Tencent: The WeChat Red Envelope Initiative

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

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