

Bridging the digital divide
Creating the digital dividend



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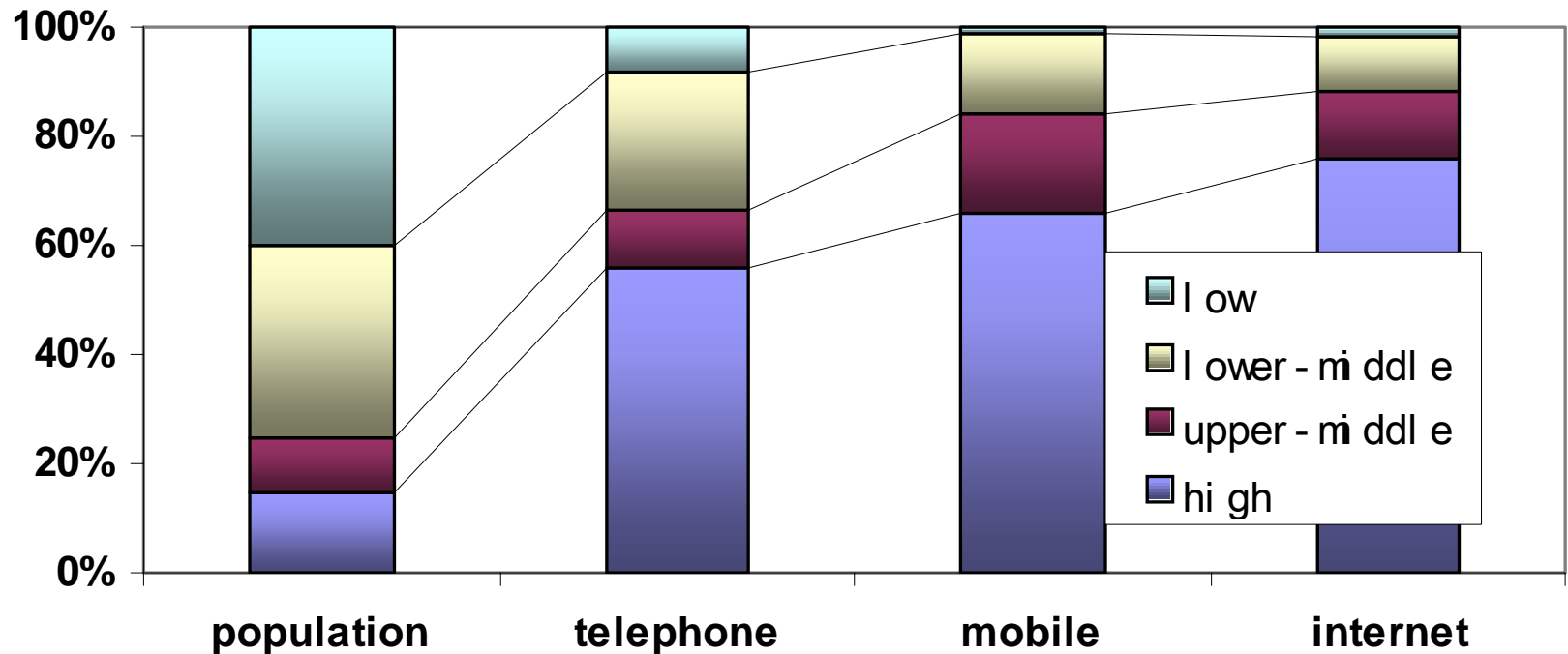
Abstract

- 1. Digital divide in the world and in China
- 2. Case Study: GZNW.GOV.CN
- 3. Implication and Proposals

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(1) World Bank ICT (2001)

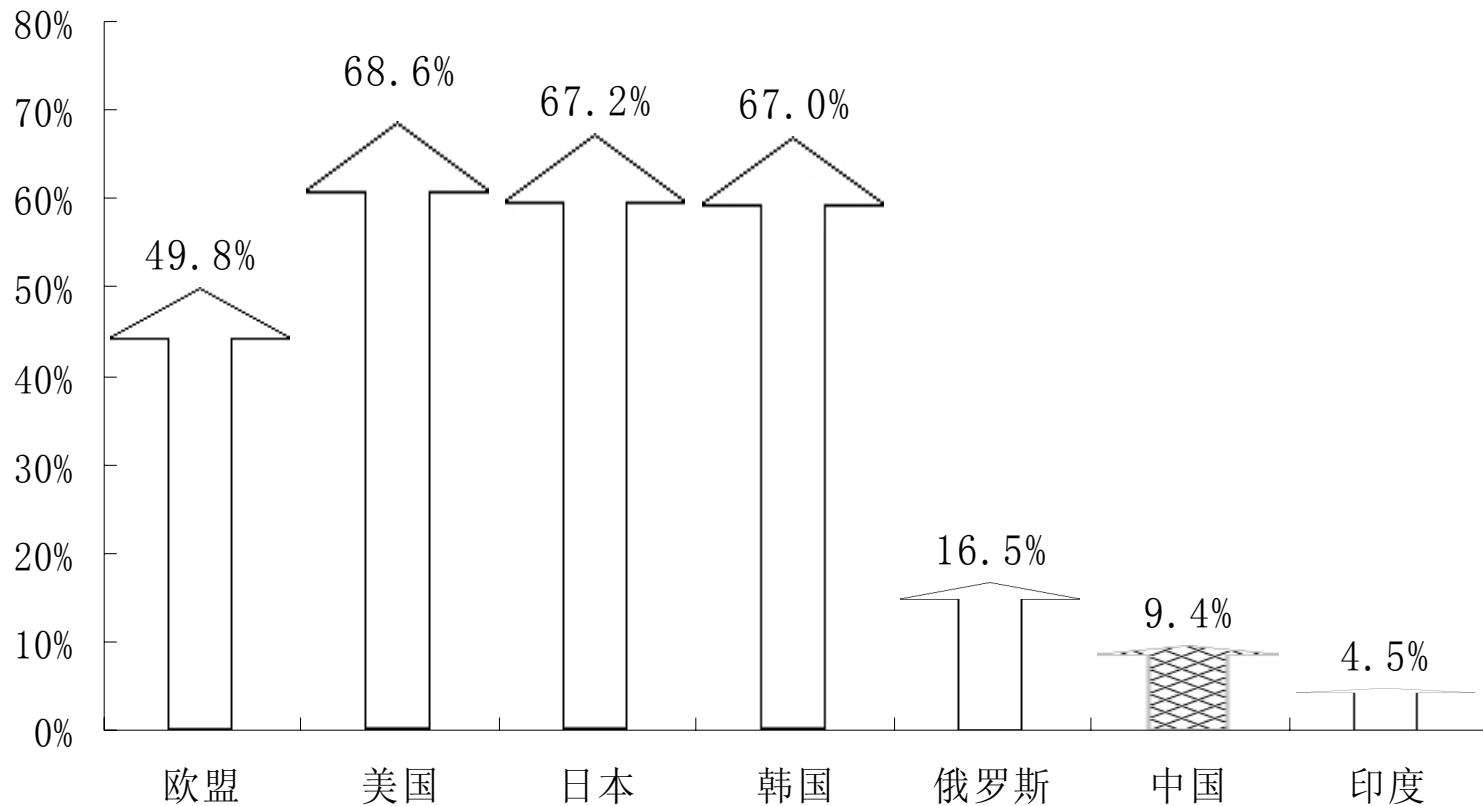


ICT level

	daily	radio set	television set		fax	PC	internet
the world		420w	268w	58.5w	12.3w	68.4w	152.47w
China		334	292	47.2	1.6	12.2	0.69
Low-income countries		157	85		0.4	4.4	0.48
Middle-income countries		360	279	44.5	2.0	27.1	13.20
High-income countries	286	1,289	693	160.4	73.0	345.9	981.745

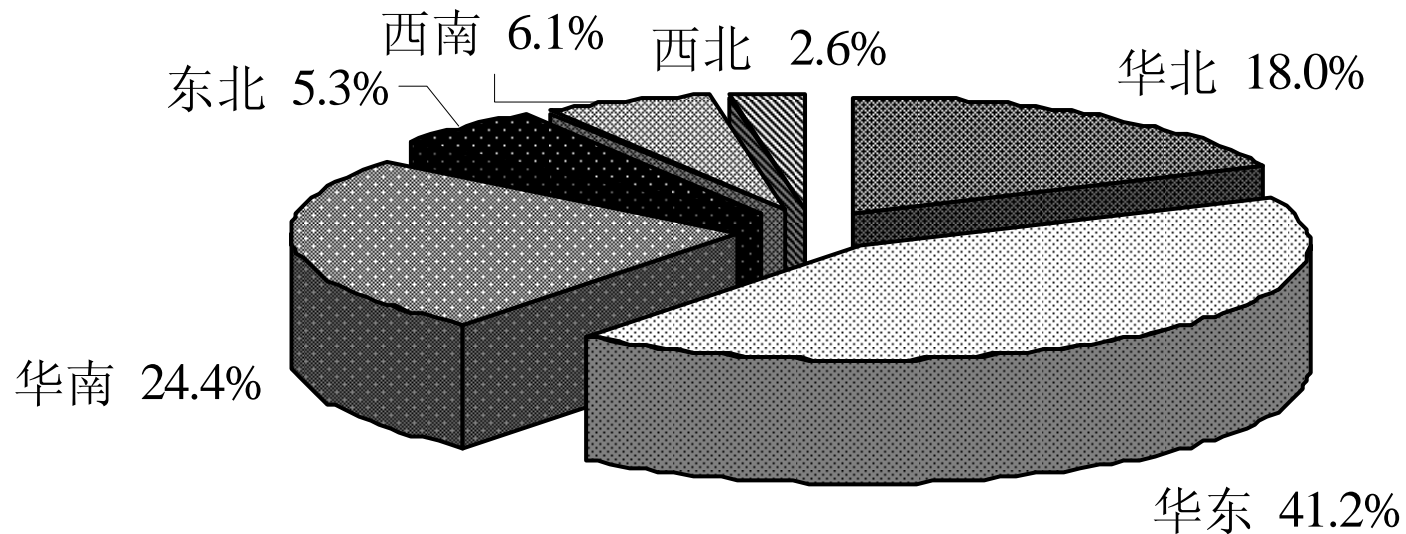
Rank	Country	Score
1	United States	71.76
2	Japan	69.97
3	Australia	65.59
4	Canada	59.40
5	Singapore	57.07
24	Indonesia	8.46
25	Thailand	8.34
26	Sri Lanka	8.19
27	China	6.17
28	Pakistan	5.28

Internet penetration rate



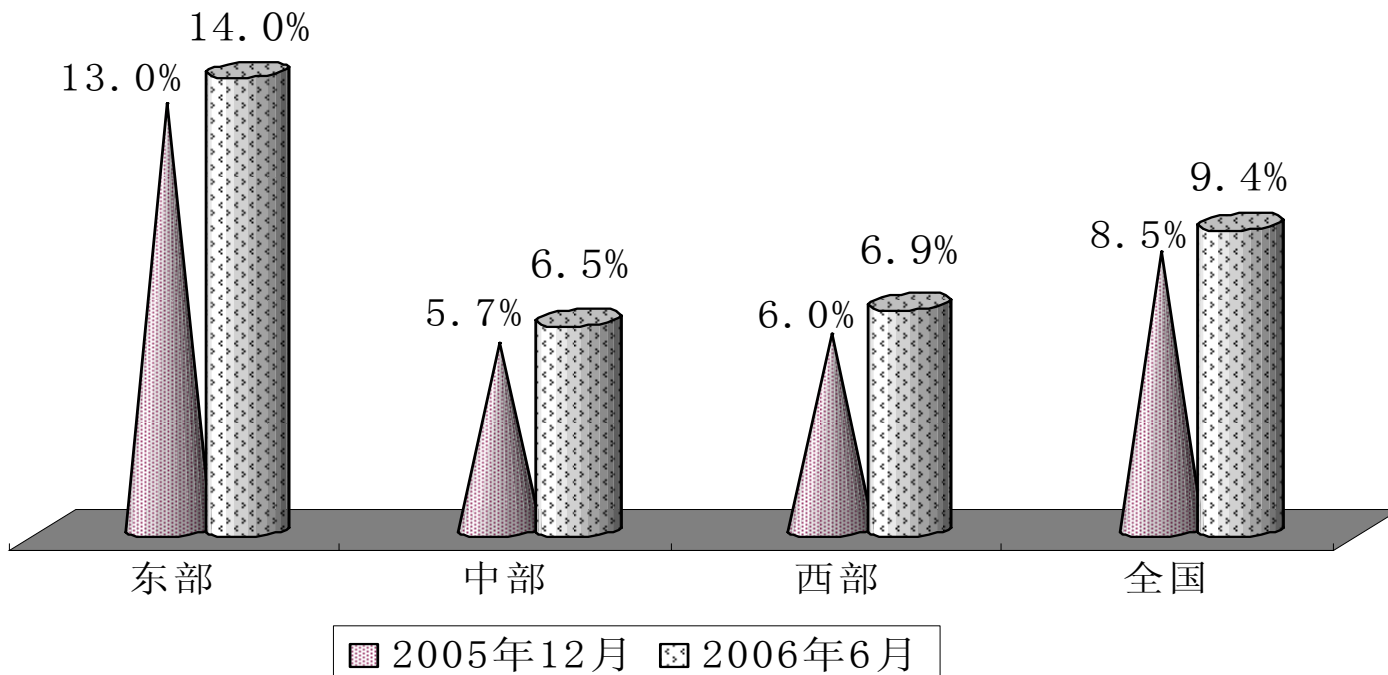
数据来源: www.internetworldstats.com, 中国互联网络信息中心 (CNNIC)

(2) regional gap-domain



数据来源：中国互联网络信息中心（CNNIC）

User distribution

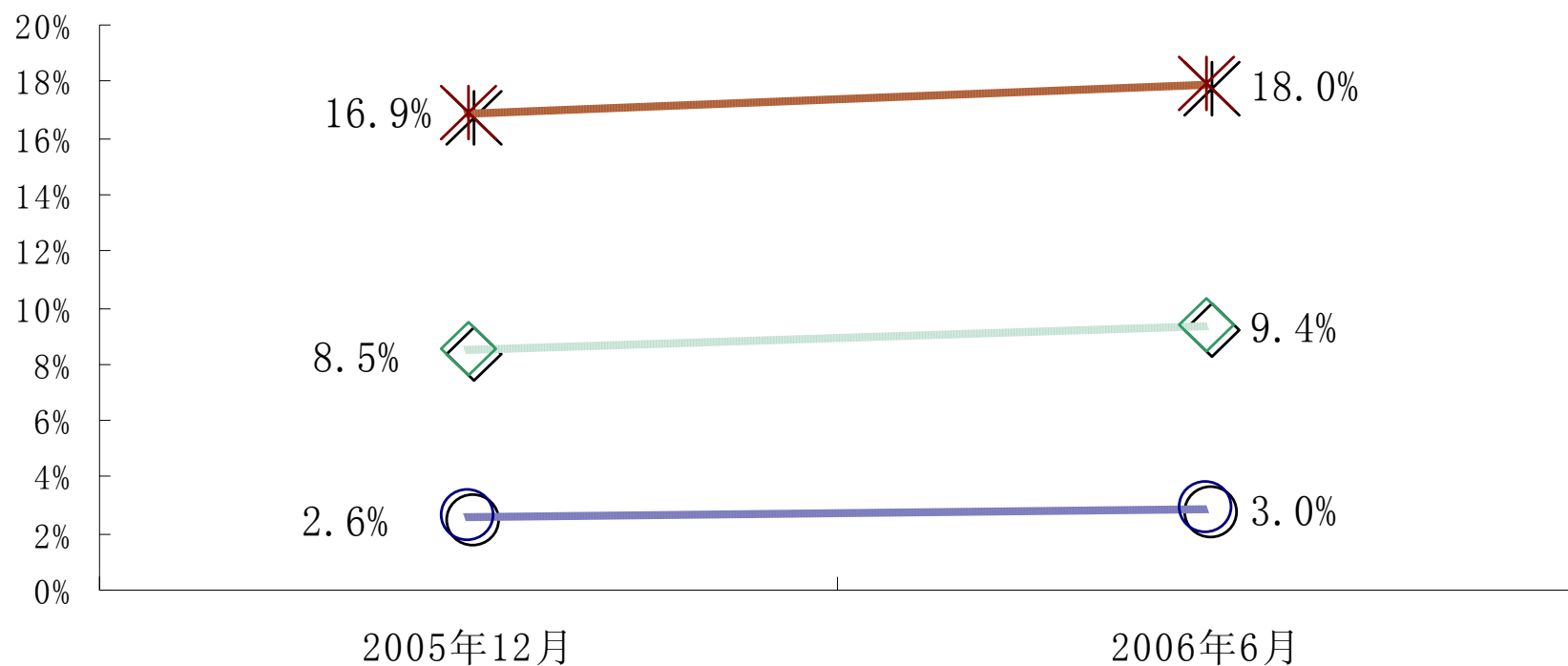


数据来源：中国互联网络信息中心（CNNIC）

Area comparation

	User %	Domain Per 10 th.	Website Per 10 th.
east	14.0%	44.5	12.2
central	6.5%	7.9	2.0
west	6.9%	8.2	1.8
China	9.4%	22.0	5.9

(3) Urban and rural



—*— 城镇渗透率 —○— 农村渗透率 —◇— 全国渗透率

数据来源：中国互联网络信息中心（CNNIC）

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Investment Area

- East: Middle : West
2.26:1.14:1.00

- Profit

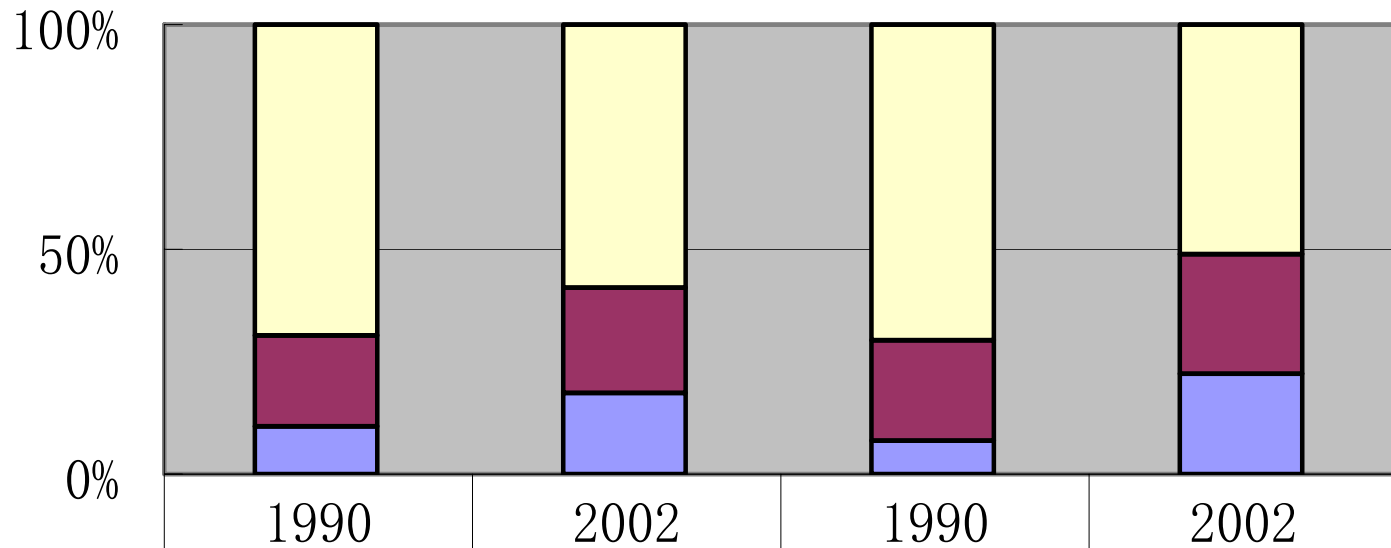
East area: 70 bil RMB

7 times Middle and West Area

30 + times West Area



Income/Investment



■ east	69.17%	58.22%	69.90%	51.28%
■ middle	20.25%	24.15%	22.57%	25.99%
■ west	10.58%	17.63%	7.53%	22.73%

Guizhou Province

- Guizhou Province has 980,000 internet users, 460,000 computer hosts, 1902 names registered in CN domain, and 2,712 websites.
- Compared to other western provinces in the project of developing the western regions, we find that Guizhou Province has lagged far behind in the population of internet user, computer host, names registered in CN domain, and websites.

	Internet user (ten thousand)	Computer host (ten thousand)	CN. domain name (excluding EDU)	website
Guizhou	98	46	1902	2712
Sichuan	523	243	8665	12892
Chongqing	181	74	4600	8125
Shaanxi	258	101	5348	5575
Yunnan	206	71	4568	4490
Guangxi	285	88	3613	7921
Gansu	120	44	1592	2566
Ningxia	31	14	1394	1212
Qinghai	20	8	524	463

Users' char.

- In the internet users of Guizhou Province, the majority of people who have home access to internet (excluding college on campus living students) are male ,unmarried, aged under 18, with educational level of high school (or secondary technical training institute), monthly income below 500 yuan, students and working in education.

Time and money

- Most users actually spent 100 yuan and below in using the internet per month, on average, 4.2 days, 13.8 hours per week, and the peak time is the night.
- They averagely own 1.2 E-mail accounts per capita, including 1.1 accounts for free, and receive 4.5 e-mails per week (excluding junk mail), 10.1 junk mails, send 3.6 e-mails per week.
- Their main purposes are to leisure and entertain.

Users' occupation distribution

- In the internet users of Guizhou Province, students make up the largest proportion of users (28.2%);
- the second largest group is specialized technicians (14.4%);
- the following group is the jobless accounting for 10.0%;
- school teachers account for 9.6%;
- managers in enterprises and non-profit organizations account for 9.1%;
- users who work in business and service industry account for 8.6%;
- users who work in government agencies, party-organizations account for 6.8%;
- 6.6% users work as assistants,
- and operators of producing and transport equipment account for 2.9%.
- Users with all other occupations only account for an insignificant portion of all users.

Finding job

- Lack of non-agricultural skills and the insecurity of labor remuneration are the problems faced by farmers in finding jobs elsewhere. According to the survey, more than half of the farmers say the lack of non-agricultural skills have a great impact on their finding jobs elsewhere; when asked what the greatest difficulties in finding jobs elsewhere are, 52.10% of farmers choose "lack of non-agricultural vocational skills", 18.49% choose "lack of information, difficult in finding jobs."

Remuneration

- After finding work through efforts, the farmer workers, of course, are hoping to gain remuneration, but the results of survey show that 47.06% of workers are worried about not being paid. When asked how they understand the "Labor Law", which is close to their rights and interests, only 2.52% of the people say "very well", 58.82% only "know some", and there are 38.66% of the farmers do not know at all.



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- ◆ 特色农业
- ◆ 禽流感专题
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- ◆ 贵阳三桥水果批发市场
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- ◆ 玉屏畜禽交易批发市场

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预警信号及防御指南

灾情监测系统

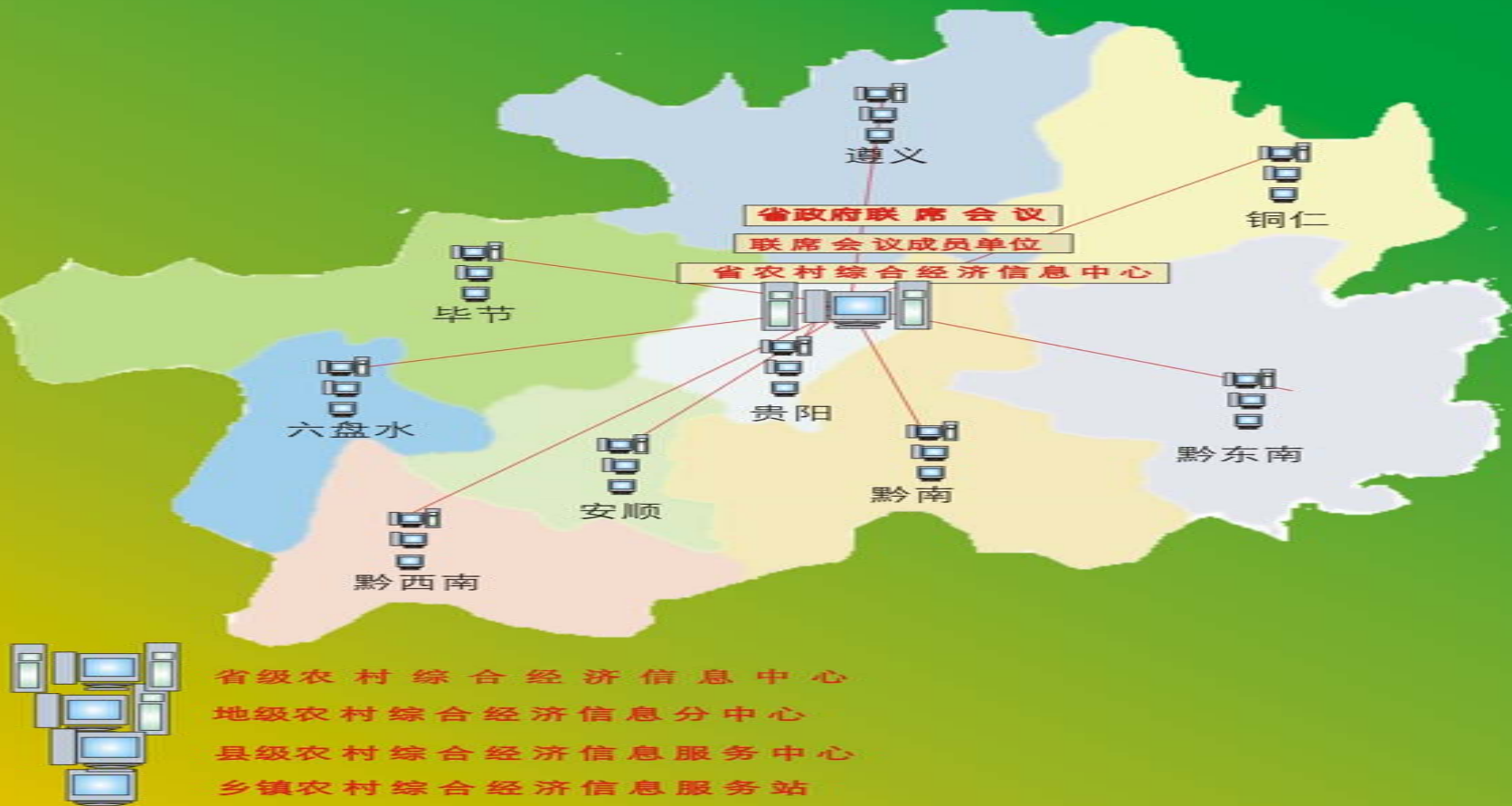
电子邮件

用密




(1) organization structure

贵州农经网组织结构图



(2) database

- agricultural policies and regulations database
- practical agricultural technology database
- agricultural experts database
- Guizhou dynamic market information of farming products database
- Guizhou agriculture-related enterprise resources database
- Guizhou meteorological disasters database

(3) supporting system

- agricultural produce market analysis and forecasting release system
- agricultural diseases and pests intelligent search system
- the experts online system
- E-government system
- e-mail system

(4) assessment measures

column	number required to be rounded off	score	standard
price information	$50 \text{ pieces} \times D \times S$	100	One piece more add 0.01 point, one piece less discount 0.01 point
supply and demand information (including replies)	$8 \text{ pieces} \times S$	100	One piece more add 1 point, one piece less discount 1 point
investment introduction (including replies)	$4 \text{ pieces} \times S$	100	One piece more add 2 point, one piece less discount 2 point
agricultural science and technology	$8 \text{ pieces} \times S$	100	One piece more add 1 point, one piece less discount 1 point

assessment measures (cont')

industry guidance	2 pieces \times S	100	One piece more add 5 point, one piece less discount 5 point
experts' advice	8 pieces \times S	100	One piece more add 1 point, one piece less discount 1 point
current affairs on agriculture	8 pieces \times S	100	One piece more add 1 point, one piece less discount 1 point
market survey and forecast	1 piece \times S	100	One piece more add 5 point, one piece less discount 5 point
the window of corporations	1 piece \times S	100	One piece more add 10 point, one piece less discount 10 point

(5) training the backbone of IT

- Utilize radio, television, newspapers, websites and other media, as well as organize various forms of training, technology demonstration, the exchange of experience to widely publicize national and provincial policies about agricultural information work, spread the universal knowledge of informatization, and improve the informatization awareness of leaders at all level and farmers

• (6) “the last kilometer” in the information service.

solutions

- Internet media of GZNW
- Radio television newspapers and other traditional media
- Wireless call and electronic display for rural economic information
- Intermediary contact points of the marketing information services on GZNW
- Bringing science and technology to the countryside and "experts online"
- Happy farmers voice services of 96111

96111 voice service



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三、贵州农经网人工服务热线
96111000
贵州农经网省级信息中心人工服务热线
96111001
转接各地农经网信息中心（站）人工服务热线

四、农业时事
农业专题
96111010——政策指导
96111011——专家点评

五、价格行情
1、农产品价格
96111020——贵阳市五里冲农副产品批发市场
96111021——遵义市红花岗区苟家井农副产品批发市场
96111022——都匀市舞美巷农贸市场
96111024——凯里市农贸市场
96111025——铜仁市小十字农贸市场
96111027——六盘水市康乐农贸市场
2、特色农产品价格
96111031——遵义县虾子辣椒批发市场
96111032——湄潭西南茶城
96111033——独山黄牛大场镇中药材集贸市场
3、市场价格分析预测
96111038——贵州省农产品市场零售价格周动态
1号键——上月农产品市场零售价格动态
2号键——上月农产品市场零售价格动态
3号键——上月农产品市场零售价格动态
4号键——上月农产品市场零售价格动态
5号键——上月农产品市场零售价格动态
6号键——上月农产品市场零售价格动态
7号键——上月农产品市场零售价格动态
8号键——上月农产品市场零售价格动态
9号键——上月农产品市场零售价格动态
0号键——上月农产品市场零售价格动态

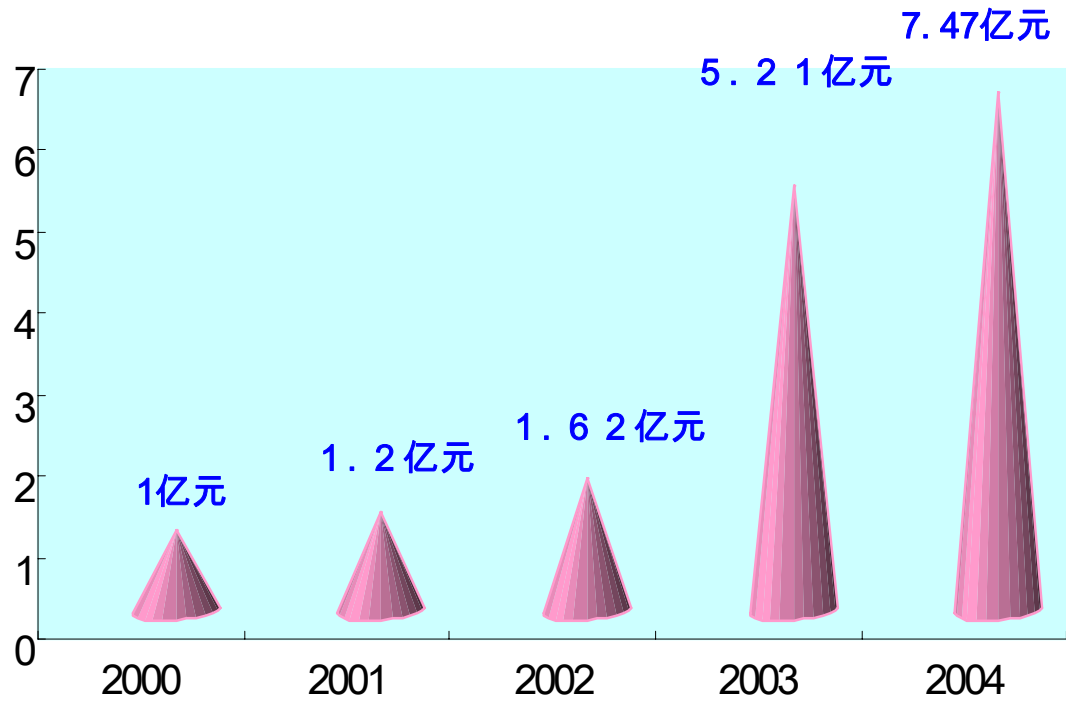
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1、供应信息
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96111041——畜禽产品供应信息
96111042——蔬菜供应信息
96111043——水果供应信息
96111044——水产品供应信息
96111045——花卉供应信息
96111046——辣椒供应信息
96111047——茶叶供应信息
96111048——中药材供应信息
96111049——农资供应信息
96111050——其他产品供应信息
2、求购信息
96111060——粮油求购信息
96111061——畜禽产品求购信息
96111062——蔬菜求购信息
96111064——水产品求购信息
96111066——辣椒求购信息
96111068——中药材求购信息
96111069——农资求购信息
96111070——其他产品求购信息
3、招商引资
96111080——产品生产加工项目
96111081——开采项目
96111082——基建项目
96111083——旅游开发项目
96111084——其他项目

七、农事天气预报
9611121
1号键——农业专题
2号键——天气包报
3号键——短期天气预报
4号键——气象科普知识



results

年度效益图



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Government role

- Firstly, governments at all levels should attach great importance to the rural digital divide and shift the focus of the traditional anti-poverty work to the “information anti-poverty”.

Spread experience

- Secondly, expanding the practice of GZNW, making full use of existing equipment, and constructing the rural comprehensive network of economic information.

Special fund

- Thirdly, in the light of international experience, establishing the national telecommunications universal service fund.
- Hu Angang advised to levy on the income of telecommunications operators (such as between 5%~10%) as one source of the communications universal service fund.

“ the last one kilometer”problem

- Fourthly, taking different approaches to resolve “ the last one kilometer”problem.

Set examples

- Fifthly, forcefully publicizing typical examples, improving farmers' ability to use information to enrich themselves, and cultivating the farmers' ability of information collection, filtering, processing, and use.

standardization

- Sixthly, establishing and bettering systems related to the rural information work to standardize its operation and ensure its continuity.

Cheap computer

- Seventhly, supporting the development of the “universal computer” about 1,000 yuan. According to the relative study, the time is ripe to develop the “universal computer” about 1,000 yuan in China.

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