

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**From Collective Action to Rhizomatic Movements:
Exploring Digital Activism in China**

By

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Date: Friday, 11 April 2014

Time: 10:30 a.m. - 12:00 noon

Venue: M802

All interested are welcome

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Abstract

Most research on the role of ICTs in online social movements has mainly drawn upon the concept of collective action and social movement theory, which focus on structural contradiction, resource mobilisation and shared identities. This study on digital activism in China uses the concept of “rhizome” from French philosopher Deleuze and Guattari. Seeing digital activism as rhizomatic movements, we are able to expand the conceptual space of digital activism and understand the heterogeneity and complexity of “micropolitics” on the Chinese cyberspace. The study will look at examples of digital activism in China to explore their implications for the Chinese society.

Dr Yingqin Zheng is Lecturer at the School of Management, Royal Holloway University of London. Her research relates to the role of ICT in organisational and social transformation, particularly in ICT for Development. Her current research includes social media and civil society, learning and innovation of SMEs, and the social inclusion of marginalised and disadvantaged groups. She is on the editorial board for *Information Systems Journal*, *Information Technology and People*, and *Electronic Journal of Information Systems in Developing Countries*. Her work has won Best Conference Paper Award at the American Conference of Information Systems 2010; the Highly Commended Award at the Literati Network Awards for Excellence 2009, and Best Paper Finalist at the International Conference of Information Systems in 2007.