SUPER-STICKY WECHAT
AND CHINESE SOCIETY
SUPER-STICKY WECHAT AND CHINESE SOCIETY

BY

YUJIE CHEN
University of Leicester, UK

ZHIFEI MAO
The Chinese University of Hong Kong, China

JACK LINCHUAN QIU
The Chinese University of Hong Kong, China

United Kingdom – North America – Japan
India – Malaysia – China
ACKNOWLEDGEMENTS

The authors are grateful to Alex Bruns and Jennifer McCall, who showed initial interests in the project. We owe Jen for her incredible patience and support to make this book happen. The anonymous reviewers and Angela X. Wu offered valuable feedback and comments on the manuscript. We would also like to thank Ying Chen for introducing us to the WeChat Team and Jianhong Guan for sharing many WeChat’s publications. Finally, special thanks go to Jen McCall (again), Rachel Ward, and everyone at Emerald Publishing for guiding this book for publication.
CONTENTS

About the Authors ix

Introduction 1

1. A Silver-spoon App: WeChat, Tencent and the Mobile Revolution 19

2. Super-sticky Design and Everyday Cultures 47

3. The Eventful WeChat 77

4. Conclusion: Super-sticky WeChat and the Global Society 103

Appendix 115

References 121

Index 145
ABOUT THE AUTHORS

**Yujie (‘Julie’) Chen** is a Lecturer in the Department of Media, Communication, and Sociology at the University of Leicester. Her research interests focus on how technology shifts the employment structure and work culture in general. She has published works on theorizing digital labor, on-demand work and platform economy, and platform labor and algorithmic activism among taxi drivers in China. She is now working on a book that investigates into how and why data labor tends to be ignored and treated as invisible in the rise of the so-called Big Data era.

**Zhifei Mao** works in the School of Journalism and Communication at The Chinese University of Hong Kong. Her research interests are in risk society and China, environmental communication, new media studies, and communication of financial risk. Her forthcoming book (with Routledge) investigates how risk culture is played out in Chinese stock market whose unpredictability often baffles Western investors and scholars alike. Prior to her current position, she has worked with Professor Ulrich Beck on the project ‘Methodological Cosmopolitanism—In the Laboratory of Climate Change’ (funded by ERC) and with Professor Joseph Chan and Professor Jack Qiu on media events in greater China, respectively.
Jack Linchuan Qiu is a Professor in the School of Journalism and Communication at The Chinese University of Hong Kong. He is the author of *Goodbye iSlave: A Manifesto for Digital Abolition* and *Working-Class Network Society: Communication Technology and the Information Have-Less in Urban China.*