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Nota di contenuto	Preface -- Part 1: Development of the New Media Industry in China -- Chapter 1. Media Evolution from the Perspective of Scientific and Technological Development (Manli Cheng) -- Chapter 2. New Media, Market Competition, and Media Diversity: An Examination of Taiwan's Terrestrial TV Market from 1986 to 2002 (Shu-Chu Sarrina Li) -- Chapter 3. Blue or Red Sea? An Analysis of Chinese Mobile Radio Industry (Laihui Yu) -- Part 2: New Media and the Chinese Society -- Chapter 4. Social Media Use, Political Efficacy, and Political Participation in China: The Moderating Role of Need for Orientation (Lu Wei) -- Chapter 5. Intermittent Use of Social Media: Facebook and Weibo Use, Their Predictors and Social and Political Implications (Yinjiao Ye) -- Chapter 6. New Media's Impact on China from a Culture Perspective (Yi Xu) -- Chapter 7. An Analysis of Moral Coercion in the Context of Media Socialization (Peiren Shao) -- Chapter 8. The Changes and Deviations of Political Discourse Employed in Government

Communication in the Internet Age (Xiaohong Wang) -- Chapter 9. Challenges to China's Diplomacy in the Context of New Media (Xiaomeng Song) -- Part 3: Social Media Usage in Everyday Life -- Chapter 10. Digital Photography and Memory Practice in Contemporary Chinese Families (Rui Yang) -- Chapter 11. WeChat and Distant Family Intergenerational Communication in China: A Study of Online Content Sharing on WeChat (Baohua Zhou) -- Chapter 12. A Study on Chinese Mobile Internet Users' Continuance Intention of Online Brand Community (Yuanbing Deng) -- Part 4: Content Production and Consumption in the New Media Era -- Chapter 13. To Stick or to Switch: Understanding Social Reading Apps Continuance by Evidence Collected from Chinese College Students (Wu Li) -- Chapter 14. Shaping Music Consumption in China's New Media Era: Use, Exchange, and Identity (Mengyu Luo) -- Chapter 15. To Collaborate or Not? A Study of Motivations for Collaborative Knowledge Production in Cyberspace (Jia He) -- Chapter 16. A Study on the Effectiveness of We-Media as a Platform for Intercultural Communication (Sun Yanran) -- Afterword (Xue Ke).

Sommario/riassunto

This book focuses on the influence of social media on Chinese society. The respective chapters present research by top-tier communication scholars from prominent Chinese universities and offer revealing findings on the interplay between media / social media, economics and politics. To that end, both qualitative and quantitative methods based on classical theories of communication and economics are drawn upon. The book explores four main areas: the challenges and opportunities for Chinese journalism and communications, changes in Chinese economic development, influences and forecasts for Chinese politics, and the impacts on Chinese culture. As the chapter contributors hail from diverse regions within China and represent three generations of communication scholars, the book offers a comprehensive guide, helping readers understand the impact of social media on China's development from a broad range of perspectives, and sharing insights on its impacts around the world.
