

# Digitalization and Chinese Social Stratification

*--- Internet Usage in China as a Case*

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# Two Questions

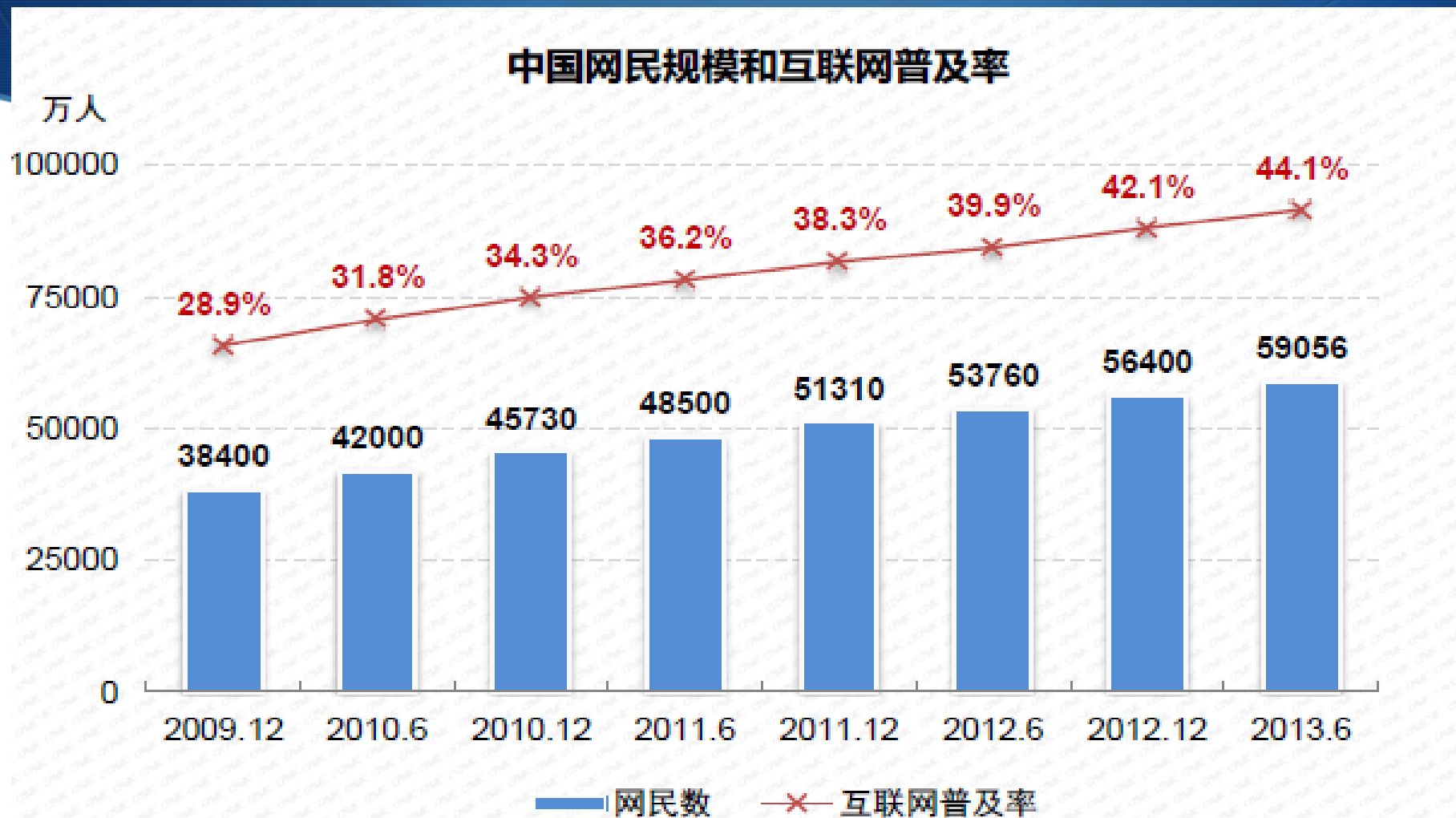
- 💧 **Internet Usage as a Symbol of Chinese Social Stratification**
- 💧 **Reasons and Possible Outcomes**

# Two Questions

- 🟢 Internet Usage as a Symbol of Chinese Social Stratification
- 🟢 Reasons and Possible Outcomes

# Population and Penetration Rate

(Source: CNNIC)

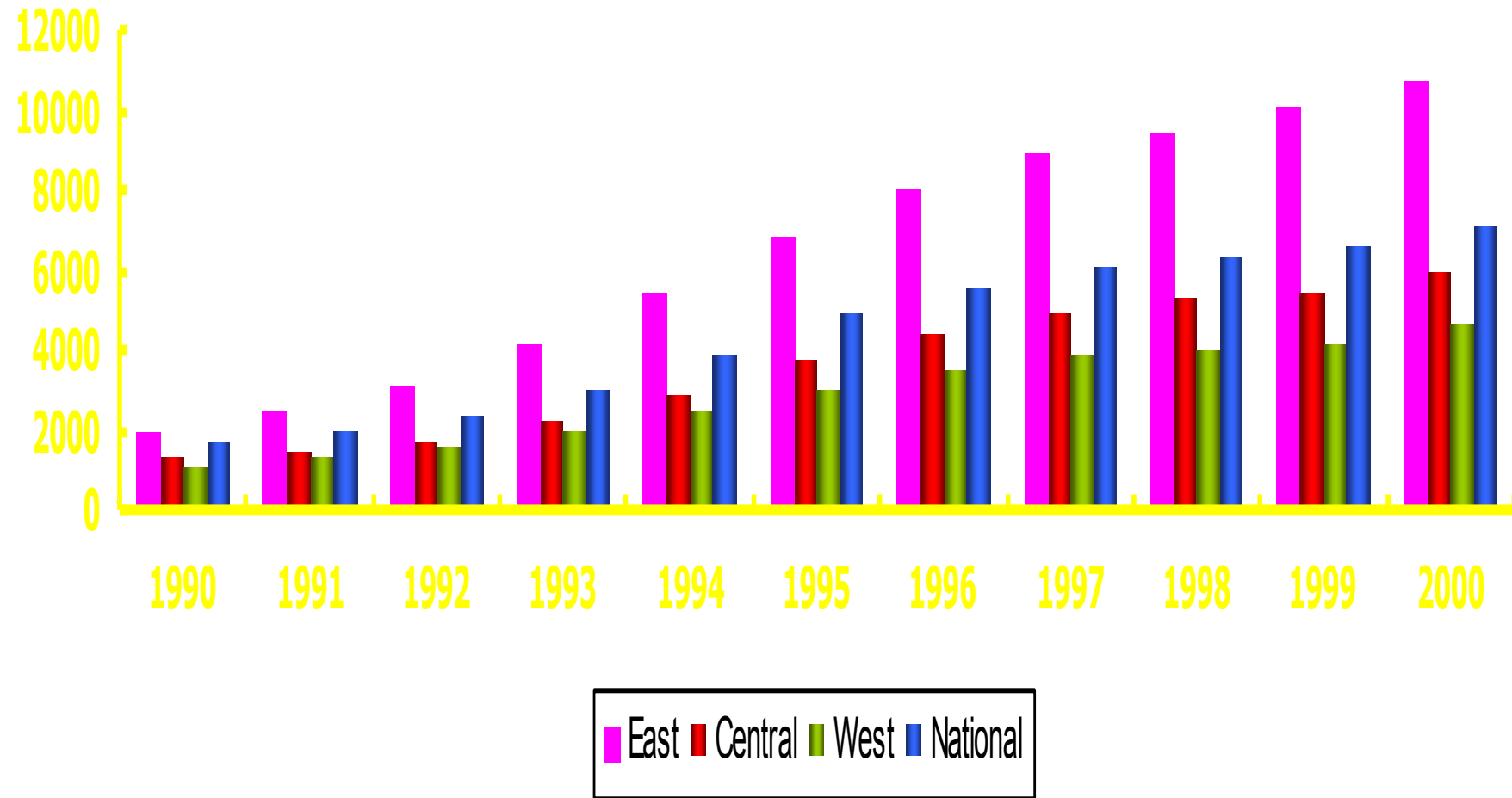


# Internet Penetration Rate (Regions)

省份	网民数 (万人)	普及率	网民增速	普及率排名	网民增速排名
北京	1458	72.2%	5.8%	1	27
上海	1606	68.4%	5.3%	2	29
广东	6627	63.1%	5.2%	3	30
福建	2280	61.3%	8.5%	4	23
浙江	3221	59.0%	5.5%	5	28
天津	793	58.5%	10.3%	6	18
辽宁	2199	50.2%	5.1%	7	31
江苏	3952	50.0%	7.2%	8	25

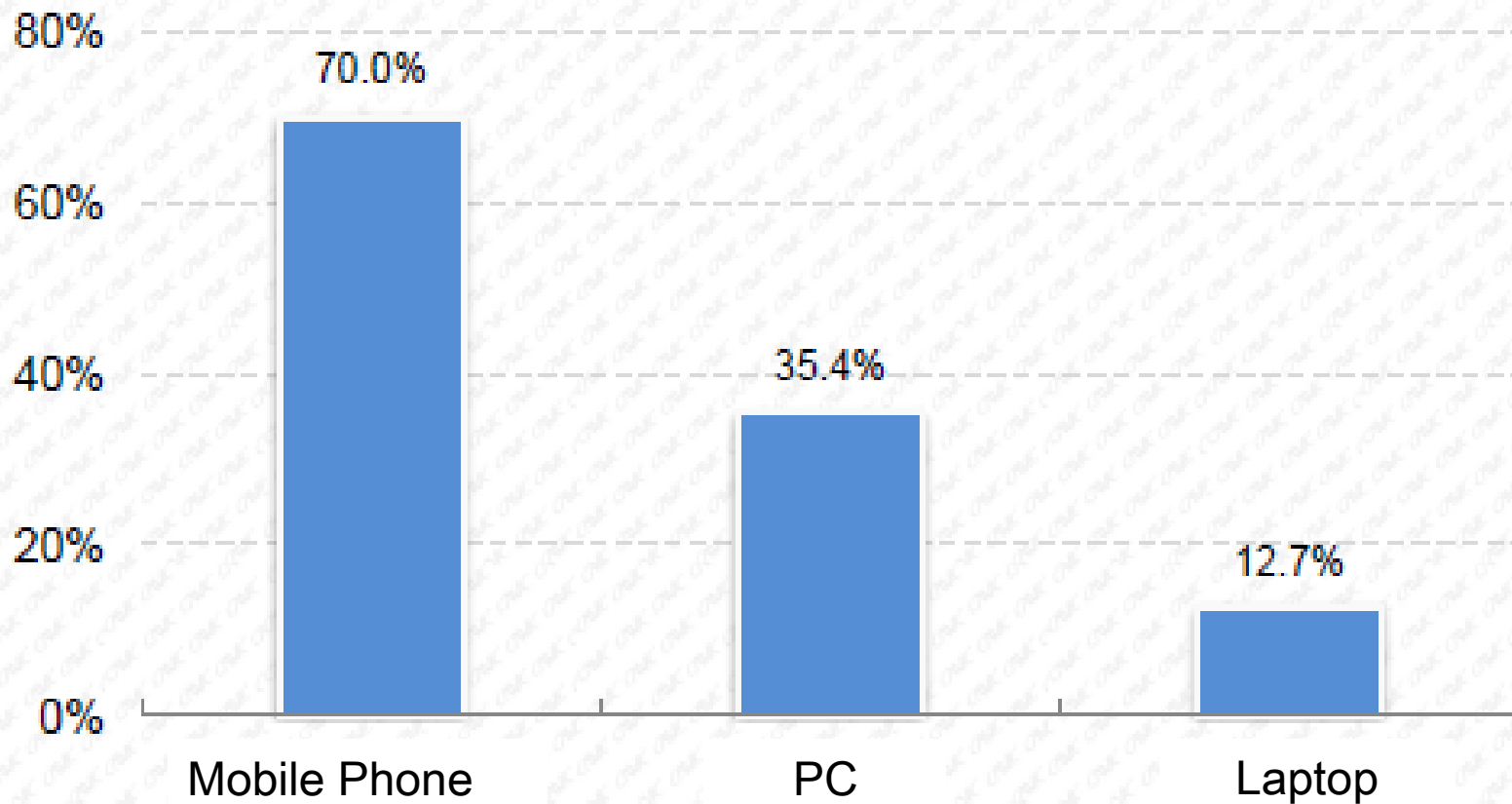
安徽	1869	31.3%	17.9%	26	3
甘肃	795	31.0%	13.6%	27	11
河南	2856	30.4%	10.6%	28	17
贵州	991	28.6%	17.9%	29	2
云南	1321	28.5%	15.9%	30	6

# East, Central and West Average Per Capita GDP



# Platforms of Internet

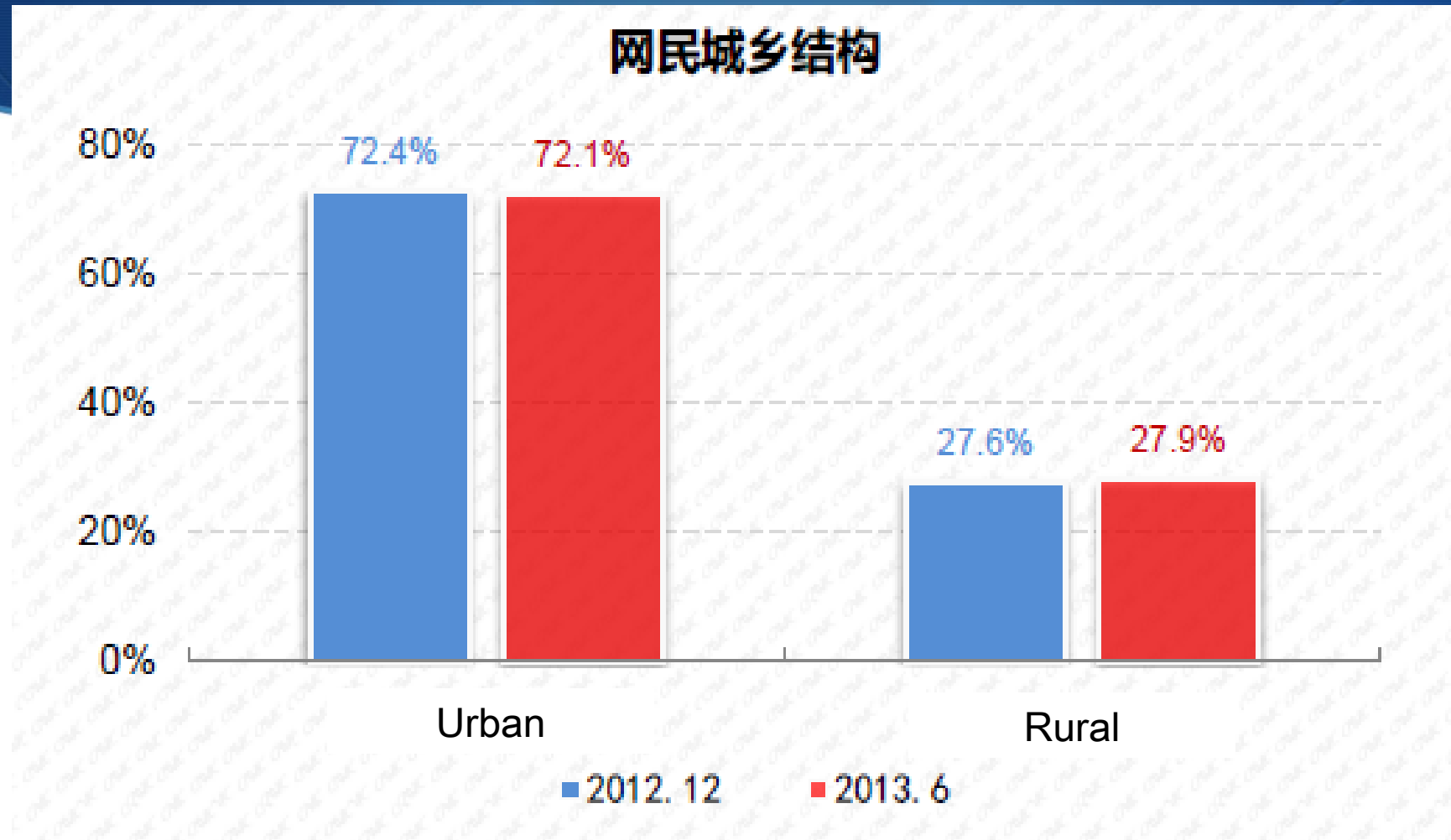
## 2013年上半年新增网民上网设备使用情况



来源：CNIC 中国互联网络发展状况统计调查

2013.6

# the Urban and the Rural

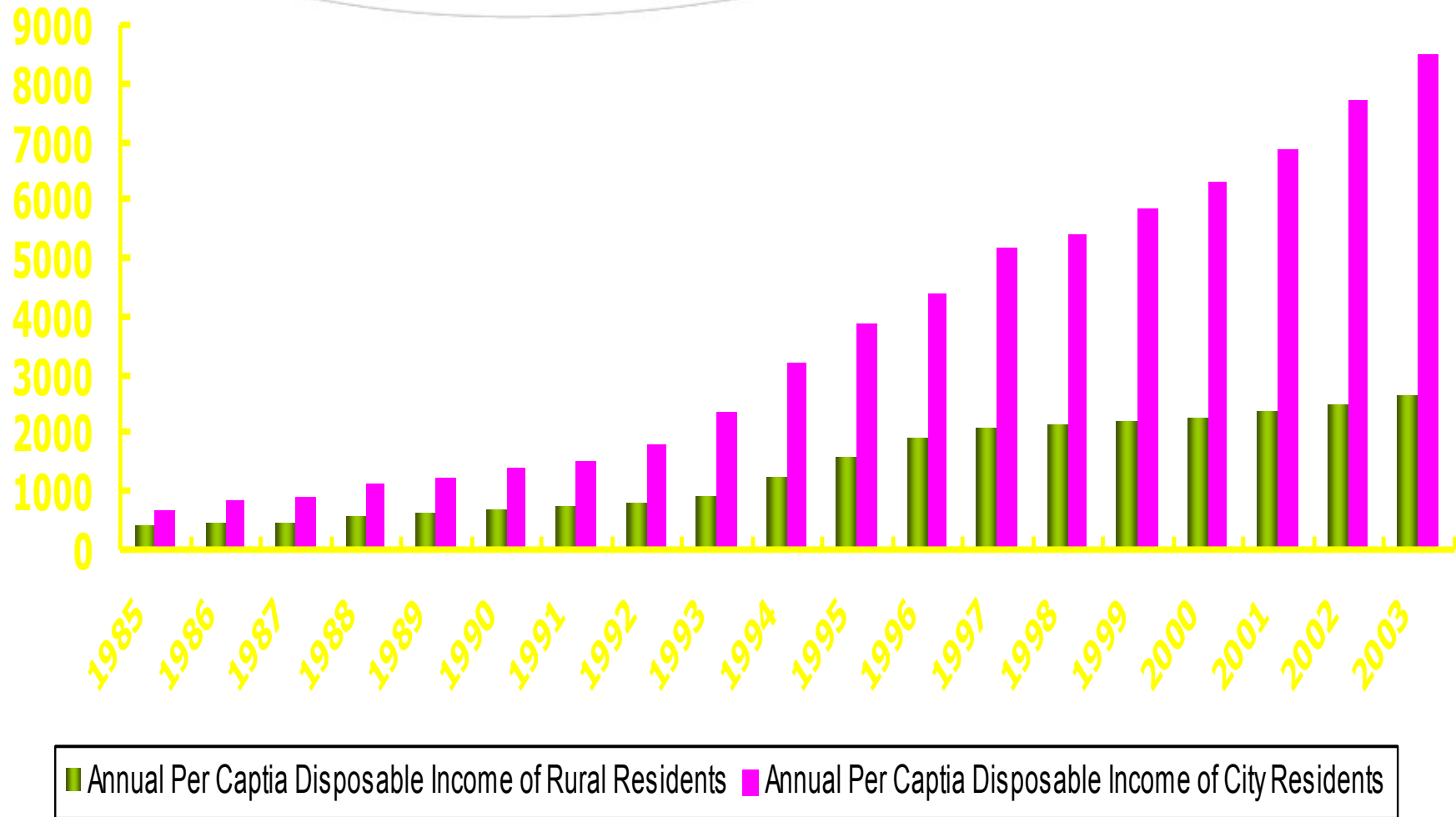


来源：CNNIC 中国互联网络发展状况统计调查

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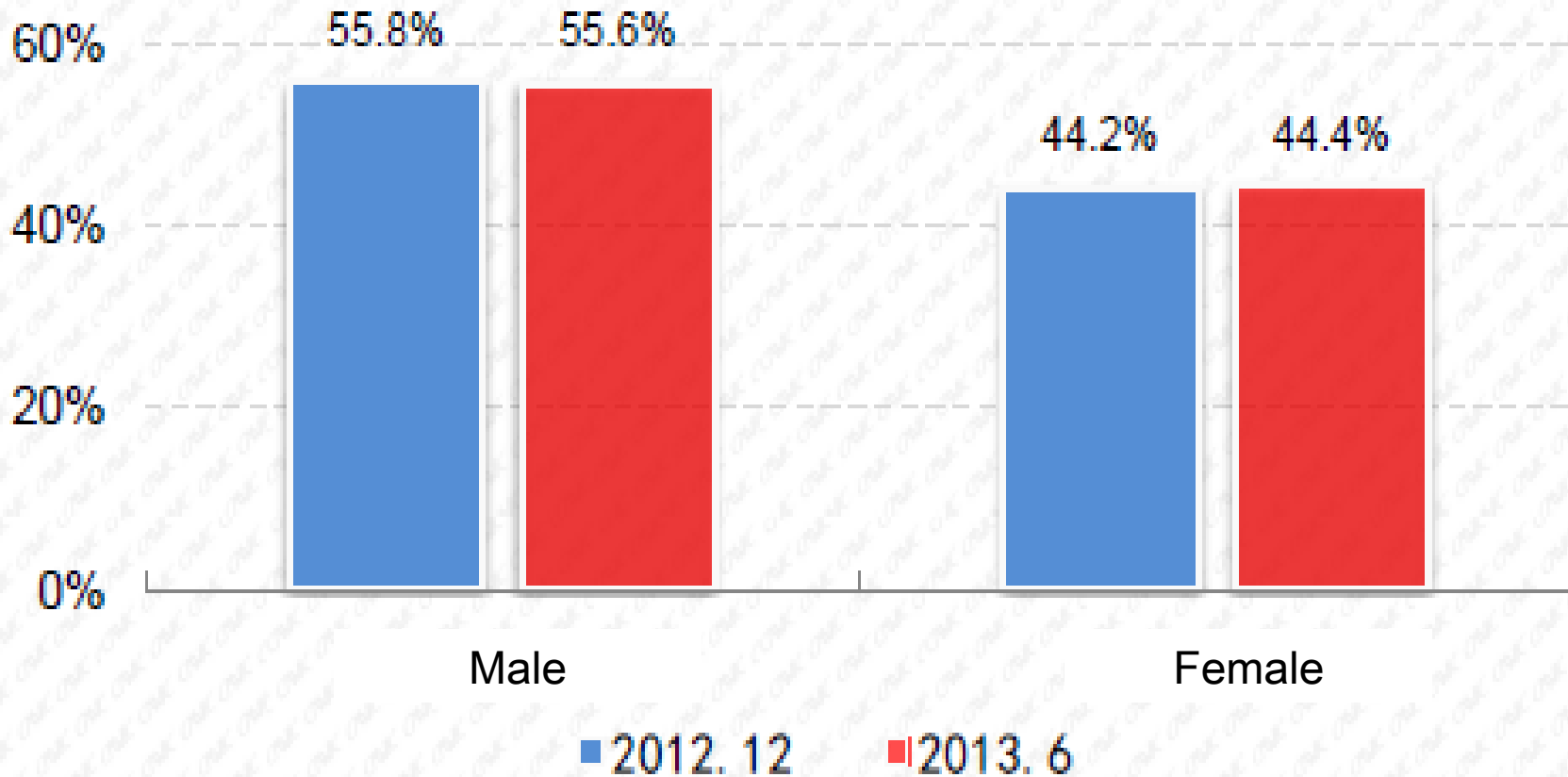


# Ruran & Urban Per Capita GDP Growth



# Gender

## 网民性别结构

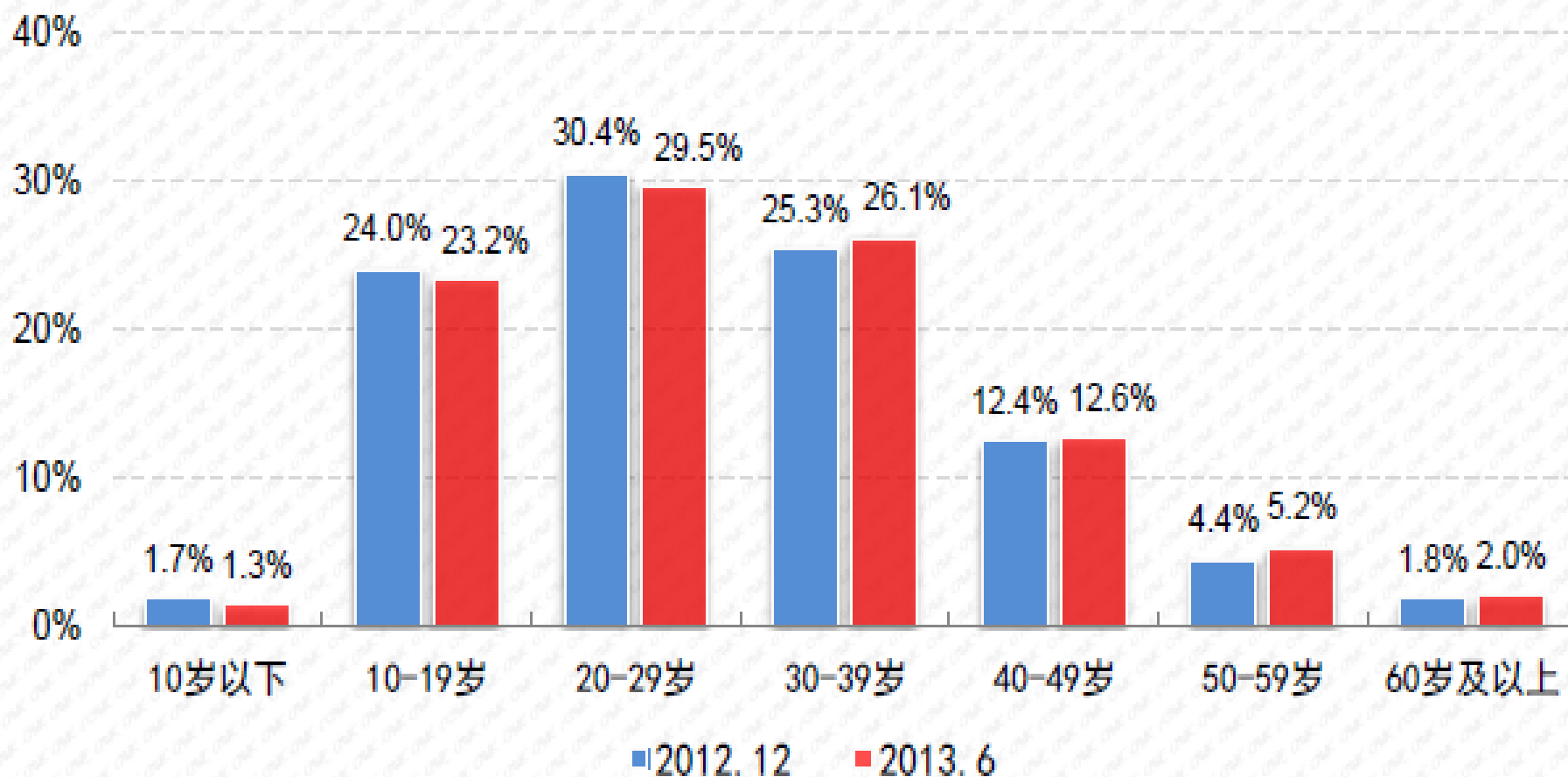


来源：CNIC 中国互联网络发展状况统计调查

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# Age

## 网民年龄结构

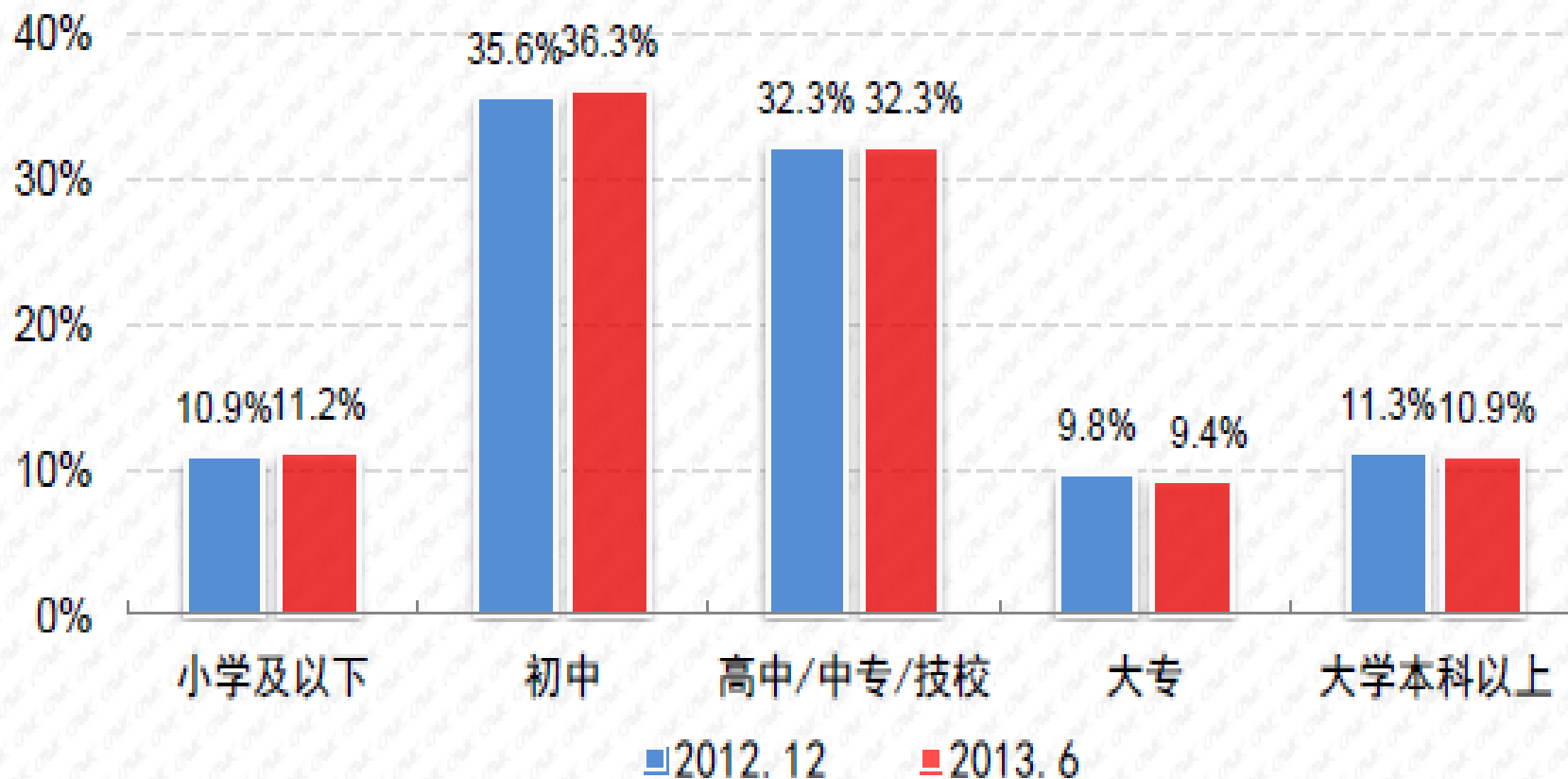


来源：CNNIC 中国互联网络发展状况统计调查

2013.6

# Education

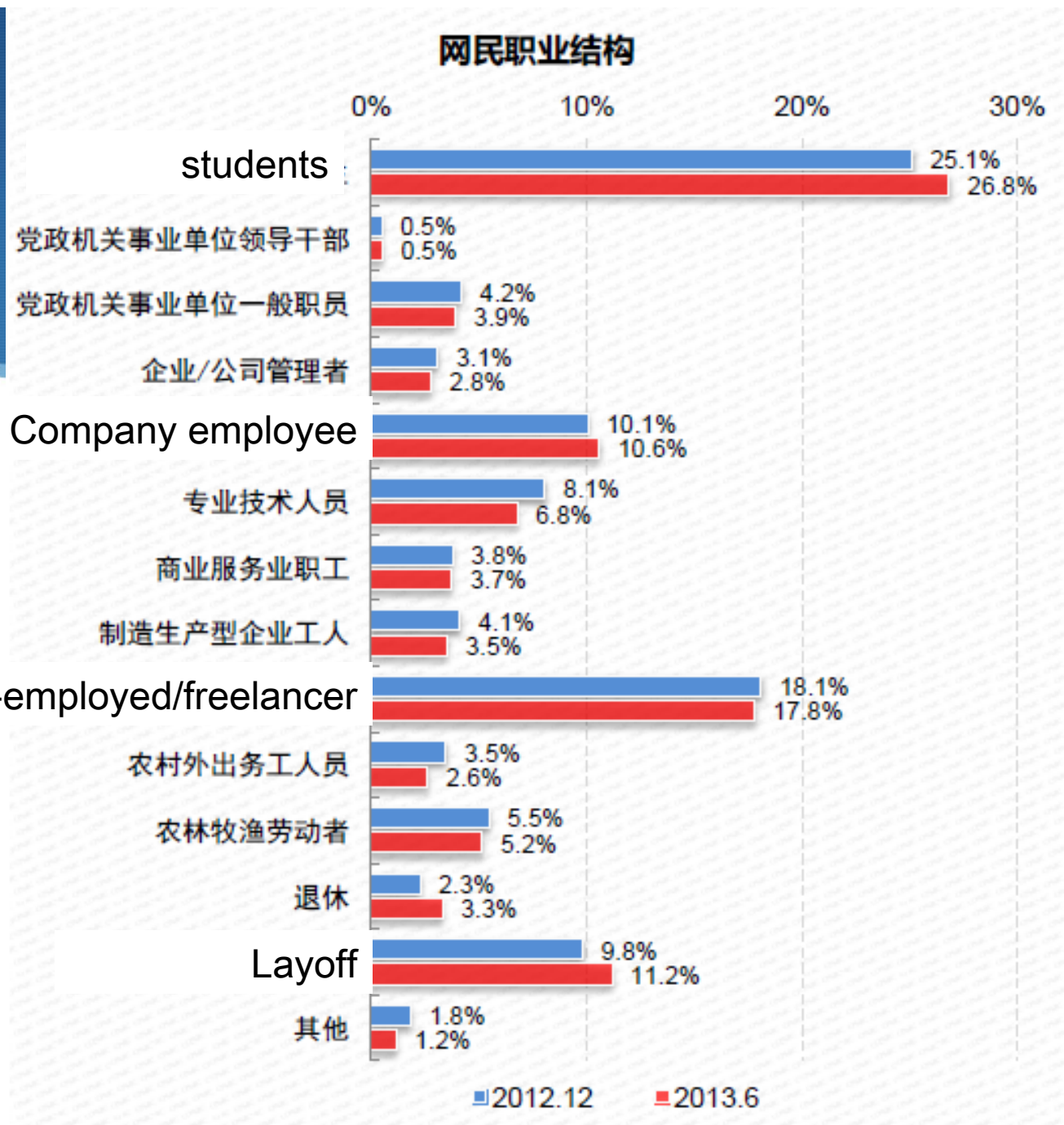
## 网民学历结构



来源：CNNIC 中国互联网络发展状况统计调查

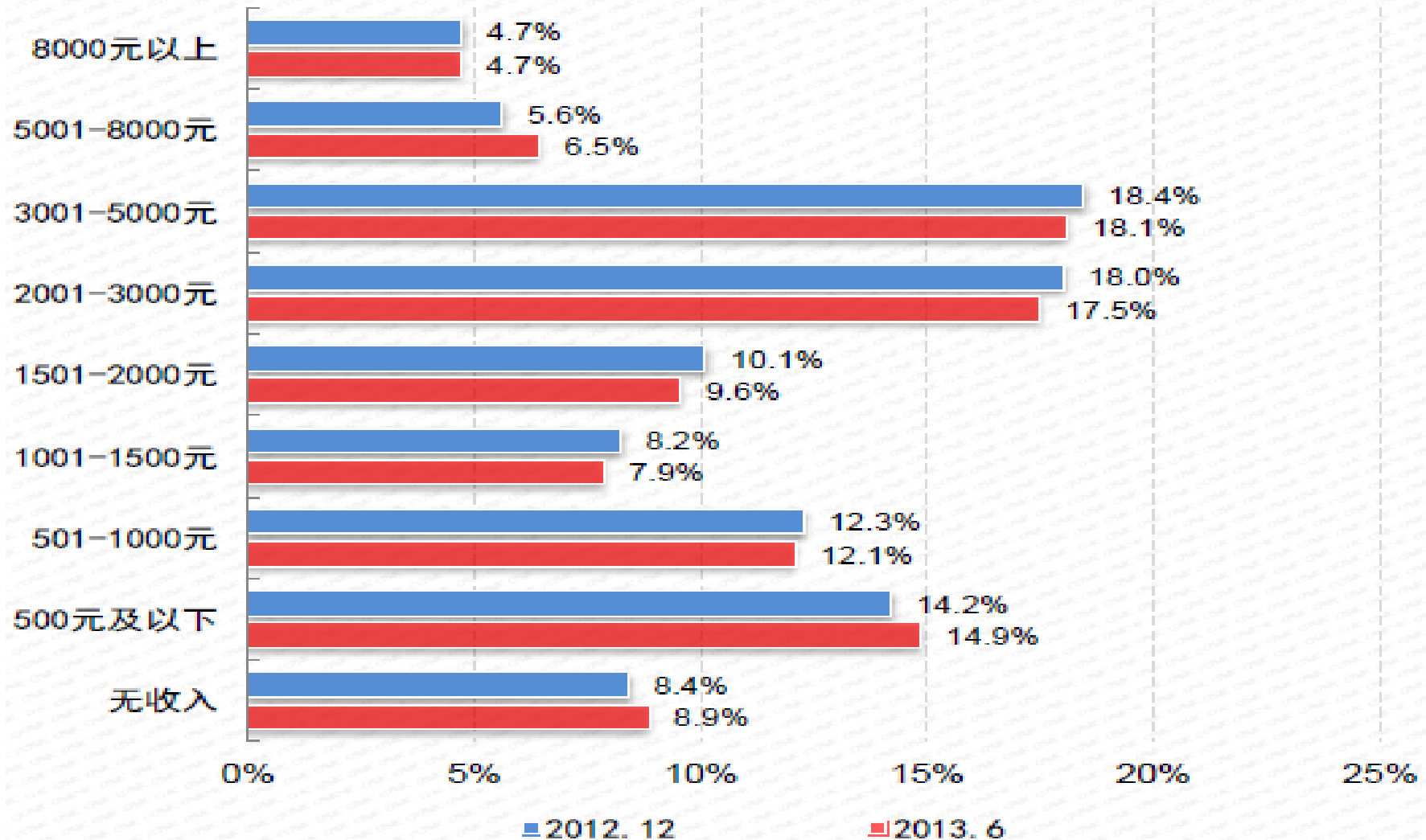
2013.6

# Professions



# Income

## 网民个人月收入结构



# Two Questions

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- 💧 Reasons and Possible Outcomes

# Reasons

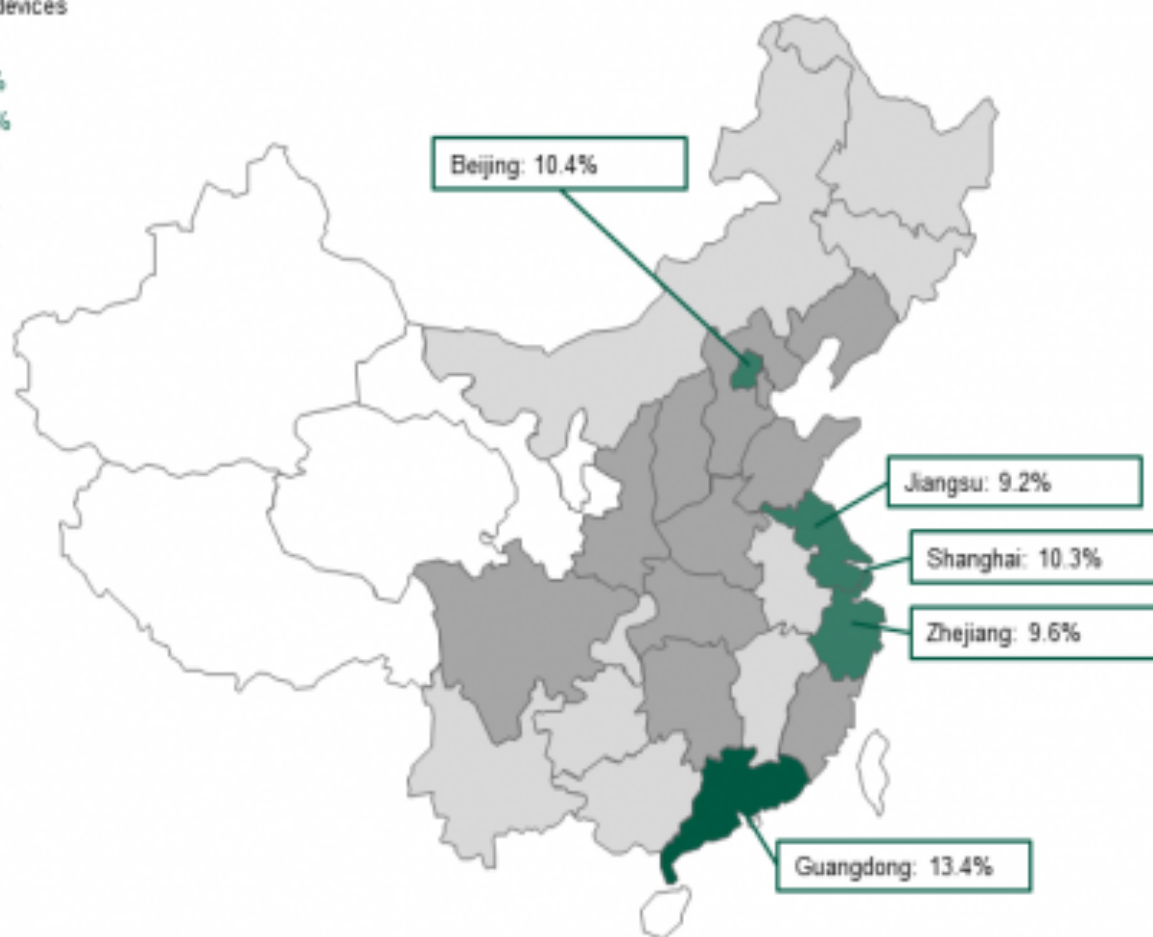
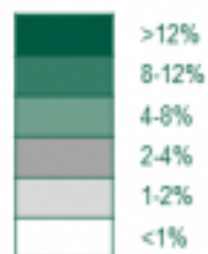
- 💧 Monopoly of online service providers: high price
- 💧 Slow technology improvement: low penetration
- 💧 Social classes: power shifts

*platform for less powerful class*



## More than half of all iOS devices are found in Beijing, Guangdong and the Yangtze Delta Region

Percent of iOS devices by province, at end of 2011  
Total: 21 million devices

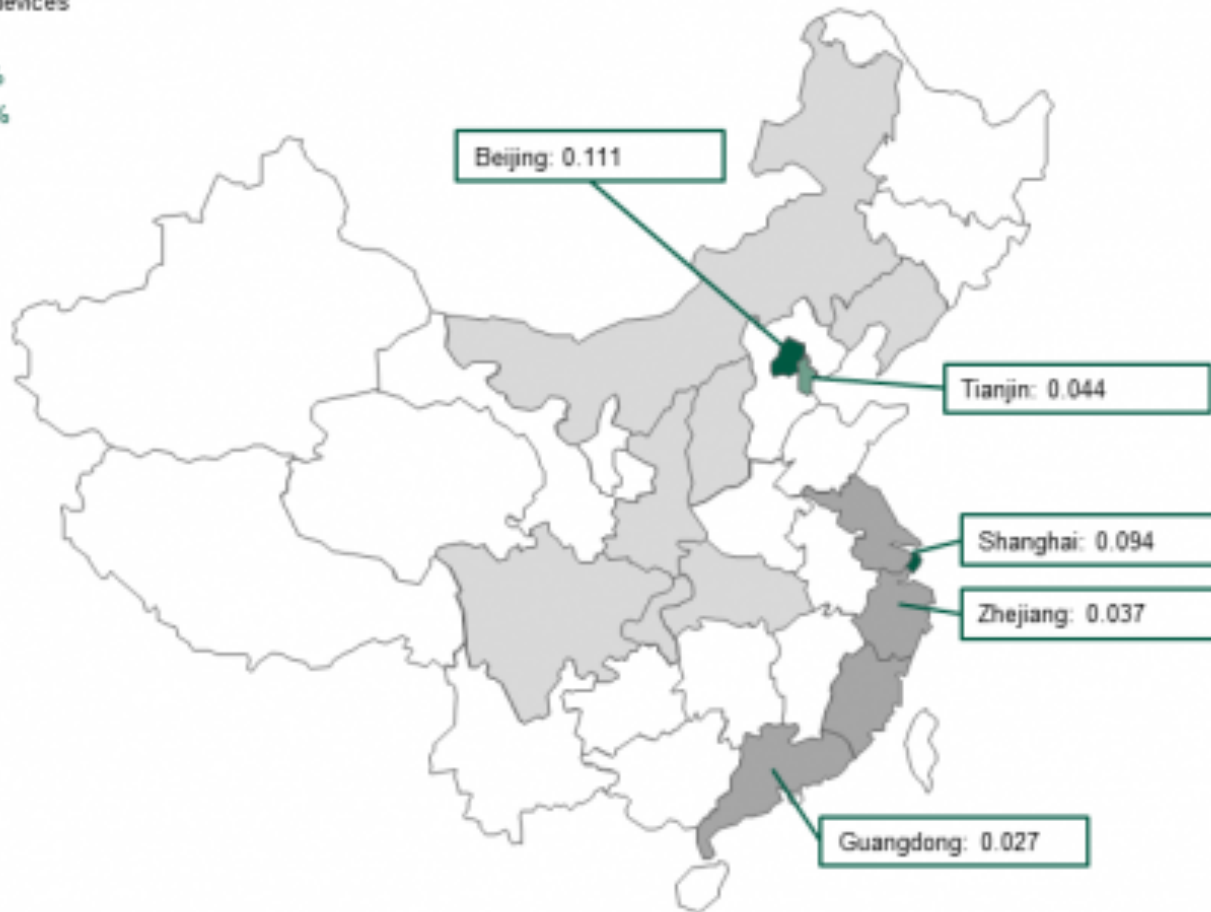
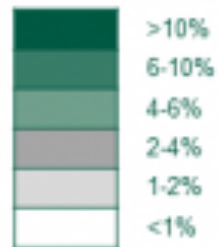


Province	% of total
Guangdong	13.42%
Beijing	10.38%
Shanghai	10.27%
Zhejiang	9.54%
Jiangsu	9.22%
Fujian	3.88%
Sichuan	3.88%
Hubei	3.25%
Liaoning	3.14%
Henan	3.04%
Tianjin	2.73%
Hebei	2.73%
Shaanxi	2.52%
Shandong	2.52%
Shanxi	2.31%
Hunan	2.20%
Anhui	1.68%
Chongqing	1.57%
Heilongjiang	1.57%
Yunnan	1.57%
Jiangxi	1.47%
Guangxi	1.36%
Inner Mongolia	1.26%
Guizhou	1.15%
Jilin	1.05%
Xinjiang	0.84%
Gansu	0.63%
Hainan	0.31%
Qinghai	0.21%
Ningxia	0.21%
Xizang (Tibet)	0.10%

Sources: Morgan Stanley AlphaWise, Umeng, Flurry Analytics, insidemobileapps.com, computerworld.com, Apple, Stenvall Skoeld & Company analysis

## In Beijing and Shanghai there is one iOS device for every nine and eleven people, in the rest of China penetration is still very low

Number of iOS devices per person  
Total: 21 million devices



Province	Devices p.p.
Beijing	0.111
Shanghai	0.094
Tianjin	0.044
Zhejiang	0.037
Guangdong	0.027
Jiangsu	0.025
Fujian	0.022
Liaoning	0.015
Shaanxi	0.014
Shanxi	0.014
Hubei	0.012
Chongqing	0.011
Inner Mongolia	0.011
Sichuan	0.010
Heilongjiang	0.009
Xinjiang	0.008
Jilin	0.008
Hebei	0.008
Qinghai	0.008
Hainan	0.008
Xizang (Tibet)	0.007
Yunnan	0.007
Hunan	0.007
Guizhou	0.007
Ningxia	0.007
Jiangxi	0.007
Henan	0.007
Guangxi	0.006
Anhui	0.006
Shandong	0.006
Gansu	0.005

Sources: Morgan Stanley AlphaWise, Umeng, Flurry Analytics, insidemobileapps.com, computerworld.com, Apple, Sternvall Skoeld & Company analysis

# Possible Outcomes

- 💧 Information literacy:
- 💧 Social participation:  
*groups divide → diversity*
- 💧 Sustainability of economic growth

# Broadband China Strategy

Urban: 18.9%  
(2013)

Rural: 6.3%  
(2013)

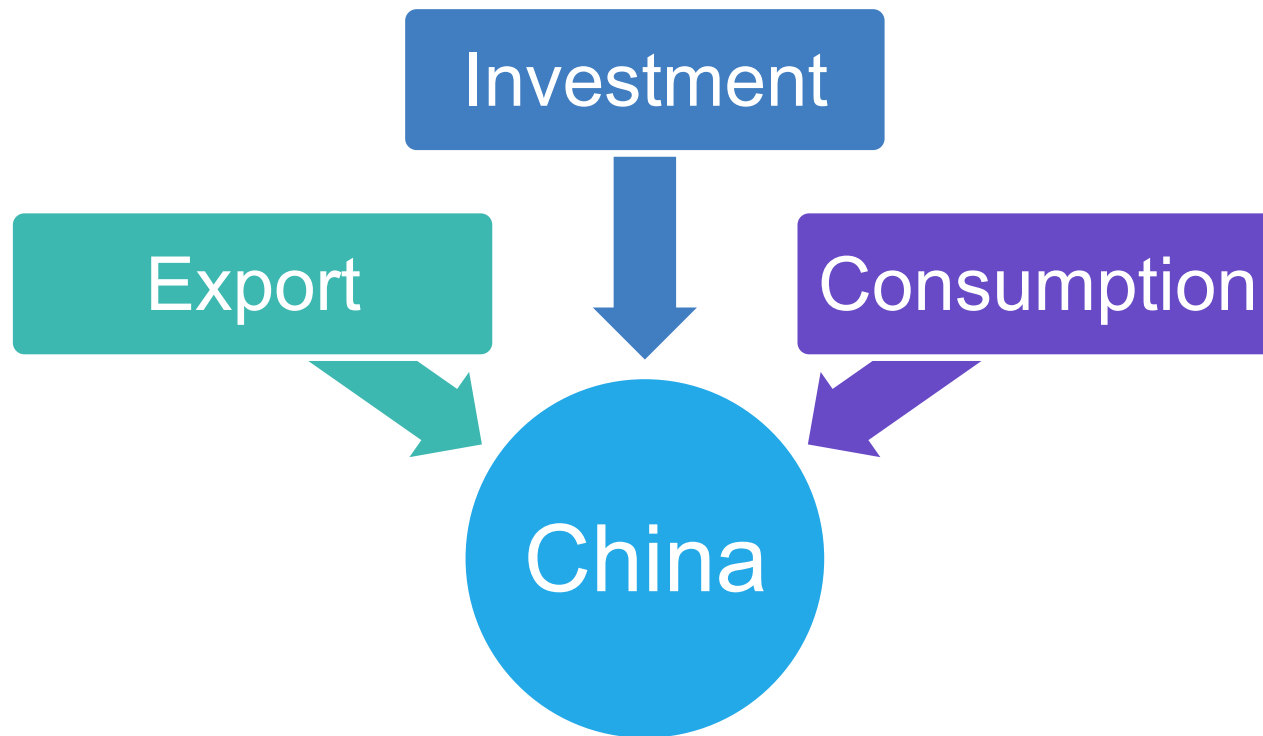


# Economy: USA, EU, China

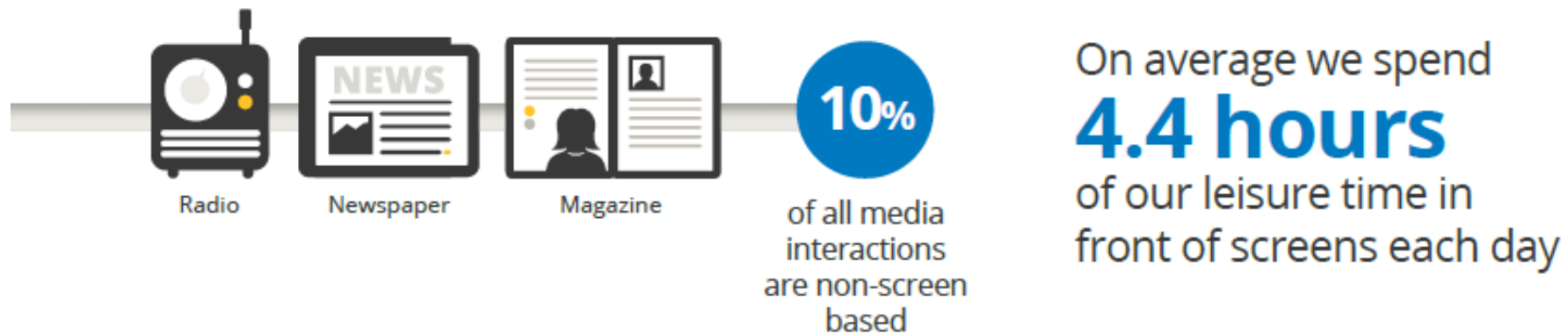
## 中国及欧美经济走势图



# Slowdown of economic growth: over-investing, export-slumping and under-consumption



# Majority of our daily media interactions are screen based





💧 **Digitalization: a driving force?**

--- **society: polarization or integration**

--- **economy: offline or online**

--- **politics: centralized or participatory**



# Thanks!

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