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:

- Economic Development
- Technological Maturity
- Rising Citizens’ Interests in Politics
- Policy Support
- International Influences

Effectiveness
External Barriers

Hackers

Low trust in government

Lack of policies and regulations

Digital Divide

Effective-ness

Technological replacement and Risks
Internal Enablers

- Secured Funding
- Human Resources
- Abundant Information Resources
- IT Infrastructure
- Leadership Support

Effectiveness
Internal Barriers

- Closed Organization Culture
- Lack of Institutions and guidelines
- Human Capabilities
- Review Process
- Low Attentions from Leadership
- Lack of Resources
- Lack of Cross-agency Collaboration
- Information Security
- Accuracy

效果
Tension

Bureaucracy  Network
Government Changes the Society?
Government Changed by the Society?
Thank you!
Questions?