

4th Annual Chinese Internet Conference
21-22 July 2006, Singapore
Final Programme

Friday, 21 July 2006

8:00 am Registration

8:35 am Welcoming Remarks

Dr. Ang Peng Hwa, Dean of the School of Communication and Information, Nanyang Technological University (SCI-NTU) and Director, Singapore Internet Research Centre

8:45 am Panel 1: Internet Use and Social Transformation

Moderator: Dr. Eddie Kuo, Interim Director, Singapore Internet Research Centre

Speakers: 1) Internet Use in China: Trends and Projections. Guo Liang, Chinese Academy of Social Sciences

2) Comparing Popular Online Activities in the US and China. [Deb Fallows](#), the Pew Internet and American Life project.

3) Digital Divide Issues in China - Neglected and Excluded Aspects. Bu Wei, Chinese Academy of Social Sciences

10:15am Coffee Break

10:30am Panel 2: Uses and Perspectives in and outside China

Moderator: Jack Qiu, Chinese University of Hong Kong

Speakers: 1) Beauty is in the Eye of the QQ User: Perceptions and Press About Instant Messaging in China. Pamela Koch et al., Nanyang Technological University

2) A Study of Urban China's Media-Rich Households. Lim Sun Sun, National University of Singapore

3) Personal Ads on a "Dating" BBS. [Li Ziwei](#), Tsinghua University

12:00pm Lunch Symposium by Keynote Speaker: Isaac Mao

1:15pm Panel 3: Blogging in China: Social and Political Implications

Moderator: Dr. Mark Levy, Michigan State University

Speakers: 1) Individual Blogging for Social Transformation. [Roland Soong](#), EastSouthWestNorth, Hong Kong

2) Zhenghua Fanshuo by Chinese Bloggers. [Ashley Esarey](#), Middlebury College, and Xiao Qiang, University of California at Berkeley.

3) Hibiscus Bloomed on the Internet – For a Short Time: A Case of Interaction Between Online Discourse and Celebrity Culture. Chen Yanru, Xiamen University

2:45pm Coffee Break

Friday, 21 July 2006 – Cont'd

3:00pm Panel 4: Digital Gaming in China

Moderator: Dr Angeline Khoo, National Institute of Education, NTU

Speakers: 1) Driving Factors and their Interactions in China's Online Game Business. Hu Zhengrong and [Gao Di](#), Communication University of China.

2) The paradigm shift of Taiwan's PC game market. [Michael Fu](#), Gamania, Taiwan.

3) The coverage of video games and video gamers in The Straits Times, 1995-2005. [Marko M. Skoric](#) and [Vivienne Wong](#), Nanyang Technological University

4:15pm Panel 5: ICT For Development in China: The Internet in Rural Areas

Moderator: Yang Boxu, Beijing University

- Speakers:*
- 1) Network Technology and Social Impacts: Investigation of Farmers' Internet Application and Social Transformations in Northwest Rural Areas. [Wang Xiling](#), Communication University of China.
 - 2) Chinese Rural Residents' Adoption of and Attitude Toward the Internet: An Exploratory Research. [Zhang Mingxin](#), Hubei University
 - 3) Farmers' Internet Access and Usage in Western China: A Case Study. [Chao Naipeng](#), Nanjing University.
 - 4) The Internet Adoption and Usage: A Case Study of Rural Users in China's Shandong Province. Zhao Jinqiu, [Hao Xiaoming](#), and Indrajit Banerjee, Nanyang Technological University.

6:00 pm Conference ends day one

7:10 pm Leave for Raffles Marina (Please assemble at NEC's Front Lobby)

7:30pm Welcome Dinner at Raffles Marina

Saturday, 22 July 2006

9.00 am Panel 6: Internet and the transformation of Chinese Communities

Moderator: Dr. Brenda Chan

- Speakers:*
- 1) Identity Formation in a Chinese Online Community. Peter Marolt, University of Southern California
 - 2) New Media and Changes in Social Structure in Urban China: A Network Approach. Yang Boxu, Li Li, and Bo Gai, Beijing University

10:00am Coffee Break

Saturday, 22 July 2006 – Cont'd

10:15am Panel 7: Intellectual Property and Technological Development

Moderator: Peter Yu, Michigan State University

- Speakers*
- 1) The Internet-based Distribution of R&D and the Chance for China's Scientific Community. [Zhao Chen](#), State Intellectual Property Office of the P. R. of China
 - 2) The Future of Music and Film Piracy in China. Eric Priest, Berkman Center for Internet and Society, Harvard Law School
 - 3) Internet, Can You Sustain Media Hegemony? The War Between "Mantou" and "Wuji." Wang Wei
 - 4) Digital Media in Asia: Legal, Economic, and Social Implications. Susie Lindsay, Berkman Center for Internet and Society, Harvard Law School.

12:00pm Lunch Symposium by Rebecca MacKinnon: Corporate Responsibility and the Internet in China

1:00pm Panel 8: National Identity and Political Action

Moderator: Xiao Qiang, University of California, Berkeley

- Speakers:*
- 1) China's e-Government Portal: a Discourse on National Identity. [Raymond Fei Loi Lai](#), University of Macau
 - 2) China's Internet and the Creation of Public Spaces: Examples from BBSs and Interviews. Jens Damm, Freie Universität Berlin

3) Urban Conservation Online: Chinese Civic Action Groups and the Internet. Nicolai Volland, Academia Sinica

2:30pm Coffee Break

3:00pm Panel 9: Internet Governance and Regulation

Moderator: Yang Boxu, Beijing University

Speakers: 1) Chinese Network Ethics: Native Resources and Global Consensus on Morality. Lü Yao-huai, Central South University

3) Promises and Problems of Civil Society in Internet Governance: Lessons from China. Ang Peng Hwa and Wang Guozhen, Nanyang Technological University

4:20pm Best Student Paper Contest Award

4:30pm Closing Remarks: