

Tencent: The WeChat Red Envelope Initiative



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WeChat

Chats

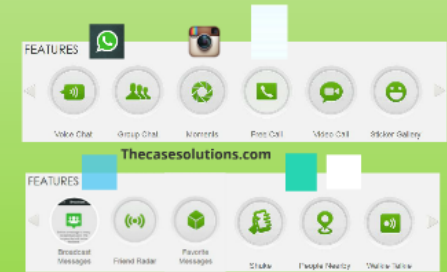
WeChat

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What is WeChat?

- A mobile text and voice messaging service
- Developed by Tencent in China
- 438 million monthly active users



Relation to #NoEmail Thecasesolutions.com

- Ease of Access:
- Used by the government to jail activists and dissidents
- Criminals use it to find targets to rob
- Security concerns



FEATURES



Voice Chat

Group Chat

Moments

Free Call

Video Call

Sticker Gallery

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FEATURES



Broadcast Messages

Friend Radar

Favorite Messages

Shake

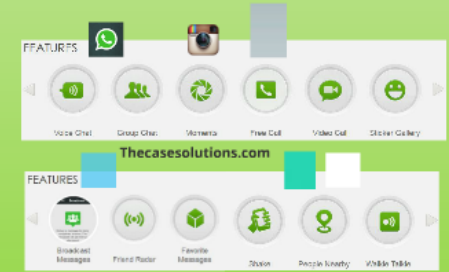
People Nearby

Walkie Talkie



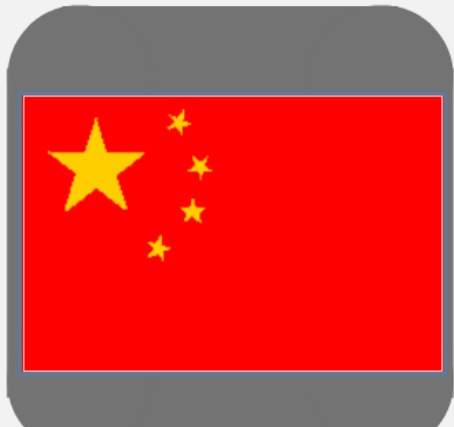
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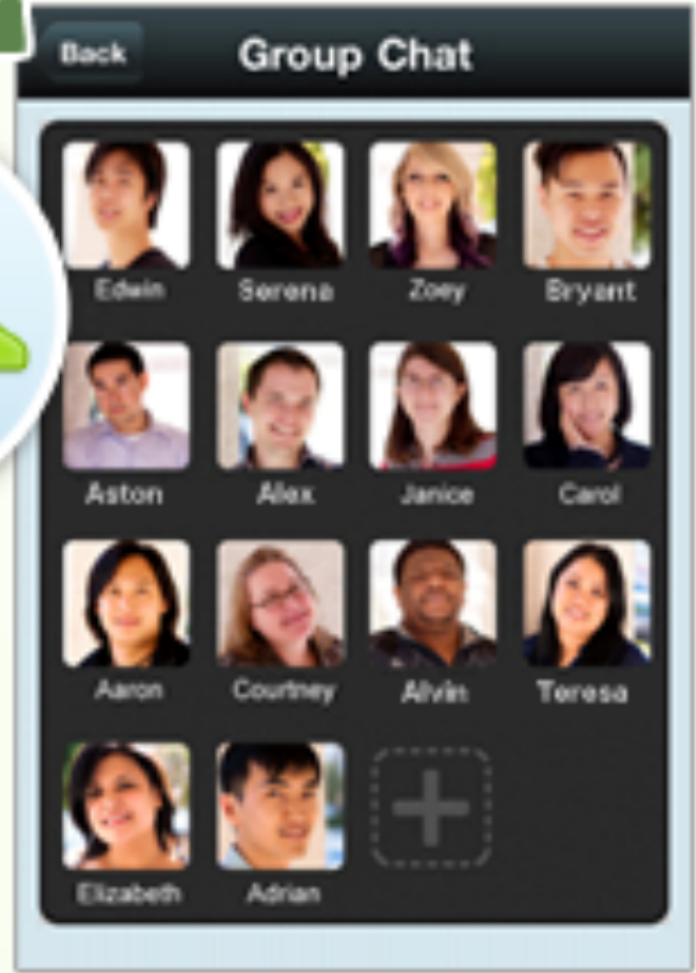
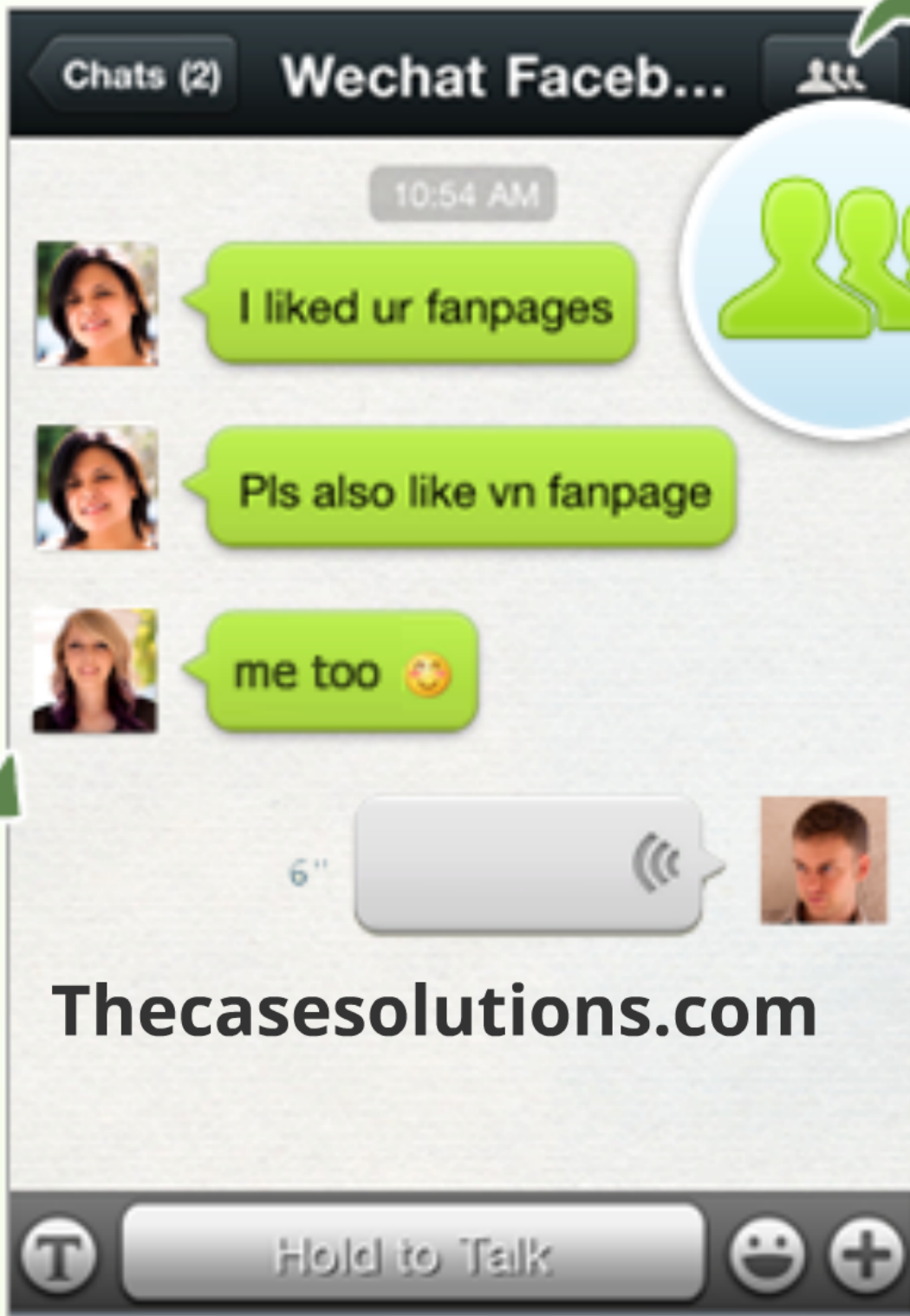
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Relation to Privacy and Security

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The Social Machine and Networked Individual

- One can maintain separate circles of communication
- shift towards group communication
- Reinforced ties to family and circles
- Have you used any similar communication services? How'd it go?



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Thanks for Watching!