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

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WeChat: Not only a platform
Combination

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

“e-government”
The Usage Rate of Typical Social Networking Applications

Source: CNNIC Statistical Survey on Internet Development in China 2017.12

The Urban-rural Structure of Chinese Internet Users

The Age Structure of Chinese Internet Users

Source: CNNIC 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

55.8%
up 2.6 percentage points from the end of 2016.(CNNIC 2018)
Audience's discussion of civil matters provided by the press contributes to the formation of collective consciousness. (Putnam 1993)

Transparent the governing bodies’ ecosystem and maximize the accountability of the critical stakeholders. (Azeez and Abidoye 2012)

ego-centric networks filter what and how we perceive the world around us. (Rojas 2015)
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]
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

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

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

Example: Beijing
“Little bu”

To find what public really need

356

New public: Need > Supply

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)*
3

CHALLENGES
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- Utilize and understand the platform
- Selective reporting VS open news
- Feedback mechanism
1. APPLY IN EDUCATION

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

142 MILLION (2016)

Town: 59.27 MILLION

Village: 355.877 MILLION

Students in the town for compulsory education

1.367 MILLION (2015)

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

Students in the rural place for compulsory education

compulsory stage of education
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

- Passive role
  - artificial reply & keyword reply
  - one-way information communication
  - listen to the views of netizens and timely feedback
    - day-to-day responses to policy
    - ex-post monitoring and evaluation

- “Consumer” role
  - service-oriented
  - perceptual judgment
If it comes to your city, what would happen? Feasible or not? Reasons?