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Nota di contenuto	1. Social Dimensions of the Internet Economy -- 2. The Big Time for WeChat Business: "Moments" and "Wealth Dream" -- 3. Space Compression of E-commerce in Rural Areas and Its Value: Case Study -- 4. Marketing Chaos and Development Transformation of E-commerce Market: Reflections After the Bustling "Singles Day" -- 5. Spatial Turn of Network Information Consumption and Its Social Risks: Case Study of "the Sale of Baidu Hemophilia Post Bar" -- 6. Two-Way Embedding: A National Carnival of Electronic Red Envelopes -- 7. "The Differential Mode of Association" in Cyberspace: Sociological Research on "Crowdfunding" -- 8. Network Power Construction in Micro Public Welfare 2.0: A Case Study of Tianjin Explosion -- 9. Network Expression of Social Problems: A Case Study of Forwarding "Death Penalty for Human Traffickers".
Sommario/riassunto	This book provides a cutting edge analysis of the rapid rise of China's network society and reviews recent key developments within China's internet economy, notably the concepts of "Lucky Money" and E-

Business on Wechat, and Crowd-Funding Platforms. It focuses on drawing out the sociological impact of these economic developments, examining among others the bearing of the decentralization of e-business in rural areas. It offers a vital sociological perspective on the development of China's internet society and how it affects social and professional relations, examining the shift from the traditional Red Envelope Giving Culture to Digital Red Envelope, micro charity 2.0 as well as the Rise of Internet Crowd Funding in China. Combining an up to date analysis of the current state of play of China's internet society with expertise in the rapidly changing landscape of China's social media, this book provides key insights into how technology impacts on the communication and movement of population in China, in both social and economic spheres.

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