

Research Series on the Chinese Dream and China's Development Path

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Drawing on a large body of empirical studies done over the last two decades, the *Research Series on the Chinese Dream and China's Development Path* seeks to provide its readers with in-depth analyses of the past and present, and forecasts for the future course of China's development. Thanks to the adoption of Socialism with Chinese characteristics, and the implementation of comprehensive reform and opening, China has made tremendous achievements in areas such as political reform, economic development, and social construction, and is making great strides towards the realization of the Chinese dream of national rejuvenation. In addition to presenting a detailed account of many of these achievements, the authors also discuss what lessons other countries can learn from China's experience. This series will be an invaluable companion to every researcher who is trying to gain a deeper understanding of the development model, path and experience unique to China.

More information about this series at <http://www.springer.com/series/13571>

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Development Report on China's New Media



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Abstract

The 2015 edition of the *Development Report on China's New Media* is compiled by researchers at the Institute of Journalism and Communication Studies (IJCS) and Chinese Academy of Social Sciences (CASS). The general report is followed by four sections: key issues, survey reports, communication, and industry development. This book offers a comprehensive account and analysis of the current conditions of China's new media, including development trends and impact.

The year 2014 marked the 20th anniversary of the establishment of full access to the World Wide Web through the Internet. This year, Internet development entered an era of qualitative changes, after years of fast growth in terms of the user number, market size, and technologies. Cybersecurity became a focus of the national strategy; media convergence constituted an important part of the central government's efforts to deepen reforms, and increasing the role of the Internet in governance an important measure for improving governance.

The general report provides a summary of recent development in China's new media, in regard to issues such as new technologies, applications, mobile Internet, online information security, the power of the so-called micro-communication, We-Media, media convergence, Internet finance, data journalism, microblog development, WeChat's ability to spread rumors and new media economy. It offers an in-depth analysis of hot issues such as the government's top-down design for online information security and media convergence, the rule of law in cyberspace, rumor-spreading via WeChat, Internet finance, the convergence and transformation of traditional media, and digital copyright. In addition to explaining the profound impact, the fast-growing new media has had on the Chinese society, politics, economy, and cultural communication, the general report also offers an outlook for future trends in the area.

Contributors to the volume are experts and scholars who specialize in the new media. In addition to the topics already mentioned, the reports also contain discussions on the developments of global new media industries such as digital newspaper, mobile video, smart wearables, and IPTV.

In 2014, new media's strategic importance in China's social development became prominent thanks to the support from the government's top-down design.

Fast growth in mobile applications and media convergence contributed to the continuous functional expansion and growing influence of new media. An in-depth convergence of new media with politics, the economy, traditional media, and culture has yielded beneficial outcomes. Various new ideas, technologies, applications, and industries are emerging to help China become a world leader in the field of mobile Internet.