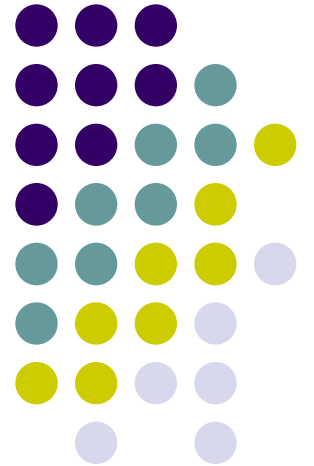




Government Use of Media in China: Incentives, Enablers and Barriers

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Background



- By the end of 2011, microblog accounts have exceeded **300 million** in China
- Chinese government microblog accounts have reach 50,000 by the end of 2012



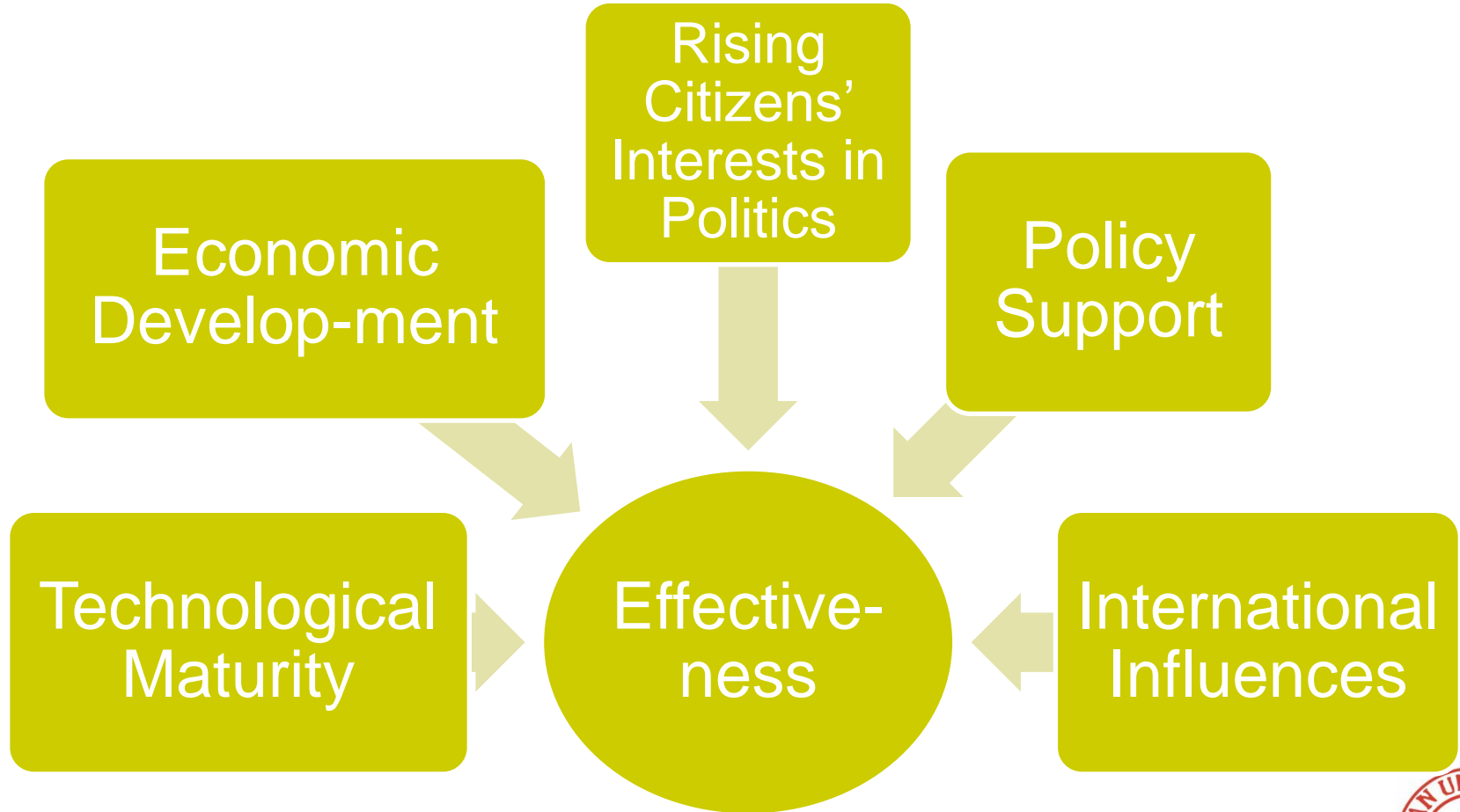


Major Incentives

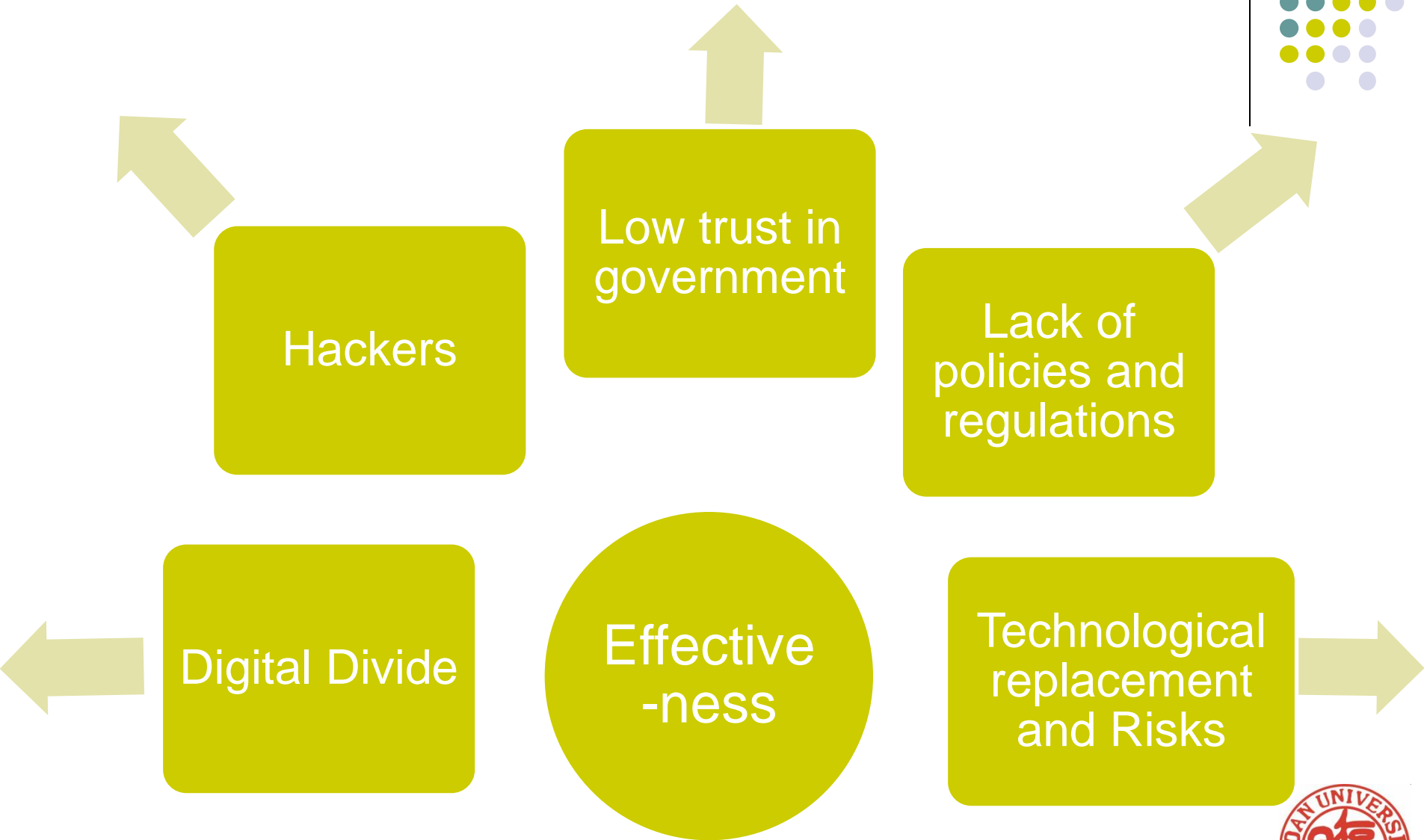
- Platform to Release Government Information
- Public Service Delivery
- Interaction with Citizens
- Collecting and Identifying the Public's Needs



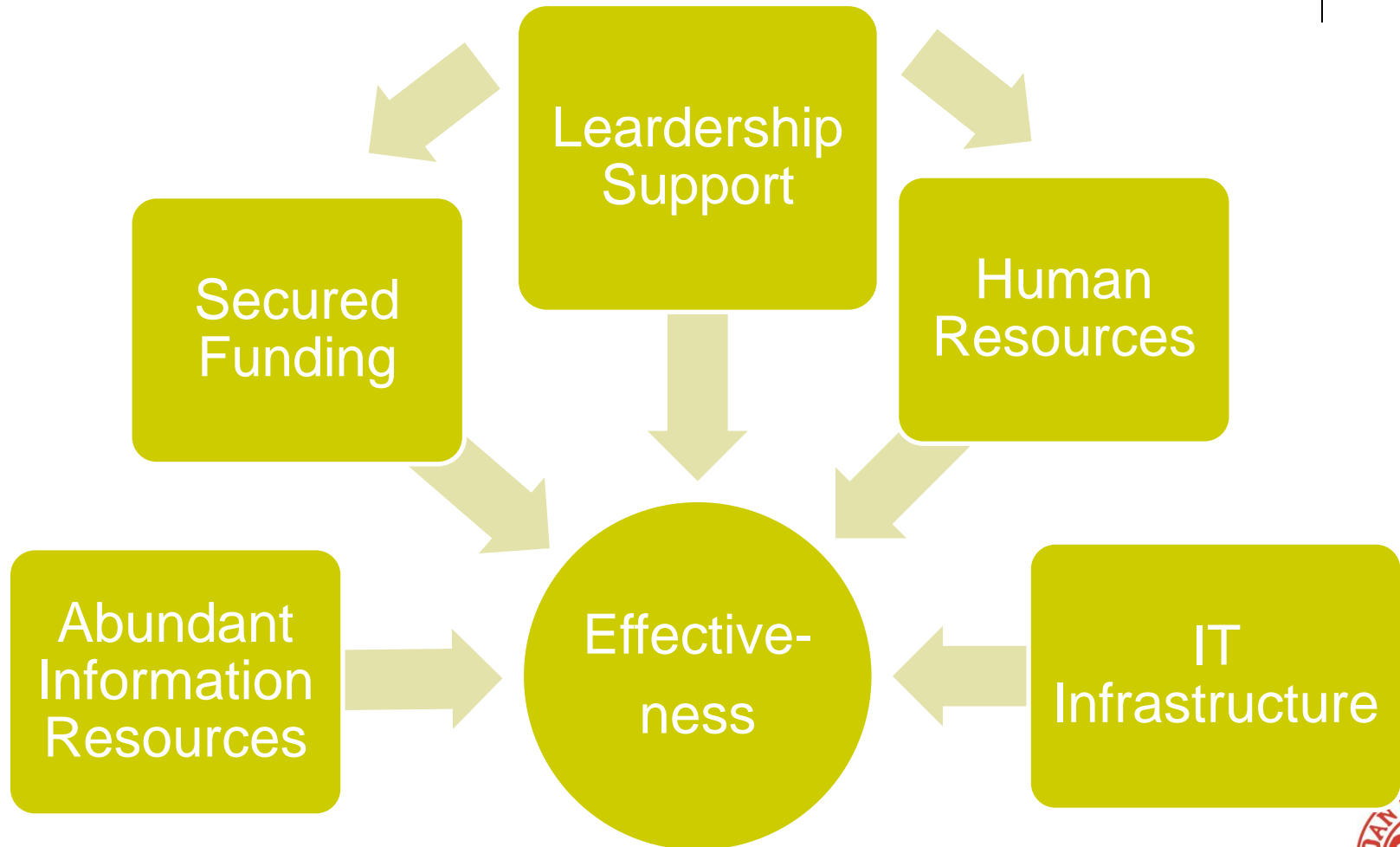
External Enablers:



External Barriers



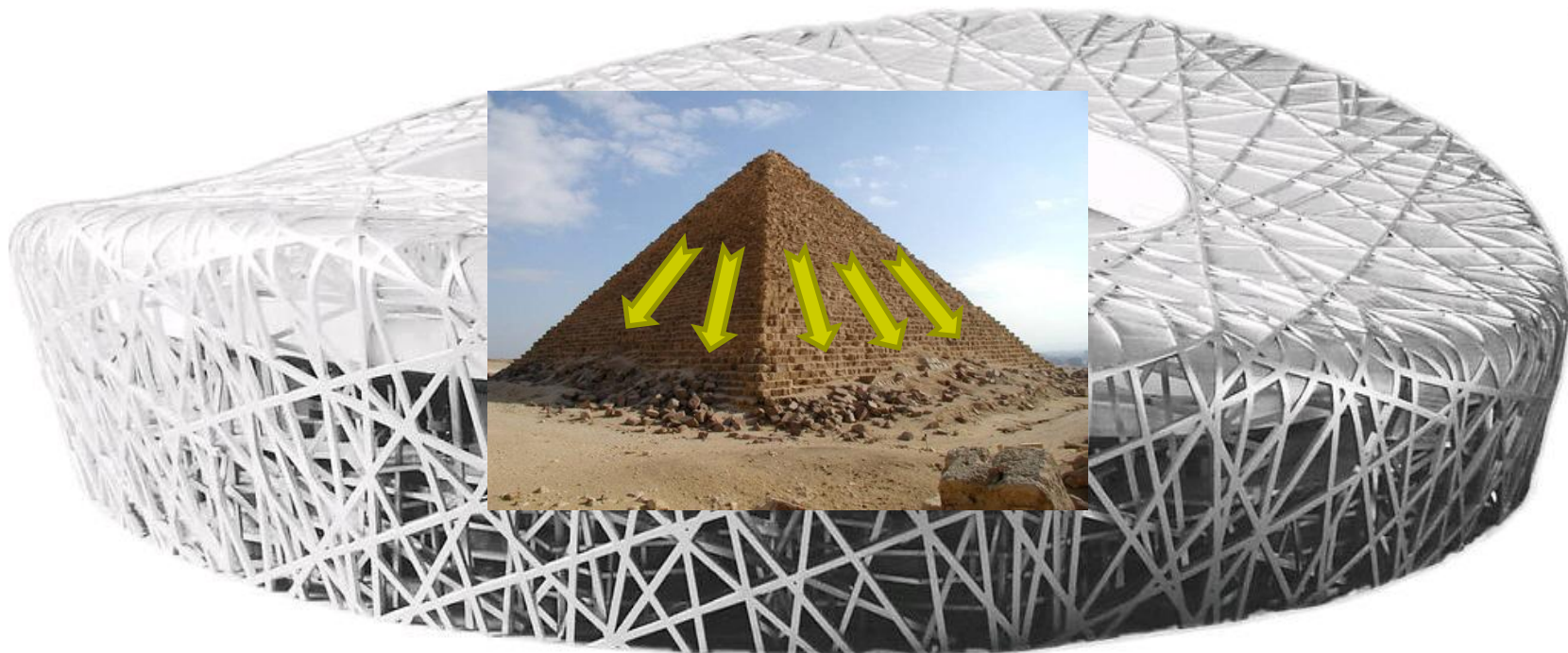
Internal Enablers



Internal Barriers



Tension



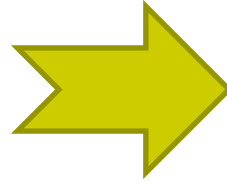
Bureaucracy



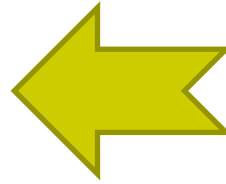
Network



Government Changes the Society?



Government Changed by the Society?





Thank you!
Questions?

