinese	n/a	y	Food
Functional	Local	English	18	y	Food
Emblematic	Local	English/Chinese	N/A	y	Health/Beauty
Emblematic	Local	Chinese students	n/a	y	Recreation
Emblematic	Local	Chinese students	63	y	Recreation
Functional	Local	English	79	Y	Recreation
Functional	Local	English	4,470	y	Food
Functional	Local	English/Chinese	n/a	y	Food
Functional	Local	Chinese and English	n/a	y	Food
Functional	Local	English	4,936	y	Food
Functional	Local	English	n/a	y	Food
Functional	Local	English/Tourists	301	y	Food
Functional	Local	English	n/a	y	Food
Functional	Local	English/Chinese	n/a	y	Food
Emblematic	Local	English/BBC	n/a	y	Food
Emblematic	Local	English/BBC	4,077	y	Food
Emblematic	Local	english/bbc	5,223	Y	Food