CHOICE REVIEWS

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Lexington Books:

Recommended:

Sun, Helen. Internet policy in China: a field study of Internet cafés.
Lexington Books, 2010. 317p bibl index afp; ISBN
9780739119211, $80.00. Reviewed in 2011feb CHOICE. Sun
(communication, Univ. of Texas, Permian Basin) analyzes new
media in China, focusing on the role of state Internet policy at the
macro level and how individuals use the Internet at the micro level.
This multilevel approach results in a book that deepens and
enriches understanding of the country's new technology. The
author argues that "the Internet has played the role the state expects
it to play in China: fostering fast economic growth, setting up
positive images of the Party-state, and enhancing the [Chinese
Communist Party] leadership." The first section of the book
focuses on the centrality and power of the Communist Party and its
response to Internet technology. The second part covers the history
of Internet cafés and presents the opinions of Chinese citizens who
frequent or own them. According to Sun, "users' attitudes toward
Internet polities and regulations can be described, in general, as
ignorance, indifference, and avoidance." Overall, the author
captures many of the complexities inherent in the new media
environment in China. Summing Up: Recommended. Lower-
division undergraduates through faculty and professionals. -- L. J.
Roselle, Elon University