

Challenges made by digital transmission pattern to the Chinese society in the internet era

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Abstract

This paper finds that the rapid developing Chinese digital publishing and spreading is challenged by serious political challenge, economic crisis, cultural conflict and social confrontation. In view of that, this paper tries to propose countermeasures from aspects of the government, guilds and business: The society needs to treat the ecological environment of the digital publishing and spreading, establish a scientific and reasonable regulatory mechanism, clear the responsibility of the regulatory body in various aspects and increase investment to promote technological innovation.

Keywords: digital publishing and spreading, impact and challenges, public internet-based opinion events

1 Introduction

In recent years with the rapid development and extensive applications of information technology, digital publishing industry has demonstrated strong performance. Own to its form and content as well as the advantages of the route of transmission, the digital publishing industry plays a more and more important but also relatively complex role in people's daily lives: in politics, on the one hand. It becomes a powerful tool for the masses to supervise the government and to enhance the construction of socialist democracy and build a socialist country under the rule of law. On the other hand, it is often used by some separatists and Western hostile forces to pose a threat to territorial sovereignty and national security; in the economic field. It becomes new sources of economic growth in China and brings new opportunities for China to meet the new industrial revolution and to catch up with the tide of global advanced technology. However, from another aspect, it is facing the dilemma of its core technology being controlled by foreign competitors. The huge market being monopolized by the multinational companies and most of new product profits being pumped; in the cultural field, on the one hand, it promotes the spreading of the advanced culture at a lower cost and in a faster way and speeds up the great development and prosperity of cultural industry, and on the other hand, it also is vulnerable to the dross of Chinese traditional culture and eroded by overseas culture; in the social sphere. It provides a good platform to exchange ideas for those who have different occupations and ages and come from different regions, promoting national unity and social harmony. But the digital publishing industry also makes a hotbed of creating tension and confrontation due to some irrational network behaviors and irresponsibly publishing false

information. Given this, we sorted out massive amounts of data about the digital publishing policy mechanisms in the United States, Britain, Germany and other countries and made thorough studies respectively. The author combed and analyzed main internet-based public opinion events in Chinese society in past five years and then found that the influence on the Chinese society brought by the digital publishing and spreading can be concluded in the following four points.

2 Results and discussion

2.1 PROFOUND IMPACTS OF DIGITAL PUBLISHING AND SPREADING ON THE CHINESE SOCIETY

2.1.1 *Increasing the transparency of policies*

The digital publishing and spreading increased the transparency of policies and stimulated the enthusiasm of the masses to participate in public affairs. It also expanded the sources of anti-corruption campaign and promoted the democracy and the rule of law. With the special advantages in resource collection, information transmission, broad participation and identity protection and other aspects, the digital publishing and spreading gradually built up a relatively effective mechanism for public feedback by ways of micro blog, WeChat, weishi and other digital carriers. Those means formed a strong supervision for public opinions on the behaviors of governments and officials and provided a powerful support to the discipline inspection and supervision system of the Communist Party of China and the state. Therefore, many great achievements were made in the fight against corruption and building a clean

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government. Since 2009, a lot of internet users have made some corrupt officials in public and quickly become "popular" through the micro blogs, WeChat and other digital communication carriers, which caused widespread concern, and those officials were eventually sacked. There are many typical examples of anti-corruption cases through the website, such as Gong Aiai who loves money as much as her life, Yang Dacai as a secretary who likes wearing many luxuries from corruption, the civil servant Yang Cunhu with freeloading, Yi Junqing, a professor who often checked into hotels with his female students, Li Junwen with four wives and ten sons, as well as Lei Zhengfu whose sex video was once popular on the internet, but our daily life is filled with examples of it. Supervision of the digital publishing and spreading plays a powerful deterrent effect on corrupt officials and is an encouraging response to the campaign of punishing graft and corruption on a national scale. In particular, notably, as broadly and rapidly developing "we media", micro blog, WeChat and weishi fundamentally changed the shortcomings of traditional media and formed the effective N-level communication, so that the general public could talk directly with the government about the issues of their concern and offer valuable advice and suggestions, and the ties between the Communist Party of China and the people are becoming closer and closer. The media also promote the reform of public policies and ensure the rational planning and smooth implementation of the follow-up policies. Taking Gong Aiai, the fan of houses, as an example, her information was first published through her micro blog and posts, and then was reposted and rapidly spread by WeChat, web news, mobile newspaper, television broadcasting and other media, and eventually was fermented, expanded and ignited a heated public discussion. At last, it became a complicated major public event intertwining virtual and reality intertwined, focusing on news and society and under the joint management of the public and the government. Ultimately the event contributed to the strict specifications of the Chinese household registration. In other words, the rapid and healthy development of digital publishing and spreading, is not only beneficial to the information sharing and summarization in political, social, ideological and other aspects, but also helps to solve capacity shortage caused by the complex social problems which couldn't be solved from the personal perspective. Besides, it contributes to realize the ideals of practicing deliberative democracy, and push for a faster construction of China's socialist political civilization from the aspects of ideology, content and form.

2.1.2 Becoming the main driving force and the new growth point in emerging economies

The digital publishing and spreading is the main driving force and the new growth point in emerging economies and the main battlefield of the new industrial revolution with the main characteristics of informationization, but also provides a nice chance for China to achieve leapfrog development and catch up with the advanced world. China's digital publishing and spreading started late, but is

developing at a very rapid pace and the scale of the market is huge. According to the 34th Statistical Survey Report on the Internet Development in China released by China Internet Network Information Center (CINIC) lately, up to June 2014, the scale of internet users in China have reached 632 million, representing an increase of 14.42 million by the end of 2013. Internet penetration nationwide was 46.9%, with an increase of 1.1 percentage points compared with the end of 2013. Among them, mobile phone users reached 527 million, representing an increase of 26.99 million by the end of 2013 [1]. Enormous market consumer groups brought great opportunities and huge profits, even in the case of the 2008-2009 financial crises and the increasingly deteriorating living environment of the publishing industry, China's digital publishing industry still grew 46.4 % in 2007 with the overall revenue of 56 billion yuan. The overall revenue in 2009 amounted to 75 billion, in 2011 137.788 billion yuan, in 2012 193.549 billion yuan and in 2013 amounted to more than 254 billion yuan [2], the annual growth rate was over 30%. The total output of China's digital publishing and spreading industry will be expected to strive to occupy 25% of total output of the news publishing industry [3] in 2015, the end of the China's "Twelve Five" period. Meanwhile, with the gradual promotion and application of the mobile 3G, 4G technology and the technology of merging wired, wireless and broadcast TV in one, China's digital publishing and spreading industry will get a new economic growth point and meet the opportunities of rapid development.

2.1.3 Promoting the process of social construction

The digital publishing and spreading breakthroughs the constraints of occupation, age and geographical limitations, builds up a convenient communication platform and promotes the process of social construction. Among the whole social system, the digital publishing and spreading can do favor to the combination and interaction of virtual society and real society, and promote the orderly establishment of the civil society. Internet builds a virtual world where people can use more virtual identity, which makes it difficult to recognize the authentic identity. Residence and identity control system is also difficult to be effectively applied on the network. Most of internet users are prone to release, transfer and make comments on information in obscure identity on the network, or even organize collective action through the network. Circle of friends, WeChat, blog, micro blog and other media become powerful weapons for internet users to express their views. Whether ordinary people or social celebrities, or media reporter, all can express their personal opinions through these digital publishing products, participate in social management services and manufacture public opinions. These new media play a role of summarizing public opinions and expressing their voices. At the same time, this new mode of transmitting network public opinions has changed the traditional pattern of spreading public opinions. The information spreads faster in a wider range and the unexpected events will be advertised and spread quickly. This phenomenon is increasingly clear and the digital

publishing and spreading has become an effective tool for the masses to expose social problems and one of important ways to supervise wrongdoing. It not only highlights the moral force of fairness and justice, but also actively expands the innovation channels or pathways of the social management modes. Whether it is " Tang Hui case (whose 11-year-old daughter was forced into prostitution and she lodged an appeal to courts) " to promote the abolition of reeducation through labor management system, or the Guo Meimei event (Ms Guo was pilloried after she posted on China's Twitter-like service, Sina Weibo, photos of herself with some of her cars, including a Maserati and a Lamborghini) force the Chinese philanthropy to carry out transparency reforms, or the public events such as combating child-trafficking through micro blogs seek justice and legal force, all have fully demonstrated: information can be truly expressed, completely delivered, fully exposure until completely open and transparent through the virtual world, the digital publishing and spreading of upholding objective and fair stance and with rational speculative characteristics and highlighting humanistic care, is not only to directly promote the "unintentionally" overlooked or deliberately concealed events in real world to be solved reasonably, fairly, effectively, but also indirectly promotes to strengthen effectiveness of moral and legal rights awareness of social citizens, and better drives integrated innovation of social management.

2.1.4 Inheriting the fine traditional culture and developing socialist civilization

The digital publishing and spreading is the innovative ways of inheriting the fine traditional culture and developing socialist civilization. It has a wide impact and becomes more easily accepted and loved by the masses, especially young people. Through the digital publishing and spreading technology, traditional culture finds new ways of cultural heritage and production and achieves overall development with the new culture. The digital publishing and spreading is the most advantageous mode of transmission following verbal communication, print commu-

nication and the electronic dissemination. It achieves a comprehensive coverage of the material and the spiritual world with unlimited extension, and promotes the reform of modes of transmitting the Chinese traditional culture and cultural forms, and the evolution of culture attribute. It also forms a tremendous impact on the whole progress of human culture. Provincial digital museums, digital libraries in universities and colleges, and other digitization cultural heritage projects including digital Forbidden City, digital Dunhuang and digital West Lake, are the typical cases of combining effectively traditional culture with the digital publishing and spreading. Since 2010 to date, the Association of Online Media has collaborated with many other well-known websites such as Sohu, Netease and so on to plan a series of network folk activities every year and gained a major breakthrough of total click rate. The activities held in the first year were awarded 260 million hits [4]. Moreover, the scope of participation of internet users is very extensive, in all provinces across the country. Many foreign friends in Japan, Malaysia, Indonesia, the United States, Canada, Singapore and Australia are also involved in the activities. Network Spring Festival Gala and other traditional culture through digital communication carriers deeply affect the life of the Chinese community around the world and in the meantime maximize the spread of the Chinese concept of goodwill to the international community and build global multi consensus.

2.1.5 The empirical model analysis

To understand the impact of internet communication mode on Chinese society, quantitative research has been done on the basis of the Chinese hot topic "network anti-corruption". According to data released by the China Internet Network Information Center (CNNIC), China's Internet population gradually increases; especially the large scale of mobile Internet users is developing rapidly. The Table 1 shows that in 2013, the scale of mobile Internet users has been synonymous with broadband Internet users, and its rapid development will have a more far-reaching influence on the Chinese society.

TABLE 1 Statistical table on the development of net media and network anti-corruption cases from 2009 to 2013, China

Time	Internet users (Hundred million)	Number of mobile Internet users (Hundred million)	Number of Internet users (Hundred million)	Number of Web sites (Ten thousand)	Number of Internet domain names (Ten thousand)	International export bandwidth (Mbps)	IPv4 (Hundred million)	Average weekly online time of users (h)	Network anti-corruption cases
2009	3.84	2.98	3.46	323	1682	866367	2.30	14.30	43
2010	4.57	3.03	4.50	191	866	1098957	2.78	17.60	42
2011	5.13	3.56	4.60	230	775	1389529	3.30	18.70	112
2012	5.64	4.20	4.20	268	1341	1899792	3.31	20.50	182
2013	6.18	5.00	5.00	320	1844	3406824	3.30	25.00	228

Data sources: 2009-2013 China Internet development statistic report; Jin-linxie. Development trend, characteristics and countermeasures of network anti-corruption based on large data analysis in 2004-2013 [J]. Journal of Beijing administrative college, 2014, 11:39-44

In order to explore the impact of the rapid development of network media on network anti-corruption, multivariate regression model analysis has been done on the case of network anti-corruption. The concrete mathematical expression is shown as below:

$$Y_i = \beta_0 + \beta_1 X_{i1} + \dots + \beta_p X_{ip} + \varepsilon_i, \quad (i = 1, 2, \dots, 5) \quad (1)$$

among them, $X_{i1}, X_{i2}, \dots, X_{ip}$ represent the independent variables such as, X_1, X_2, \dots, X_p and Y_i is the value of the dependent variable. Assuming that ε_i ($i = 1, 2, \dots, 5$) are independent of each other, and are subject to the same normal distribution $N(0, \sigma^2)$, σ^2 is unknown parameter.

Through the estimate of unknown parameters $\beta_0, \beta_1, \dots, \beta_p$ and σ^2 , the parameter inspection and setting of the regression Equation has been established, in order to explain the phenomenon and forecast future. In this study, the independent variable X_1, X_2, \dots, X_p represent Internet users and mobile phone Internet users, broadband Internet users, the site number, the number of domain names, the international export bandwidth, IPv4 and the weekly average online time of users, respectively.

The method of stepwise regression is performed in multiple regression analysis. That is, in the specific analysis, each variable would literally be incorporated in the model. If the correlation between the dependent and independent variables is becoming weaker, the independent variables will be directly removed, and then into the independent variables, until all the correlated independent variables into the regression model. The specific results of multiple regression analysis are as shown in Table 2 and Table 3.

TABLE 2 Annual data multiple linear regression model of Network anti-corruption case^b

Model	R	R2	Ra2	Standard error of estimate	Durbin-Watson
1	0.426 ^a	0.182	0.175	7.765	2.530

- A. prediction variables: (constant), average weekly online time of users (h), web site (hundred million), IPv4 (hundred million), number of broadband users (hundred million)
- B. the dependent variable: network anti-corruption cases

TABLE 3 Regression coefficient estimation and inspection table^a

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.	B of 95.0% confidence interval	
		B	Standard Error				inferior limit	superior limit
1	(constant)	-291.932	.000		19.876	0.000	-291.932	-291.932
2	Internet users (Hundred million)	-63.201	.000	0.438	11.765	0.000	-63.201	-63.201
3	Number of Web sites (Ten thousand)	.284	.000	0.196	3.456	0.000	.284	.284
4	IPv4 (Hundred million)	86.619	.000	0.471	33.74	0.000	86.619	86.619
5	Average weekly online time of users(h)	18.370	.000	0.872	52.99	0.000	18.370	18.370

- a. the dependent variable: network anti-corruption case

The data listed in Table 2 and Table 3 show that the average time of Internet users, Internet site number, IPv4 and broadband Internet users can explain the network anti-corruption cases up to 18.2% of the variation. Under the influence of many independent variables, the average weekly online time of Internet users has the largest impact on network anti-corruption cases, and the coefficient of 0.872 is acquired; followed by IPv4, the influence coefficient is 0.471; and then by broadband Internet population, the influence coefficient is 0.438. Web site has less effect on the network anti-corruption cases and the influence

coefficient of 0.196 is obtained. However, the rest of the respective variable have little statistically affected on network anti-corruption.

To sum up, the development of the Internet can be found and extended and the ways of Chinese citizens to participate in democratic politics are broadened. Moreover, the citizens' consciousness and legal awareness of Chinese citizens are improved, and more information and freedom are certain to be acquired. By this way, the social freedom and legal system construction in China will be greatly promoted.

Meanwhile, the researchers also proved the point of view by the regional statistical analysis of the 538 Chinese "network anti-corruption" cases in 2004-2013 years; the results are shown in Figure 1:

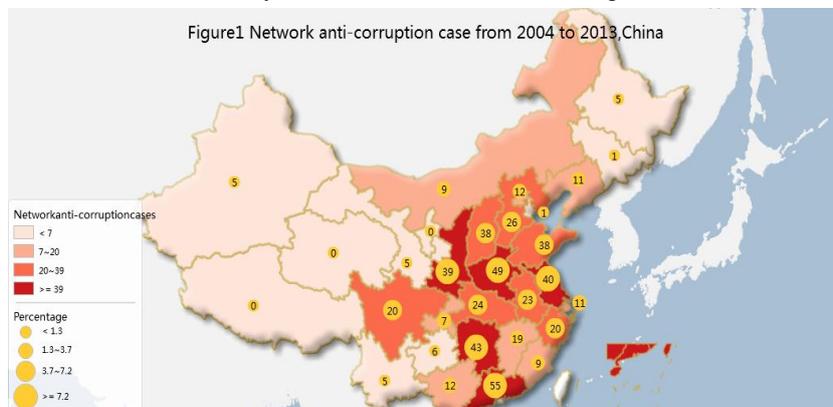


FIGURE 1 Network anti-corruption case from 2004-2013, China

Data sources: Jin-linxie. Development trend, characteristics and countermeasures of network anti-corruption based on large data analysis in 2004~2013 [J]. Journal of Beijing administrative college, 2014, 11:39-44

As shown in Figure 1: there are 240 "network anti-corruption" cases in eastern China, accounting for 44.6%; 211 cases occurred in central China, making up 39.2% of the total; 87 cases happened in western China with the proportion of 16.2%. Because of the infrastructures of Internet and digital communication are well constructed in the eastern and central China, it could be much easier for Chinese citizens to exercise civil rights and maintain social justice. Therefore, Internet digital communication has put great impact on the Chinese society.

3 The challenges of the digital publishing and spreading to the Chinese society

3.1 BECOMING THE TOOLS OF SEPARATISTS AND HOSTILE FORCES

The digital publishing and spreading is often used by separatists and hostile forces as a base for propaganda and a platform of technical attacks and poses a threat on China's territorial sovereignty and national security. The US-led Western countries try to do everything possible to use cutting-edge core technologies at their disposal to comprehensively monitor, collect and steal Chinese security information and even directly do network attacks. In June 2013, the exposed U.S. "Prism" program showed that the United States have monitored China in comprehensive network as long as 15 years [5]. Phenomenon of cyber attacks by foreign countries in China is worsening. According to the latest data of National Internet Emergency Center (CNCERT) in 2013, it was found that the 15,000 computer hosts were controlled by APT Trojan all over the country. "Anonymous" and other hacker groups once invaded at least more than 600 sites in China, of which more than half were the government portal websites. After People's Bank of China clearly did not endorse Bitcoin, the official website of the central bank and its official Sina Weibo were subjected to hacker attacks soon

[6]. Meanwhile, in the process of dealing with major events and social crisis, the digital publishing and spreading is gradually becoming "blasting fuse" of triggering street politics, and acts as an instant tool and carrier to urge, induce and organize social emergencies and terrorist incidents and to spread negative impact. Behind "Arab Spring", "Velvet Revolution", "The Syrian civil war", "the color revolution" and other events, outside forces utilized fully FaceBook, Twitter, Youtube and other emerging digital publishing and spreading carriers, so that in a very short time they can gather large scale forces and finally meddle successfully in other countries affairs and even overthrow the regime. The "unbounded browsing" net software developed by "Falun Gong" is a typical example. "The Epoch Times" and other media and websites of Falun Gong become the main information dissemination channels for hostile forces overseas to organize so-called "Jasmine Revolution". Only in the Epoch Times news website, NTD TV website and the Sound of Hope radio station websites, about thousands of aggressive and provocative articles were published within three months. East Turkistan Islamic Movement (ETIM) issued the terrorist threat video of "Buddhists, we are coming" via SNS and other digital communication carriers, and caused a certain amount of influence and impact on the domestic social order and the public. These phenomena and problems in the digital publishing and spreading are forming a huge threat to China's political security, military security, business security, cultural security. Therefore, we must pay close attention and strict precautions on them.

To further illustrate the hazards of the spread of Internet on China's social security, this paper elaborates the main problems of the China's network security from 2009 to 2013, by selecting the main indicators of "network security incident report", "the total number of server IP controlled by Trojans and bots", "the total number of host IP controlled by Trojans and bots host", specific results are shown in Table 4.

TABLE 4 2009-2013 main problem of China's network security

Time	Network security incident report (kilo)	the total count of server IP controlled by Trojans and bots (kilo)	The total count of host IP controlled by Trojans and bots host (kilo)
2009	21.927	632.253	10990.000
2010	10.433	492.47	15941.203
2011	15.366	300.407	27275.399
2012	19.124	360.263	52724.097
2013	31.655	189.369	43040.076

Data Source: 2009-2013 Report of China Internet Development Statistics, Chinese Internet Security Response Center

As shown in Table 4: From 2009 to 2013 98.505 kilos cases of network security incident report happened according to Chinese Internet Security Response Center. In 2013, due to the rapid development of mobile networks, network security incidents were reported in blowout outbreak, a total of 31655 security incidents occurred. From 2009 to 2013, the total number of server IP controlled by trojans and bots added up to 1.974 million, with the average 394.9524 kilos incidents happened annually; the total number of host IP controlled by trojans and bots host

added up to 149.97 million, with the average 29.994 million incidents occurred annually. In 2013, the Chinese government launched a scathing attack on the internet criminals, the total numbers of host and server IP controlled by trojans and bots are declined, but the number of the network security incidents added up to 31.655 kilos, added 65.13% compared with the incidents happened in 2012. This shows the frequency and scope of the network attack is relatively small, but the risks of being attacked are increased.

3.2 THE MARKET IS MONOPOLIZED BY A FEW MULTINATIONAL COMPANIES

The core technology of digital publishing and spreading still rests in the hands of Western developed countries, which leads to the market monopolized by a few multinational companies and most of the profits being siphoned off, so that China remains in the downstream and peripherals of the industry chain for a long time. The economic initiative of China's digital publishing and spreading industry is controlled by multinational corporations. Those multinational corporations adopt the strategy of encroaching and controlling gradually, and continue to penetrate and control the main relevant companies associated with China's digital publishing industry by means of their governments, financing, capital controls, the core technology, the deployment of senior management and other methods. Their controlling area has not only limited to domestic large enterprise networks, but through overseas listing, controlling the core technology and project cooperation, involved in the whole digital publishing and spreading industry ranging from WEB1.0 portals, search engines, e-commerce to WEB2.0 blog, forums, micro blog, WeChat and weishi. Most of mainland China companies listed in Nasdaq are engaged in Internet information services. In 2010, the Chinese mainland enterprises accounted for a third of 71 Parvest Flexible Bond World Cs. There are sixteen Chinese representatives of the listed Internet companies, including 14 listed in Nasdaq, the U.S and another two listed in Hong Kong [7]. Taking digital product carrier smartphone as an example: Gartner monitoring data show that, Android controlled by Google in Q3 broke through the 80% market share in China. Apple, Samsung smartphones account for more than 46.6% share of the global market and occupy more than 90% of the global profits. In 2013, Chinese brand Huawei accounted for only 5% of the market share in Q3, its profits was far from its competitors [8]. The study done by Wen Xue and his fellows also shows that: foreign capital could bypass the policy restrictions through variable interest entities media and protocol control, fully access and control our country's leading Internet companies. What's more, foreign capital presents a sustained and rapidly rising trend in the investment amount and the investment cases [9].

3.3 BEING POISONED BY CULTURAL DROSS AND ERODED BY EXOTIC CULTURE

The digital publishing and spreading is poisoned by cultural dross and eroded by exotic culture; cultural attack puts on the cloak of modern high-tech and easily fools some people, especially the youth and students. Through movies, videos, articles, pictures and other forms and content, countries with the cultural hegemony dominated by the digital publishing and spreading continue to impact and erode Chinese culture system and its ideology. The U.S. Online Magazine once exposed: American intelligence agencies were making the "non-violent regime change" plan worldwide. They often hold the characteristics of the internet users "coming in great numbers" and the

Chinese youth preferring to use SNS as cultural exchange carrier and then send a message through the WeChat, micro blog, weishi and the other social network site and digital communication carriers, which makes those so-called young men with "post-modern civilization" contact with each other, gather together, launch an attack on public opinion against the government. At the same time, by means of 2100 worldwide large database and a series of films, TV series, entertainment programs and other digital publishing and spreading products, they fully exaggerate and highlight the strong competitive advantage and lineage of Western culture, nakedly promote the lifestyle ideology and philosophy of hedonism and consumerism, which greatly impact the system of China's socialist culture and cultural industries. A more profound impact is exerted on the ideals and beliefs of Chinese citizens, their value proposition, moral evaluation, and lifestyle choices. Or even they pose a serious threat to China's cultural, economic and political security.

In digital cinema industry, for example, the data of the national film industry in 2013 show that: domestic and international films added up to 683 and the total box office made 21.76 billion yuan. Among them, domestic films was 638, the box office made over 12.7 billion yuan, accounting for 58.65 % of the total box office and the average box office of each film was about 21 million yuan; there were 45 imported films whose total box office hit the 9 billion mark, making up 41.35 % of the total box office, the average was 200 million per film [7]. Clearly, the box office of domestic films was just one tenth of that of imported films. Domestic films have a rather low influence both in the scope and in the extent.

3.4 BEING INTRUDED BY BAD BEHAVIOR AND FALSE INFORMATION

The digital publishing and spreading has also been intruded by bad behaviors and false information, leading to social panic and opposition among the masses and bringing huge challenges towards social development. The criminal activities and social conflicts in realistic society continue to expand on the network. Many outlaws utilize the digital publishing and spreading technology to steal information on technology, military, commercial, social intelligence, or carry out purposeful public opinion guiding for profits. According to the statistics of the public opinion monitoring room of People's Daily Online, in 2012 more than a third of Chinese social networking public opinion event was catalyzed by rumors and boosted by hypes in the fermentation process [8]. From 2012 to 2013, Xue Manzi and other internet users often forwarded the unconfirmed news and intentionally conducted "terrorist information marketing" to seek private interest. In 2013 some network public relations corporations published false information many times for network defamation and extortion by means of SNS platforms in order to achieve business interests, which seriously disrupted the capital markets. Based on the characteristics of being real-time and anonymous of online speech, all kinds of harmful information and false statements are spread through the digital publi-

shing and spreading so that such information are expanded, local problem become globally oriented, simple issues are complicated and the general problems are politicalized. The phenomena present a great challenge and destruction to the legitimacy of the ruling party and the government and social morality and social construction. There are many examples of this in our own time. The flight to Shanghai was threatened and hoaxed by an imaginary bomb. Zhang Jinlai, who played the Monkey King in TV plays *Journey to the West*, was rumored to die. Guo Meimei showed off her wealth and so on. Their behaviors all show that the makers of digital information ignore moral reasons and disregard the law and discipline. Such digital information not only violates the legitimate rights of the interested parties, greatly disrupts public order, impairs the public interest, but also results in waste of trust resources of the Chinese society and ultimately leads to the confusion of social management and ideologies. Taking "Guo Meimei Incident" as an example, it was early August 2014 that the truth has been revealed, but up to now the public's trust trauma in the Chinese Red Cross and charitable organizations has failed to repair.

4. Measures to deal with the challenges

4.1 CLEAR INTERNET ECOLOGICAL ENVIRONMENT

In general, supervising the digital publishing and spreading, either as an industrial policy or as a public, policy has already become the common view of the governments of all countries in the world. From the promulgation of Patriot Act in the United States to the exposure of "Prism Program", we can see that the supervision on the digital publishing and spreading is closely related to the fundamental interests and sovereign security benefit of the country [9]. As a public policy in the form of social and political system, the government plays a critical role in defending and protecting the ideology and social mainstream values from being inviolate. The government should take various coercive measures including laws, regulations, policies, and combine with a flexible means of ethics, education, technology, and fully mobilize the enthusiasm, initiative and creativity of all relevant stakeholders, rationally optimize the allocation of human, material, financial and information resources of the whole society to play a variety of holistic effectiveness of resource allocation, and ultimately achieve the highest ideals or goals established by national ideology and social mainstream values. In practical terms, on the one hand, the public must strictly abide by the principle of supremacy of national interests and the public interest and the government should carry out strict regulation and controlling policy when dealing with those affairs related to national interests and security and public interest and public safety including national economic security, territorial integrity and sovereignty security, military and national defense security, science and technology security, network and information security and so on. On the other hand, corporate behaviors involving with the digital publishing and spreading in market activities should be market-oriented, support and implement the sustainable, predictable, minimized legal environment of business.

4.2 ESTABLISH A SCIENTIFIC AND REASONABLE REGULATORY MECHANISM

Build an effective real name system. Currently, WeChat, micro blog and Weishi highlight the growing media properties, especially the increasing level of SNS mobilization capacity, the implementation of real-name system trend has basically become a social consensus. In order to lessen conflicts between the real-name system and privacy protection, we should combine with China's cultural and economic environment, consider a multi-pronged approach. First, carry out the limited real-name system in colleges and universities. Secondly, put the full Internet real-name system into practice in online games. It can enhance control to a certain extent and reduce network fraud, and provide the most direct user information to clear up a case, which is easier to safeguard the legitimate rights and interests of the players. Finally, implement the real name system in mobile phones, WeChat, micro blog, weishi and other new media. The true identity of the users can be ensured in the processing of spreading a short message and thereby reduce the dispute produced by unidentified message-makers. Such a real-name system will not only help to improve the authenticity of the network as a virtual community, but also encourage internet users to follow the relevant network management constraints voluntarily, so that the digital publishing and spreading will develop well and quickly.

4.3 CLARIFY THE RESPONSIBILITIES OF EACH LINK OF ALL REGULATORS

Central and local governments should have a clear division of labor and promote the strategic development. The digital publishing and spreading industry requires a high degree of specialization and a strong and sufficient ability of application and supervision towards electronic computer technology, intellectual property, publishing technology. The government has the irreplaceable role in formulating and implementing policies, supervising and evaluating the effect of those policies, but this also is the government's responsibility. The central government and other related departments should fully keep gaining insight into the current problems in the development process, the situation and the characteristics as well as future trends of the digital publishing industry, strengthen investigation and survey, and work out effective administrative regulations and departmental rules. In particular, the governments should provide powerful protection and active support for key technologies of digital publishing and spreading to promote the development and application of new technologies to meet the challenges of foreign companies, so that the whole industry gets strategic development opportunities. Local governments at all levels and relevant local departments should have an open mind and cross-border thinking, develop appropriate policies suitable for the region and then effectively enforce them; actively promote inter-provincial linkages and cooperation to protect the digital publishing industry and make regional digital publishing industry develop smoothly.

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