

# 中国人民大学 中国社会发展 研究报告 2017

## 中国网络社会的快速发展与治理创新



RENMIN UNIVERSITY OF CHINA  
RESEARCH REPORTS ON CHINA SOCIAL DEVELOPMENT 2017  
THE RAPID DEVELOPMENT AND GOVERNANCE  
INNOVATION OF CHINA NETWORK SOCIETY

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 中国 人 民 大 学 出 版 社

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· 北 京 ·

## 图书在版编目(CIP)数据

中国人民大学中国社会发展研究报告, 2017: 中国网络社会的快速发展与治理创新/  
张建明主编. —北京: 中国人民大学出版社, 2018. 1  
ISBN 978-7-300-25581-1

I. ①中… II. ①张… III. ①社会发展-研究报告-中国-2017②互联网络-社会管理-研究-中国 IV. ①D668

中国版本图书馆 CIP 数据核字 (2018) 第 031325 号

中国人民大学

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Zhongguo Shehui Fazhan Yanjiu Baogao 2017

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出版发行 中国人民大学出版社

社 址 北京中关村大街 31 号

电 话 010-62511242 (总编室)

010-82501766 (邮购部)

010-62515195 (发行公司)

网 址 <http://www.crup.com.cn>

<http://www.ttrnet.com>(人大教研网)

经 销 新华书店

印 刷 北京玺诚印务有限公司

规 格 155 mm×235 mm 16 开本

印 张 16 插页 3

字 数 258 000

邮政编码 100080

010-62511770 (质管部)

010-62514148 (门市部)

010-62515275 (盗版举报)

版 次 2018 年 1 月第 1 版

印 次 2018 年 1 月第 1 次印刷

定 价 49.00 元

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## 出版说明

2002年以来,中国人民大学年度系列发展报告(即《中国人民大学中国社会发展研究报告》《中国人民大学中国经济发展研究报告》和《中国人民大学中国人文社会发展研究报告》)的出版发行,引起了社会各界和广大读者的广泛关注,产生了较大的社会影响,成为我校一个重要的学术品牌。

中国人民大学系列发展报告的各个子报告均由编委会负责审定选题、整体框架、主要内容和编写体例,组织有关专家召开研讨会,审核报告的写作提纲。各报告实行主编负责制,主编由校学术委员会主任、秘书长会议确定,学校聘任;主编聘请副主编或执行副主编。各报告根据主题,分别聘请相关部门的领导和知名学者担任顾问。中国人民大学社会学理论与方法研究中心、中国人民大学中国经济改革与发展研究院和中国人民大学人文社会科学发展研究中心分别作为《中国人民大学中国社会发展研究报告》《中国人民大学中国经济发展研究报告》和《中国人民大学中国人文社会发展研究报告》的依托单位,在组织和写作方面发挥了主要作用。

根据实际情况及学者建议,学校对年度系列发展报告进行了一些调整。2010年,《中国人民大学中国法律发展报告》开始列入年度系列发展报告。2012年,学校在上述系列发展报告的基础上推出了“研究报告系列”,涉及经济、社会、新闻和教育等学科,拓展了研究领域。现在,报告的编写出版



工作已纳入学校的年度科研计划，成为一项常规性工作。2014 年，学校根据“研究报告系列”发展的实际情况，决定不再出版《中国人民大学中国经济发展研究报告》和《中国人民大学中国人文社会科学发展研究报告》。

由于报告所涉及的问题大多具有重大、复杂和前沿性的特点，加上写作与出版周期较短及研究水平的局限，尽管我们尽了努力，报告中的不足或易引起争议的地方仍在所难免。欢迎专家和学者批评指正。

中国人民大学发展研究报告编委会

2017 年 12 月 16 日



2017

## Abstract

The theme of this research report is “the rapid development of network society and governance innovation in China”. The report consists of an introductory and seven chapters. The introductory part mainly discusses the intertwining of the development of social network and the process of social transformation. The first three chapters are the first part to discuss the current situation and trend of China’s Internet society development. The fourth and fifth chapters are the second part, the theme is the policy analysis of China’s network society development. The sixth and seventh chapters are the third part, which summarizes the theoretical development of China’s network society.

The introductory part emphasizes the understanding of the concept of “network society” and the new features and new problems of social transformation under the connotation of “online space” and “offline space”. This part summarizes the new opportunities and new challenges of economic and social development in the era of “Internet +”, points out the trend and important issues of the rise of network social governance, and combs the main stages and achievements of Chinese sociology on network social research for more than 20 years.



The topic of chapter 1 is Internet economy. Since the birth of 1997, China's Internet economy, which is represented by Internet finance, has experienced the development process from scratch. After years of development, it has become an important part of China's economy and even a leading force in China's new economy. However, the development of China's Internet economy is still at the stage of beginning, and has not fully grown to the new form which contains the value of Internet. China's Internet economy which enjoys the unique advantages of the initial development dividend and the special circumstances in China, has formed the "China model" with the Chinese characteristics of the Internet economy. With China's Internet market matures, the Internet economy is facing increasingly serious living environment. It is difficult for China's Internet economy to adapt to today's market environment in its early simple and crude development path, and the drawbacks in its operation have gradually emerged. China's Internet economy need to be deeply embedded in Internet with knowledge, information and technology and other core elements to maintain the vitality of growth and to achieve long-term development.

Chapter 2 discusses about the Internet users' policital participation. The rapid development of the Internet provides a platform for many Chinese netizens to show their public participation demands and political voices, thus their political participation activities are promoted by Internet. The political expressions of Chinese netizens are mainly showed in these three dimensions: Internet anti-corruption, Internet protests and Internet onlookers. The vigorous development of Chinese netizens' participation is not only manifested in their political expressions in online social events, but also showed on their increasing information power. The information power of which the main body are netizens and the direction of path is bottom-up, outstandingly shows in netizens' patriotic action in building the national image of China. The rise of Internet has changed both the pattern of political participation of Chinese netizens and the power structure of Chinese society. However, the political participation of Chinese netizens still have some immature and irrational elements, and their information power is still instable,





so the governance mode with the characteristics of “multi-participant, pluralistic interaction, coordination and governance” needs to be established to further improve Chinese netizens’ political participation.

In chapter 3, the author first summarizes the necessity and urgency of China’s network society governance in the transitional period. In the transitional period, China’s network society governance faces many new issues such as the governance space has expansion, and cyberspace ethical norms are missing, and cyberspace full with lot of illegal activities, and the important influence of the rise of the Internet generation, and “the power of organizing without of organizations” makes a great impact of social governance system, and the strength of the Internet industry organization needs to be strengthened, and the mechanism of network society governance needs to be further improved. Therefor the traditional social governance system needs to adjust and to build a new type of social governance system. In the next place, the author analyzed the main topic of network society governance in nowadays. And from vertical time dimension presents the changes of government’s governance role and the difficult position of governance in the network society governance. At last, the author analyzes the connotation and acting of the “interactive type” governance role, and points out that “interactive type” governance role fits the development logic of the Internets and the idea of social governance, then will promote the government make full use of the Internet interactive platform, strengthen interaction with Internet companies, social organizations and the public. Consequently in interaction, beyond the existing dilemma of the governance role, a government-led governance pattern is formed, and a good cyberspace ecology and network order is formed.

Chapter 4 analyzes why the development of the Internet become the national strategy. Under the guidance of technocracy, Chinese top leaders pay special attention to the importance of science and technology. China, a late-comer in modernization, needs to seize the strategic the opportunity of scientific and technological progress so as to give full play to the advantage of “backwardness”. The public’s “voting with the mouse” has greatly im-



proved the degree of networking of social and economic life. The national Internet strategy is the adaptation and active guidance to networked society. Through the interpretation of China's Internet strategy, this chapter finds that the Internet strategy can be divided into three stages: in the first stage, the Internet is seen as an important technological tool and economic opportunity, which "works for us"; in the second stage, the Internet strategy highlights scientific outlook on development, law based management, and information safety; in the third stage, the strategy brings the Internet to the heights of national competition and the great rejuvenation of the Chinese nation while emphasizing the security of the Internet. China has always paid great attention to the management of the Internet based on law. This chapter takes the controversy caused by the introduction of an Internet law as an example, and combs the process and focus of it, aiming to explore the causes and the essence behind the dispute, and to provide reference for legal construction about Internet.

Chapter 5 focuses on the "Internet+" strategy, which is a major strategic deployment under the background of the development of global information, Internet technology, and social structure. The "Internet+" strategy aims to respond to the new opportunities and challenges in the new round of technological revolution and industrial change, and to help upgrade the industrial structure and change the growth mode in the context of the new normal economic development. Firstly, the essence of "Internet+" is the diffusion, application and deep integration of new generation Internet information technology in all sectors of the economy and social life. Secondly, as a great power which has the largest number of Internet users in the world, China has formed a certain comparative advantage in e-commerce, Internet banking and other areas, laid a good foundation for the implementation of the stock of "Internet+" strategy. However, the "Internet+" strategy will still face difficulties and challenges in the industrial, policy's and social bases. Lastly, the interweaving of Internet economy and network community will release huge economic energy, but it may also lead to negative social consequences such as alienation of network community and



communication.

The theme of chapter 6 is network society and social structure change. The Internet development has promoted the changes of China's social structure, and the changes mainly be embodied in the "things of a kind come together" of group structure, the "power down" of the power structure, the "old custom and new elegance" of the psychological structure. Firstly, for the group structure which is concerned, the author argues that the social class structure distinguished between identity and status in pre-network era has be broken by the "Things of a kind come together" group structure in network era. Some network groups such as network opinion groups, network fan groups, and online celebrities show that with the help of the Internet information transmission technology, social groups converge faster, structure is more flexible, and group identification is more intense, group culture is more diverse, collective action ability is stronger. Secondly, for the power structure in the network era, the author thinks that "power down" is the important features. Among them, the political "power down" mainly is embodied in the formation of "network public sphere" and the speech power being moved down, and the economic level of "power down" mainly be embodied in the rise of the "network economy" and the consumption power being moved down, and the cultural "power down" is mainly embodied in the rise of "network culture" and the cultural power being moved down. Finally, as an integral part of the social psychological structure, the social attitude which is the dynamic part of the social psychological structure has gradually become the focus of social attention. In the network society, with the dynamic change of social attitude, social psychological structure represents a feature of "old custom and new elegance" gradually, and mainly be embodied in "old and new" of social cognition, and "custom and elegance" of value orientation, and "complex" of social attitude, and so on.

Chapter 7 points the network society as a kind of new social formation. The coming of network society means that people's access to information, communication methods, emotional experience and spiritual temperament have undergone profound changes. In cyber society, the "disembedding



mechanism” of information leads to the empty feeling of time and space, and brings about the alienation between individual and society and the increasing difficulties of social identity. As a kind of consequences of modernity, the Internet “disenchantment mechanism” continues many tensions between individual and society, freedom and bondage, individual autonomy and personality avoiding. The Internet has enhanced the convenience of individual access and dissemination of information, but also made the personality submerged in lots of heterogeneous information. Under the condition of network, “WeChat life” not only embodies the influence of Internet technology on social life, but also reflects the life style and spirit of “Internet users”. For transition society of China, to cultivate the social solidarity contained individuality and sociality and their unity is the key to deal with the challenges of social change.



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