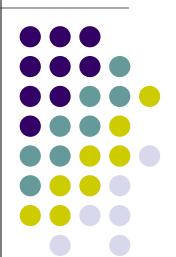


Government Use of Media in China: Incentives, Enablers and Barriers

Dr. Lei Zheng Fudan University

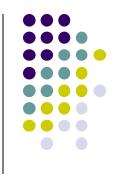


Background

- 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:



Economic Develop-ment

Rising
Citizens'
Interests in
Politics

Policy Support

Technological Maturity

Effectiveness

International Influences

External Barriers



Hackers

Low trust in government

Lack of policies and regulations

Digital Divide

Effective -ness

Technological replacement and Risks



Internal Enablers





Internal Barriers



Lack of Institutions and guidelines

Low Attentions from Leadership

Lack of Resources

Human Capabilities Lack of Crossagency Collaration

Review Process

Information Security

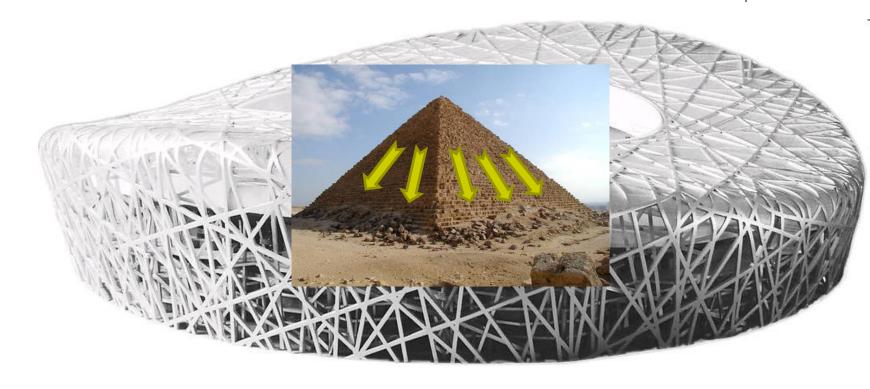
Closed Organization Culture

效果 Accuracy

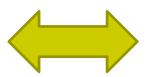


Tension





Bureaucracy



Network



Government Changes the Society?











Government Changed by the Society?













Thank you! Questions?

