
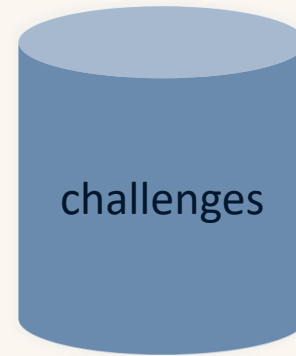
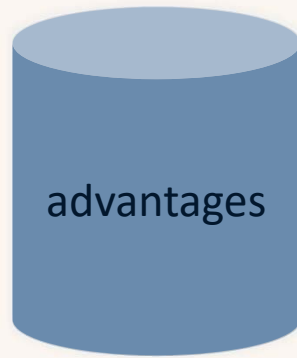
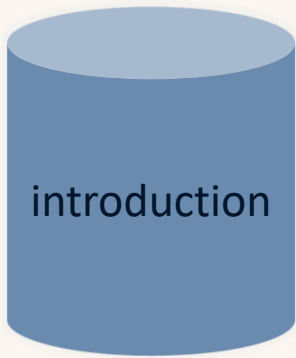


**The development and challenge of
e-government in WeChat
communication system**



Hu Qiyuan

East China Normal University



1

WeChat:
Not only a
platform



Combination



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TEXT

"e-government"

Voice chat

Group chat

Sticker gallery

moments

Free call/video call

Favorite message

Official account(e-
government/company/we media)

QR code

Friend rader

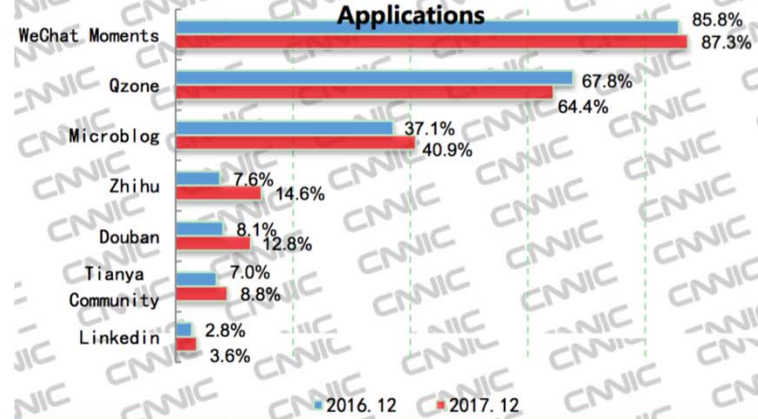
shake

People nearby

Third party
service

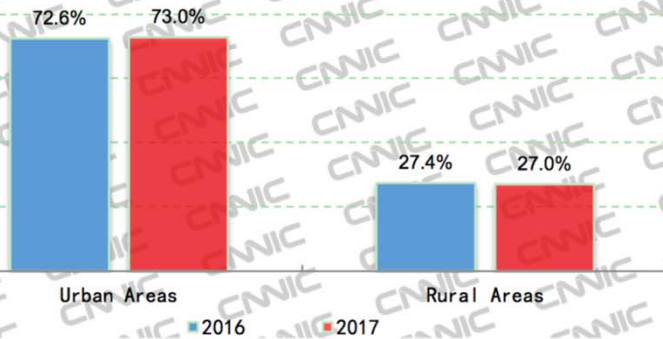
Buying goods

The Usage Rate of Typical Social Networking Applications



Source: CNIC Statistical Survey on Internet Development in China 2017.12

The Urban-rural Structure of Chinese Internet Users



Source: CNIC Statistical Survey on Internet Development in China 2017.12

The Age Structure of Chinese Internet Users



Source: CNIC Statistical Survey on Internet Development in China 2017.12

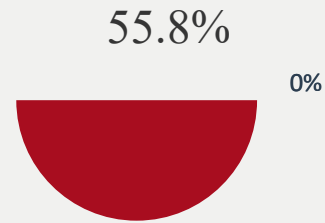
Figure 27 The Age Structure of Chinese Internet Users

Users

772 million users
the number of Internet users in China

1.04 billion

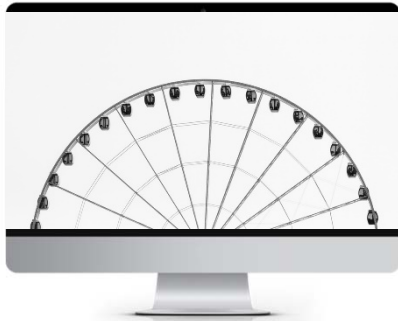
WeChat and WeChat official account monthly active users



up 2.6 percentage points from
the end of 2016.(CNNIC 2018)



02 opinions 02



Putnam 1993

Audience's discussion of civil matters provided by the press contributes to the formation of collective consciousness



Azeez and Abidoye
2012

Transparent the governing bodies' ecosystem and maximize the accountability of the critical stakeholders



Rojas 2015

ego-centric networks filter what and how we perceive the world around us



2

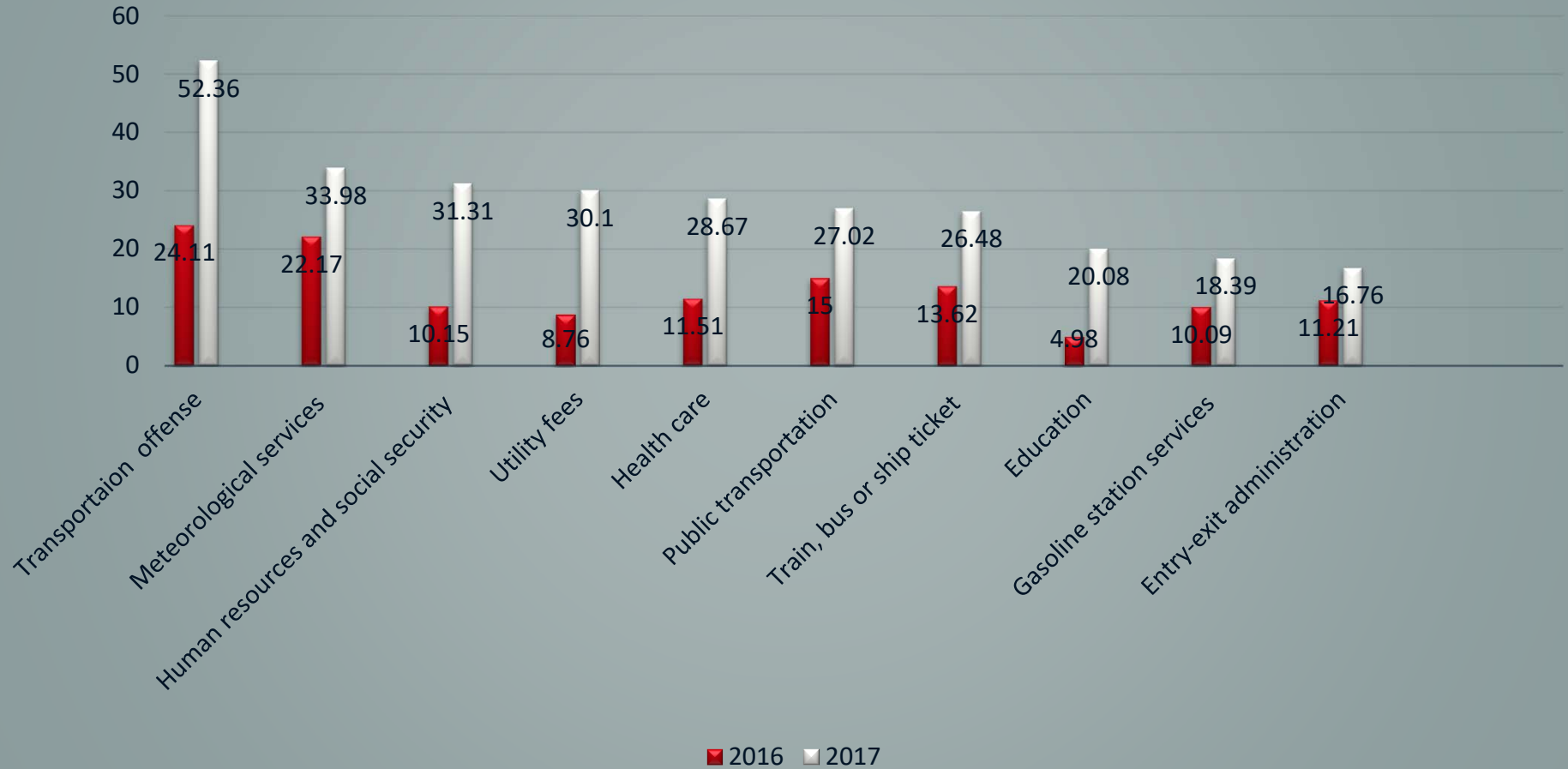
advantages

x x x

A, Integrating office platform

more opportunities for the government to develop its
governance power and more convenience for citizens to
improve their life quality

Cumulative users of WeChat city services from 2016 to 2017



[Source: 41st Statistical Report on Internet Development in China.(CNNIC 2018)]

the cumulative users of WeChat City Services

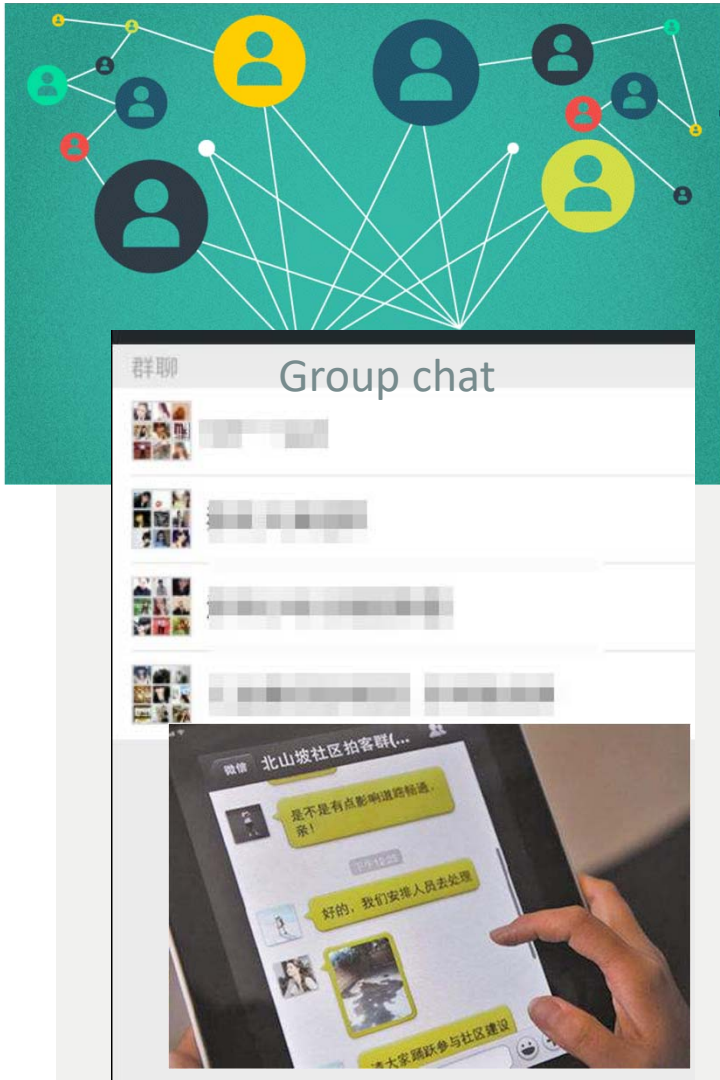
4.2 billion



Smart city: leverage WeChat digital ecosystem advantage

According to WeChat Economic & Social Impact Report(CNNIC 2018)

**B, Improving social dialogue
mechanism and media literacy**



1. Group Chat: Realizing identity



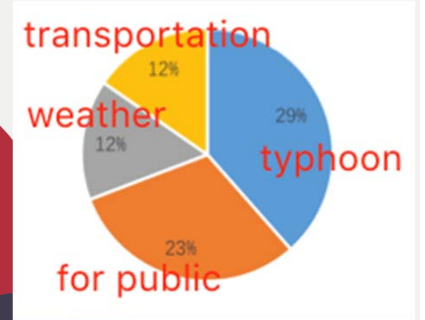
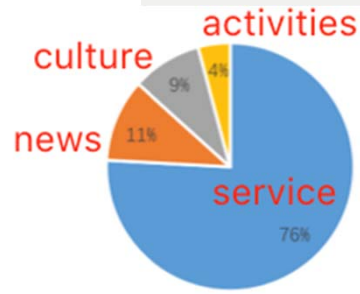
Example: Beijing

provides the platform for exchanging views and generating opinions in the network space

- collect sentiment public opinion;
- give instant feedback;
- evaluate community work

[356]

New public:
Need > Supply



"Little bu"

To find what public really need

recognition of public spirit and value

2. WeChat Official Account

2017 National e-government WeChat official account top100er pushed **128,770 articles**, reading numbers up to **2.578 billion**

(Based on incomplete statistics)

An aerial photograph of a wooden boardwalk. The boardwalk is made of dark wooden planks and has a white railing. In the background, there is a dense forest of green trees on the left and a dark, rocky coastline on the right. Three people and a dog are walking on the boardwalk. A white rectangular box is overlaid in the center of the image, containing the number 3 and the word CHALLENGES.

3

CHALLENGES

CHALLENGES



- **Utilize and understand the platform**



- **Selective reporting VS open news**



- **Feedback mechanism**

1.APPLY IN EDUCATION



1.367 MILLION

(2015)

the number of children
accompanying migrant
workers in cities during
the compulsory
education phase

142 MILLION

(2016)

compulsory stage of
education

Town:59.27 MILLION

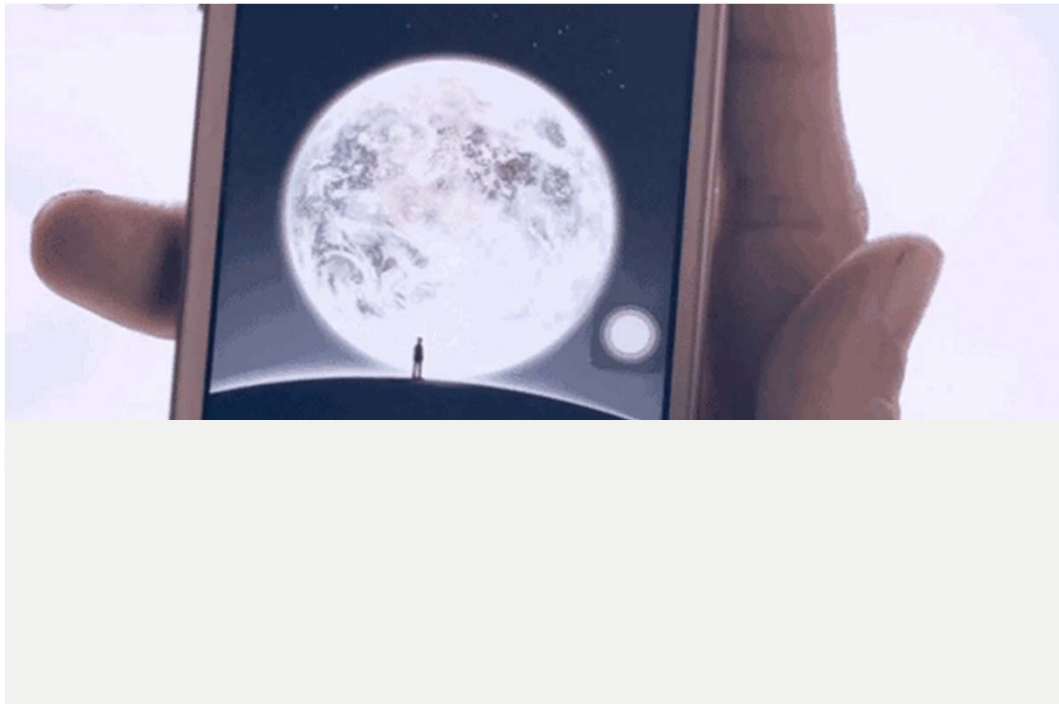
Students in the town for compulsory education

Village:355.877 MILLION

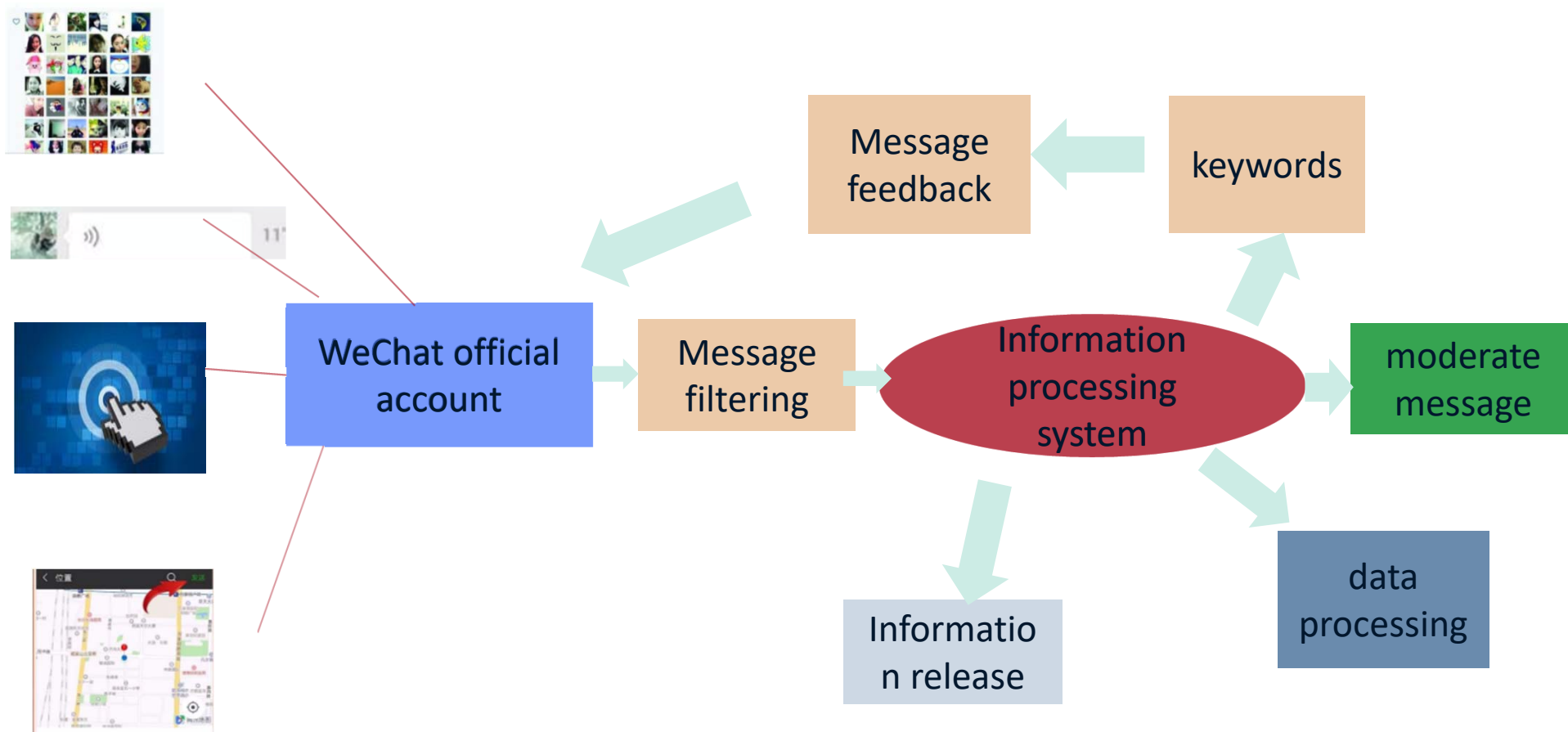
Students in the rural place for compulsory education

- online registration and statistics
- psychological counseling
- accurate push the relevant policies for the children of accompanying immigrants

2. Selective reporting VS open news



the new social media has more features and potential to inspire discussion than the Web press, and is also better suited to carrying open news.



3.FEEDBACK MECHANISM

one-way information communication

Passive role

1

artificial reply & keyword reply

listen to the views of netizens and timely feedback

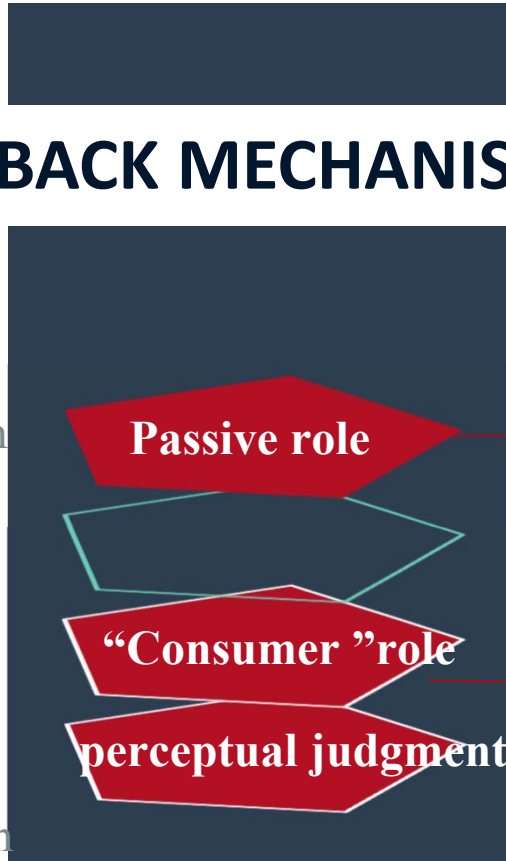
“Consumer” role

2

service-oriented

- day-to-day responses to policy
- ex-post monitoring and evaluation

perceptual judgment



**If it comes to your city, what would happen ?
Feasible or not? Reasons?**

An aerial photograph of a city skyline at dusk, featuring a wide river and numerous skyscrapers. The sky is a mix of purple, blue, and orange. The word "THNAKS" is overlaid in large, bold, red capital letters. To the left of the text is a green graphic element consisting of two overlapping right-angled triangles forming a square-like shape.

THNAKS