Utilization of M-Government Service in Rural China

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Utilization of M-Government Service in Rural China

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Abstract

Electronic government (e-government) has developed rapidly, the Mobile Government service (m-government) as one of the import branches play a significant role in recent years, and it would be also an effective way to satisfy Chinese rural citizen’s information needs. Our research question is how the m-government service satisfies Chinese rural citizen’s information needs. The investigation is conducted with questionnaires in a rural town where in Guangdong Province. We find that the most needed information perceived or expresses by rural citizen are closely related to their basic survival. There is a big potential to develop m-government service in rural areas since most of rural citizen haven’t paid attention on it. Last we put forward some suggestions for improving m-government services for Chinese rural citizen.

Key Words: Mobile Government, M-government service, Chinese mobile government service, Chinese rural citizen, Information needs, Information behavior.
1. Introduction

Electronic government (e-government) has developed rapidly and become one of government’s critical means for the provision of seamless services for public agencies, business, and citizens. It is the use of information and communication technologies (ICTs) as a tool to achieve better government (Ntaliani, 2008).

Today, merging trends make clear that in the near future there will be a strong demand for multi-channel service delivery. Moreover, the boom of the use of mobile devices, including Internet-ready mobile phones, smart phones, and personal digital assistants (PDAs), is forcing governments toward the deployment of mobile government (m-government) (Ntaliani, et al. 2008).

Wang (2010) defined m-government from two perspectives. (1) In a limited sense: m-government is a powerful tool of e-governance which uses the mobile communication technologies, such as cell phone, PDA, Wi-Fi terminal, GIS, etc, in constructing and operating e-Government, so as to enhance the efficiency and quality of public services. (2) In a broader spectrum: m-government focuses on a complete government system supported by a prefect m-government project. It does not simply encompass the use of m-government tool for the public services, but also a complex instrument for the development and implementation of strategies. Therefore there is a close relationship between m-government and e-government fields. M-government is added on to the e-government confined to use of mobile devices.

Nowadays China which keeps pace with the times wants to develop e-government service. The Chinese government supply many solutions for different users. So the citizens can use different tools to reach the e-government service, such as computer, mobile and other media equipment. But there is a serious problem which happens in rural China due to the vast territory and population quality difference, such as penetration divide, geographic distribution, and educational background. That is differentiation of information access in terms of getting Chinese e-government information and services. The underdevelopment of economy and low level of education culture led to the relatively backward in technology. So m-government is considered as a better option compared to other e-government service in delivering services and public information to citizens due to its nature of being available anywhere, anytime and from any internet enable device (Lallan, 2009), this
characteristic is suitable for rural citizens in China.

The dilemma makes the use of m-government more important for rural citizen in China. Here are some statistics of how popular mobiles are in China. Firstly, according to a research report, up to the time of June 2009, the scale of Chinese Internet users had reached 338 million, and that of mobile phone users had reached 695 million (the popularizing rate being 52.2%) (CNNI, 2009). In other reports, until the time of Dec. 2006, there are up to 137 million netizens and more than 450 million people are enjoying the benefits of mobil phones nationwide, which is about 3 times the number of the internet users in China (18th report on the development of China’s Internet, 2007).

From these statistics, we could see the popularization of mobile infrastructure in China and diversity current of Internet access based on combination of non-stationary and Internet-based terminals. Secondly, m-government has many advantages, for example, mobility and ubiquity; provision of location-based government services; on-time information delivery; easy of use; and improving emergency management, etc. (Mengistu, et al. 2009). To sum up, it is clearly to see that mobile service has a wide range of basic utilization. So perhaps the m-government is a better choice for rural citizens to connect e-government service.

In addition, there is a lot of similar research on migrant farmer workers and farmers in China which are shown as below. However, we found that the research on how the rural citizens use m-government service to satisfy their information needs in China. So it motivates us to do this study. Here are some introduction of the similar research on migrant farmer workers and farmers.

a) Research on migrant farmer workers

A survey on returning migrant farmer workers of Hunan province in 2009 shows that the top three information needs are employment information (32%), getting government’s assistance in looking for jobs (28.5%), hope the government organizes training (13.6%) (Li, 2009).

Wang (2004) thinks that personal and social barriers impede the vulnerable groups from accessing information. Diao’s (2008) research shows that social networks are the major information sources of migrant farmer workers, and comes to the conclusion that differentiation of education influences their information behavior. Li’s (2004) also reaches a similar conclusion that social contacts are the main information sources of migrant farmer workers. He finds out the information that provided by mass media
that is likely used by audience in strong positions, but unfortunately, it often neglect and even exclude the vulnerable groups.

b) Research on farmers

The Statistical Bureau of Nanjing reported in 2008 that among daily information sources used by farmers, the top three information sources are TV program, direct communication with agricultural technicians, and information service stations (where are special public places establish by government in each village) (Zhang & Yang, 2009).

A research on information needs of rural citizen in Malaysia in 1998 shows that ICT had not been popular in rural Malaysia. The top four information needs of rural Malaysians are: religious information, family boding current affairs, health information and education. The top five information sources were TV or radio, friends or neighbors; printed materials; relatives from the city, and school (library) (Anwar & Supaat, 1998).

Many researchers have shown that with the development of ICT, m-government is bringing to rural areas new opportunities to develop, the information access of rural citizen will transfer to a new pattern (Wang & Chen, 2012).

The aim of his paper is to make a picture of how Chinese rural citizens use m-government service to gain the needed information. So the main research question is formulated as: how do the rural citizens use m-government service to satisfy their information needs in China? In order to have a scientific inquiry, some details questions are put forward to show different study angle:

1) What are the information needs perceived or expresses by rural citizen?
2) How do they use m-government?
2. Formation of Theory Framework

Studies related to our research in recent years involve the issues of information needs and information behavior, so in the following context, we will pay attention to those two aspects.

First of all, we can see that quantitative theoretical researches on information needs and information behaviors in library and information science (LIS) were put forward after 1990 according to the literature research (Julien & Duggan, 2000). From a perspective of LIS, information needs in one’s query is described into four levels by Taylor (1962, 1986). See figure 1.

![Diagram of four levels of information needs by Taylor (1962, 1986)]

From figure 1, it is clear to see that information needs in one’s query transit from lower level to higher level, till the information needs has been reported to the information system. The whole process can be considered as guideline for us to formulate the information needs which lay the foundation for our framework in the next step. The reason why we choose this quantitative theoretical researches was others does not cover our research need. They extended the study realm into different directions.
Combination with figure 1, we formulate the step of developing process of information needs in our framework into three stages: unaware potential information needs, perceived information needs, expressed information needs for government information in order to deeply research. Finally we will judge whether the information needs are satisfied to provide a utilization of m-government service in rural China. Here the “potential information needs” can be considered as the information which cannot be perceived by farmers due to the low information literacy. Therefore the better conversion mechanism between each stage should be found in order to supply better m-government for them.

Information behavior is human behavior dealing with generation, communication, use and other activities concerned with information, such as, information seeking behavior and interactive information retrieval (Ingwersen & Järvelin, 2005). So there is a tight relationship between information needs and information behavior. According to the theories of information behavior, the Chinese rural citizen can seek information by other methods, such as mobile, because they don’t have many opportunities to use computers in their work and daily life.

The abovementioned studies are guideline and helpful for us to formulate an analysis framework. Consequently, the information seeking process of Chinese rural citizen consists of two parts, one is information needs, and the other one is information behavior. The first part of our framework is divided into three steps: unaware potential information needs from three aspects, such as learning and communication, work, life environment; perceived information needs cause from problems and experience; expressed information needs for government information, such as personal factors; the second part of our framework is seeking behavior on m-government. Each stage is affected by personal or social factors. See figure 2. Finally we would like to show if m-government service satisfies rural citizen’s information needs.
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Figure 2. Framework of satisfaction of m-government service in rural China
3. Method

The qualitative and quantitative methods were adopted to address our research question. First of all, the literature study which could be found through the internet search engine should be carried on during the first period. The purpose was considered as leading us to find general ideal about the m-government service in rural China. “Your literature review is where you demonstrate that you are able to engage in scholarly review based on your reading and understanding of the work of others in the same field” (Bryman, 2008, p. 81). The internet search engine from Örebro library, such as Web of Science, the LibHub, and other search engines, such as Google Scholar were going to be combined utilization. Mobile government, m-government service, Chinese mobile government services etc, were considered as the key words to search literatures. Finally some related articles were accumulated. For example, Chen and Ma (2010) provide us the concept and a general review of m-government in China. Mengistu et al. (2009) indicate that the opportunities and challenges of developing m-government in developing countries. Georgiadis and Stiakakis (2010) explain how to extend an e-government service to m-government services. Ntaliani et al. (2008) give an example of how the m-government service is used in agriculture in Greece.

Our framework was formulated based on the literature study. In the beginning, some literatures which indicated the information needs and information behavior theory were found and collected by search engines. In the next step, the related articles regarding to the framework were compared in order to conceptualization. Finally the framework was refined and summarized according to the well-chosen literatures.

Furthermore, in our thesis, the best approach of research is considered as questionnaire. Surveys were usually used to investigate information needs of special users such as farmers, patients research, students, etc. in a large number of studies (Wang & Chen, 2012). That is because first of all it is convenient for us to have cooperation with Chinese rural citizens when we in abroad. Secondly it was an intuitive, effective science research means when we couldn't do the interview in China. The questionnaire was designed, tested and adopted for data collection in order to meet the needs of research, because “questionnaires and rating scales are commonly used to measure qualitative variables” (Svensson, 2000). This could be thought as quantitative method approach. In the first stage, the questionnaires were designed according to our framework. For example the questions were put forwarded based on personal or social factors. Then the small test was carried on during the Chinese
classmates. Meanwhile more suggestions would be accepted from our supervisor. According to test results, some adjustments should be adopted, for example which question should be improved regarding to the rural citizens, what function should be included. Then the final questionnaires would be sent to the investigators.

In our research, the questionnaire investigators at the beginning were considered as 100 people who were living and working in rural China. Due to the situation of vast territory and population quality difference in China, it was not easy to contact the target groups directly without official help. Our research progress and research time would be delayed by this issue. Hence another doable and methodologically acceptable way was adopted. We would have cooperation with a local school. We send email with the questionnaire to the teacher Zhifeng Zhou. The questionnaires were printed by the teacher. The resources of students (age 15-16 years old) who were required by their teacher answered the questionnaire with their family members (e.g. parents). The teacher explained the aim and some concepts regarding to our questionnaire in order to make sure that the students could understand the questions well. The similar process would be carried on between students and their family members. Then the students brought the questionnaire to the teacher. Later the teacher scanned questionnaires to us. The questionnaires have been sent 110 persons in case some questionnaires were invalid. Finally the collection of data was screened from the total informants in order to avert the situation of data loss and useless data. There are also some potential issues with handing out questionnaires to teacher who hands them to students who hands them to their family members. For example, they may not understand the relevant concepts and questionnaire to the research; Students’ family members may not corporate with this research; they will delay the submission deadline, etc. But the teacher promised he would minimize the risks. See Table 1. The data reported here were collected between 20th April and 28th April in the year of 2012. So the data are considered as more persuasive. But finally we decided to use all of the 110 questionnaires because they were all valid for this investigation.

<table>
<thead>
<tr>
<th>Questionnaire situation</th>
<th>number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total questionnaires to the informants</td>
<td>110</td>
</tr>
<tr>
<td>Feedback from the responses</td>
<td>110</td>
</tr>
<tr>
<td>Used responses in the final paper</td>
<td>110</td>
</tr>
</tbody>
</table>
The data was neated by us. Excel was used for depicting figures in order to have more intuitive understanding of data. In this paper pie charts and bar charts were combined for data analysis in order to show the situation of utilization of m-government and put forward suggestions, such as the utilization proportion of different function, daily utilization frequency of different functions. The data will show the satisfaction of m-government service in rural China, especially from the open questions, such as question 13 and 14. The user could give suggestions about how to improve the function of mobile government service. It can be considered as a reflecting problem from another side. Moreover, according to the different elements in framework, the questions were mainly put forward from four aspects, such as general information needs; Access to and use of mobile phone; Utilization of m-government service; Degree of satisfaction. More details could be found from table 2.

Table 2 Question Designed list

<table>
<thead>
<tr>
<th>Learning Elements</th>
<th>Questions Designed in Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information Needs</td>
<td>Popularity survey of Mobile Government service</td>
</tr>
<tr>
<td></td>
<td>Information needs from rural citizens' view</td>
</tr>
<tr>
<td></td>
<td>The frequency of information sources used by rural citizens</td>
</tr>
<tr>
<td>Access to and use of mobile phone</td>
<td>question 7 and 8</td>
</tr>
<tr>
<td>Utilization of m-government service</td>
<td>Reasons for having not used m-government services</td>
</tr>
<tr>
<td></td>
<td>Purpose of using m-government service</td>
</tr>
<tr>
<td>Degree of satisfaction</td>
<td>question 13, 14, 15</td>
</tr>
</tbody>
</table>

Our questionnaires are distributed in a middle school which is called Dongliu Middle. It is located in Liuhuang Town of Fengshun County. Liuhuang Town is about 428.23 square kilometers big, and has 94,563 residents (Baidu). The reasons we choose this school as our sample are: firstly, its location is in a town and the residents (e.g. students and their parents) can be considered as rural citizen. Secondly, the town is
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big enough and has over 10,000 residents. The situation of this town is typical and representative in China.
4. Result

According to the theory framework of figure 2, research question was addressed and analyzed from three aspects: general information needs of rural citizen; access to and use of mobile phone; use of m-government service. In terms of the general information needs, it was analyzed from three aspects: Popularity survey of m-government service; information needs from rural citizens' view in China; the frequency of information use from rural citizens so as to research the use of current situation in m-government service.

4.1 General Information Needs

4.1.1 Popularity survey of Mobile Government service

From the analysis of first three questions, we can see that statistics for male to use m-government is a little bit higher than that for female. That is because it is easier to accept merging technology for man in China, furthermore the male play the important role in the daily life. From figure 4.1, it is clear to see that the age distribution was mainly concentrating between 35 and 45 years' old.

Moreover, the most frequent use of m-government service from the occupation statistics is farmer. That is because they occupied a large proportion of population. According to the statistics of education background, most of informants have been educated in junior high school and senior high school, the rates were 49% and 38% respectively. See Figure 4.2. So we have reason to believe that the use of mobile
phones will be more suitable for the public than that of computer use from the point of view of science and technology.

In conclusion, it is clear to see that m-government service in rural China has popularity.

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4.1.2 Information needs from rural citizens' view

The statistics of information types needed by rural citizen are shown in Figure 4.3. We can see that weather, agricultural news, agricultural market forecasts, agricultural funding opportunities, livelihood and recruitment and employment are be ranked on the top six, the rates are 28%, 33%, 45%, 41%, 40% and 33% respectively. That is because the farmer occupied a large proportion of population in rural China. These opinions also support and be provided with question 3. Moreover, health and foods, laws, regulations and policies, training, children’s education, medical treatment and pension are ranked middle while news, sciences, culture, music, etc. are ranked bottom. That means the rural citizens need the information most which are related to their survival and their occupations.
Figure 4.3. Information needs of the respondents (Total number of respondents: 110)

4.1.3 The frequency of information sources used by rural citizens

As shown in Figure 4.4, TV, newspaper and government poster are the top three information sources which are used most frequently by rural citizen. The reason why rural citizens had chosen those media was considered as high popularity of media. However, there are only 7.3% of respondents who choose “mobile application” as the information source. It is ranked almost bottom. There is very large population of mobile users in China but unfortunately not that much rural citizen benefit from it as we expected.

Figure 4.4. Information sources frequently used by respondents. (Total number of respondents: 110)

4.2 Access to and use of mobile phone
The utilization of mobile is a necessary condition for m-government service access. From the statistics, there are 2 respondents of 110 answered that they don’t have a mobile phone. The reason was explained as “unable to operate a mobile phone” and “have nothing to do with a mobile phone”.

4.3 Utilization of m-government service

Since there are two respondents don’t have any mobiles. So there are 108 questionnaires left that are available for the following statistics. There are only 22 of 108 respondents answered that they had tried to get information and service via m-government service while 86 respondents answered that they had never tried it before.

4.3.1 Reasons for having not used m-government services

As we can see from the Figure 4.5, “know little about the functions of m-government service” and “unable to find m-government service” are two main obstacles to gaining government information via mobile for rural citizen, which followed by “can find the information through other ways”, etc. So we could see that there is a big potential to develop m-government service among rural areas. And for better quality of m-government service for rural citizen, m-government must improve their operations so that it can be known by more people.

Figure 4.5. Reasons for having not used m-government services by respondents (Total number of respondents: 86)
4.3.2 Purpose of using m-government service

As shown in Figure 4.6, “specific transactions on m-government service” is the most frequent reason for the respondents to use m-government service, followed by “advertised by traditional media”. This means that most of the rural residents haven’t perceived clearly the usage of m-government service and more special services should be provided to rural residents via m-government.

![Figure 4.6. Purpose of using m-government service (Total number of respondents: 22).](image)

4.4 Open-ended questions

The open-ended questions were carried on from three aspects for deeply research: degree of satisfaction; extra functions; how to improve the current m-government service.

In terms of the degree of satisfaction from question 13, m-government service was thought as satisfied by most informants. The rate can be reached at near 65% of 22 respondents. It shows that m-government service can get support and be accepted by most informants in rural China. The feedbacks from informants were mainly focused on these opinions, such as easy to use; low cost, high accuracy of news. Furthermore, there are a small number of people who think it is dissatisfaction. The reason was mainly explained as lack of function, etc.
According to the data arrangement by question 14, we can see that most informants prefer to have communication with expert in the special realm, such as agricultural production guidance, agricultural equipment selection. It is better for informants to get hold of knowledge. So there is no or less knowledge sharing between the users. In addition, informants want service to supply not only listing policy, but also the policy explanation.

In order to improve the m-government service, the informants put forward some constructive suggestions in rural China. First of all, the local-based m-government service should be more professional which focus on the agricultural affairs. The informants want to reduce the information about music; Emotion and entertainment. Secondly, communication between user and expert should be carried on in the future. More users can have more experience in the especial realm. They can share the knowledge with others. Thirdly the mobile network speed and network stability should be improved.
5. Discussion and Conclusion

5.1 Discussion

From Figure 3, we can see that rural citizens need the information most which is related to their survival and their occupations. However, as shown in Figure 6, the rural citizen is more inclined to use m-government service for specific transactions. It is not the same as what they need most. This inconsistency means that there are some potential barriers between the context of information needs of Chinese rural citizen and their search behavior. As far as we are concerned, the key reasons are the limitation of low information literacy and imperfection of m-government service restricts their information seeking on m-government. Therefore, Chinese government should not only pay attention to invest more on the construction of infrastructure and collection of targeted information resources, but also should make efforts to publicize and provide more training on how to use mobile to access to m-government service and get needed information for rural citizen.

In addition, the TV and newspaper are still mainly media which the rural can gain more information than the mobile phone, that is because the national conditions and degree of network development. So it is better to develop the mobile network in the future if the government wants to extensive use of m-government service.

5.2 Conclusion

This study investigates how m-government services satisfy Chinese rural citizen’s information needs from three aspects which based on the theoretical framework formulated after literature reviews: the needs of Chinese rural citizen for m-government service, their information seeking behaviors of access to m-government services, and the factors that influence their use of m-government services. It is found that the most needed information perceived or expresses by rural citizen are weather, agricultural news, agricultural market forecasts, agricultural funding opportunities, livelihood and recruitment and employment, which are closely related to their basic survival. There are more than 80% respondents use TV, government poster and newspapers as their main channels get information while only 7% respondents get it from mobile application. It implies that there is a big potential to develop m-government service to serve rural residents’ information needs. However, there are almost 80% of respondents answered that they have never used m-government service before mainly because know little about the functions of m-government service, unable to find m-government service and can find information
through other ways. As for those who had experience on using m-government service, it is mainly influenced by the factors of practical needs (specific transactions on m-government service, e.g. pay bills, etc.), advertisement and occasional click or search.

From this study, we have some suggestions for improving m-government services for Chinese rural citizen. Firstly, provide more targeted m-government services for rural citizen such as agricultural affairs. Secondly, enhance rural citizen’s information literacy so that they can learn to get variety of information from different ways.

5.3 Limitation and Future study

Our thesis research was in general and very limited in the field of utilization of m-government service in rural China. Data base can only be collected from a local area. Although the current use of m-government service in rural China can be reflected from a side, it is not enough. Therefore the future research with more participants will hopefully lead to even more robust results. We will focus on the same topic with data base which is collected from different location. Comparing the data base to see the accurate status and put forward the constructive suggestions to improve the m-government service in rural China.

Furthermore, according to the analysis framework in Figure 2, the stages of m-government service satisfying rural citizen can be divided into six stages: unaware of potential information needs, perceived information needs, expressed information needs for government information, selection of information sources, seeking behavior on mobile government, and satisfied information needs. Our survey began from the third stage by asking question of “What kind of information do you need most?” and ended at the sixth stage by asking open-ended question of “Are you satisfied with Mobile Government service? Please show your reason”. Although we are interested in the unaware potential information needs of Chinese rural citizen as well, it is impossible to be answered by rural citizen themselves. So we need another method to examine this in the future.
6. Reference:


7. Appendix:

Questionnaire

Dear participants,

亲爱的参与者:

We are e-Government master students. Now we are doing a project about “what is the present situation of M-Government development and improvement strategy in China?” This questionnaire is a part of our work. We intend to use this information to present a thesis for our project. Please help us! Choose the answer and fill the boxes where necessary with numerical labels. Thank you for your cooperation!

我们是电子政务专业的硕士研究生。目前我们正在进行一项关于中国移动电子政务现状及改善策略的研究。这份调查问卷是这项研究的一部分。调查问卷收集来的数据将在我们的论文中得到应用。请您协助我们！请选择答案并将答案的序号填写在相应的括号里。谢谢您的合作！

About M-Government Service

It is the extension of eGovernment to mobile platforms, as well as the strategic use of government services and applications which are only possible using cellular/mobile telephones, laptop computers, personal digital assistants (PDAs) and wireless internet infrastructure.

关于移动政务服务

它是电子政务扩展到移动平台，以及使用政府服务和应用程序使用蜂窝/移动电话，笔记本电脑，个人数字助理（掌上电脑）和无线网络基础设施，这是唯一可能的战略。

1. What is your age? _____

请问您的年龄？

2. What is your gender? [       ]


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您的性别是？

[1] Female 女

3. What is your occupation?

您的职业是？

1. What is your education background?

您的教育背景是什么？

[1] Illiteracy 文盲
[2] Primary school 小学
[3] Junior high school 初中
[4] Senior high school 高中
[5] Junior college 大专
[6] Undergraduate and above 本科或以上

5. What kind of information do you need most? (You can choose at most 5 options.)

您认为您最需要以下哪些信息？（最多能选 5 项）

[1] Livelihood 致富的方法
[2] Recruitment and employment 招聘信息
[3] Laws, regulations, policies 法律法规
[4] Health and foods 健康与食品
[5] National news 国家新闻
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[7] Children’s education 儿童教育

[8] Science 科学

[9] Medical treatment and pension 医疗和退休金

[10] Culture 文化


[12] Weather 天气

[13] Housing renting or sale 房屋出租与出售

[14] News of the town 镇上新闻


[16] Emotion and entertainment 娱乐

[17] Commercial discount 打折信息

[18] Disaster area 灾难地区

[19] Agricultural news (e.g. new cultivation products, machinery) 农业新闻，如新农业产品、机器。

[20] Agricultural market forecasts (e.g. product prices, supply and demand) 农业市场预测，如农产品价格，供给需求。

[21] Agricultural funding opportunities (e.g. for purchasing equipment) 农业投资机会，如购买设备。

[22] Other 其它。
6. How do you usually get the information that you need?

你通常获取信息的渠道是什么?

[1] TV  电视
[3] Newspaper  报纸
[4] Internet  因特网
[5] Mobile application  手机应用
[6] Broadcast  广播
[7] Hear of others  道听途说
[8] Other _________  其它

7. Do you have a mobile phone? [   ]

你有手机吗？

[1] Yes.  有
[2] No.  没有

8. If you choose “No” in question 7, please answer why.

如果您在第7题选择“没有”，请您说明理由。

[1] Unable to operate a mobile phone  不会操作手机
[2] Can’t afford a mobile phone  手机太贵了
[3] Have nothing to do with a mobile phone  没有必要使用手机
[4] Unaware of mobile phone  没有意识到使用手机
[5] Unable to read  不能够阅读
9. Have you tried to get information and service via M-government service?

您尝试过使用移动政务获取信息及服务吗？

[1] Yes. 有
[2] No. 没有

10. If you choose “No” in question 9, please answer: why?

如果您第9题选择“没有”，请您说明理由。

[1] Unnecessary to use m-government service 没有适用移动政府服务的必要性

[2] Know little about the functions of m-government service 对于移动政府服务的功劳了解甚少

[3] Outdated information, insecurity and imperfect function of m-government service 移动政府服务的信息过时，而且功能不安全和不完善

[4] Unable to find m-government service 找不到移动政府服务

[5] Don’t care about government affaires 不关心政府事务

[6] Like to communicate with government agencies face to face 喜欢跟政府机构面对面沟通

[7] Can find the information through other ways 可以从另外的渠道找到相关的信息

[8] Other 其它
Utilization of M-Government Service in Rural China

11. If you choose “YES” in question 9, please answer: why did you use M-government service?

如果您第9题选择“是”，请您选择为什么要使用移动政务。

[1] Occasional click or search 偶尔点击查询
[2] Specific transactions on m-government service 使用移动政府服务进行特殊交易
[3] Advertised by traditional media 广告宣传
[4] To apply for government information disclosure 申请政府信息服务
[5] To know information about a place 查询地方信息
[6] To express opinions, participate in discussions 表达意见，参与讨论
[7] Recommended by somebody 他人推荐
[8] Other 其它

12. How often do you use M-government service? [ ]

您通常多久使用一次移动政务服务？

[1] Everyday 每天
[2] 10 times to 15 times a month 一个月10次至15次
[3] 5 times to 9 times a month 一个月5次至9次
[4] 1 time to 4 time a month 一个月1次至4次
[5] Less than 1 time a month 少于一个月1次


您对移动政务是否满意？请说明您的理由。

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14. What other function should be added in terms of M-Government service?

您觉得还需要在增加什么功能？

15. What should be improved in terms of usage of M-Government service?

您觉得移动政务还需要在哪些使用方面进行改善？