

Can China Remake the Internet in its own Image?

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China's Social Media: A Primer

The platforms:



- Mobile only
- Friend circle platform *plus* one-to-many “self media” distribution
- For communication and commerce
- 762M monthly active users
- Released January 2011



- Desktop or mobile
- One-to-many platform for “self-expression and social interaction”
- 261M monthly active users
- Released August 2009

Meet China's 杀马特



The Internet: A silent battleground



What about the Web scares the Party?

-News/info spread will

-Online and government

-Anyone can join huge groups
Communist

-Web coherence
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So why does the Party tolerate the Web?

- Massive engine for wealth creation
- Most influential information distribution mechanism today
- Transparency into private conversations and overall public sentiment
- Low marginal cost of production & propagating pro-Party messaging
- Both blanket and line-item censorship easier to enforce (versus interdicting books, or ripping particular articles out of magazines)

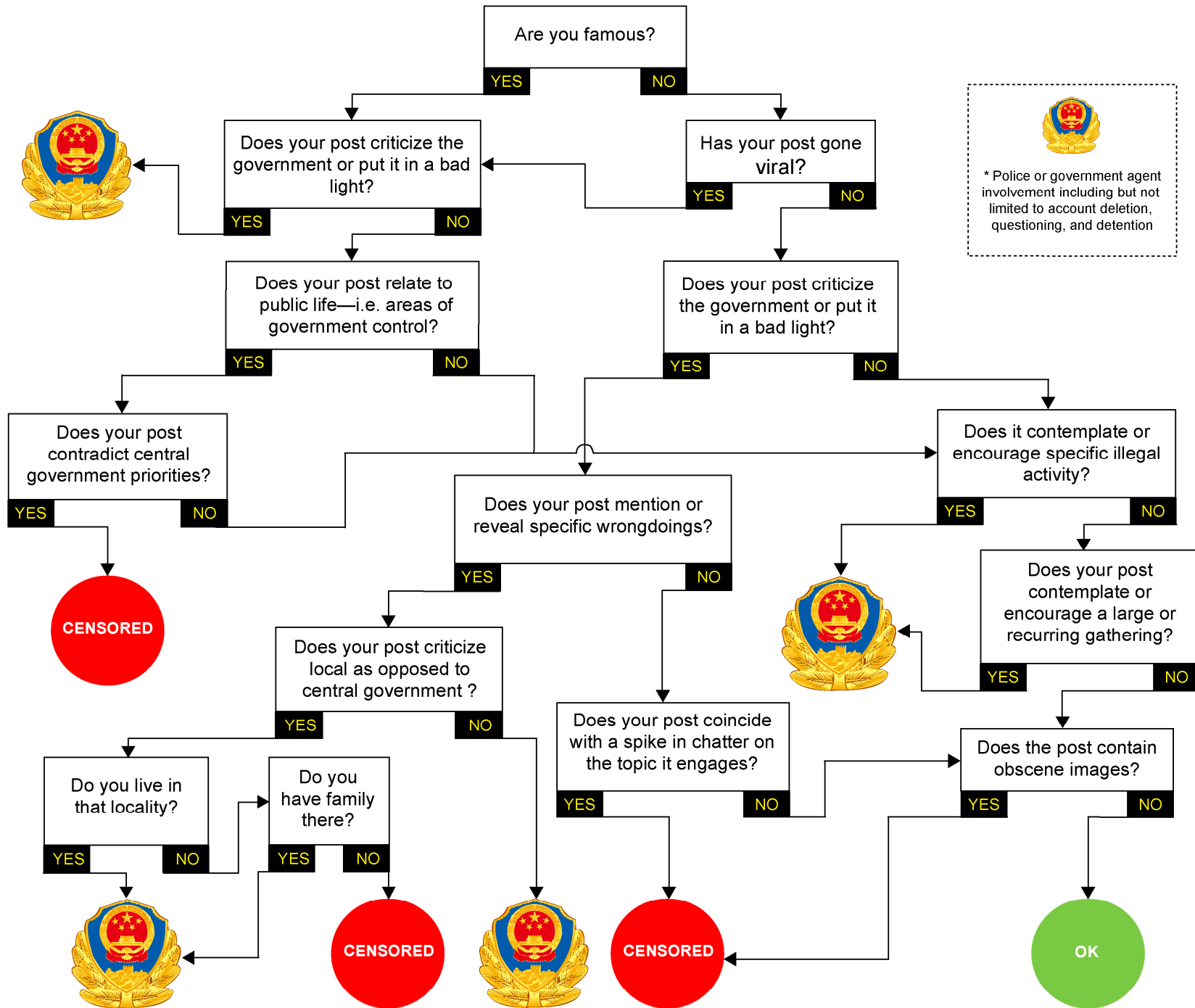


Law and lawlessness in Chinese social media



One by One, Major Voices Exit





Propaganda 2.0



What about cross-cultural communication?



Thank You

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