

研究論文

轉型中國基層政府政務微信創新擴散的影響因素研究

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摘要

本文集中探討中國情境下的政治/技術關係命題：在轉型社會語境下，一種新的資訊技術何以進入到政治傳播的結構與流通管道？是哪些因素在背後推動它？又是哪些因素在背後制約了它？鑒此，本文針對廣東省121個區縣級政府政務微信的創新擴散情況進行了實證考察(N=121)。研究發現：上級政府壓力、府際競爭、府際學習等常規壓力指標仍然是影響政務微信創新擴散的主導因素；另一方面，公眾壓力指標中的群體性抗爭事件數量對政務微信的創新擴散也產生了顯著的正向影響。本研究開拓了創新擴散理論在政治傳播領域的本土化發展，亦豐富了政策擴散理論在基層政府資訊技術採納過程中的經驗意涵。

關鍵詞：轉型中國、政務微信、創新擴散

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Research Article

Factors Influencing the Innovation and Diffusion of Official WeChat Use at Grassroots Government Agencies in a Transforming Society

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Abstract

This paper focuses on the relationship between politics and technology in the context of a transforming China by exploring factors affecting the application of new information technology in political communication. We conducted an empirical survey on the use of government WeChat in 121 district and county agencies in the Guangdong Province (N = 121). The study found that pressure from higher levels of government, intergovernmental competition, and intergovernmental learning were the primary factors affecting the use of government WeChat. Conversely, the number of public crises had a significant effect on the diffusion of government WeChat. These findings helped identify specific factors of WeChat diffusion by government agencies. They also provided practical implications for technology diffusion within grassroots government agencies.

Keywords: transforming China, government WeChat, innovation and diffusion

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