

CHINA CROSSROADS

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Social Media in China: A Golden Cage?

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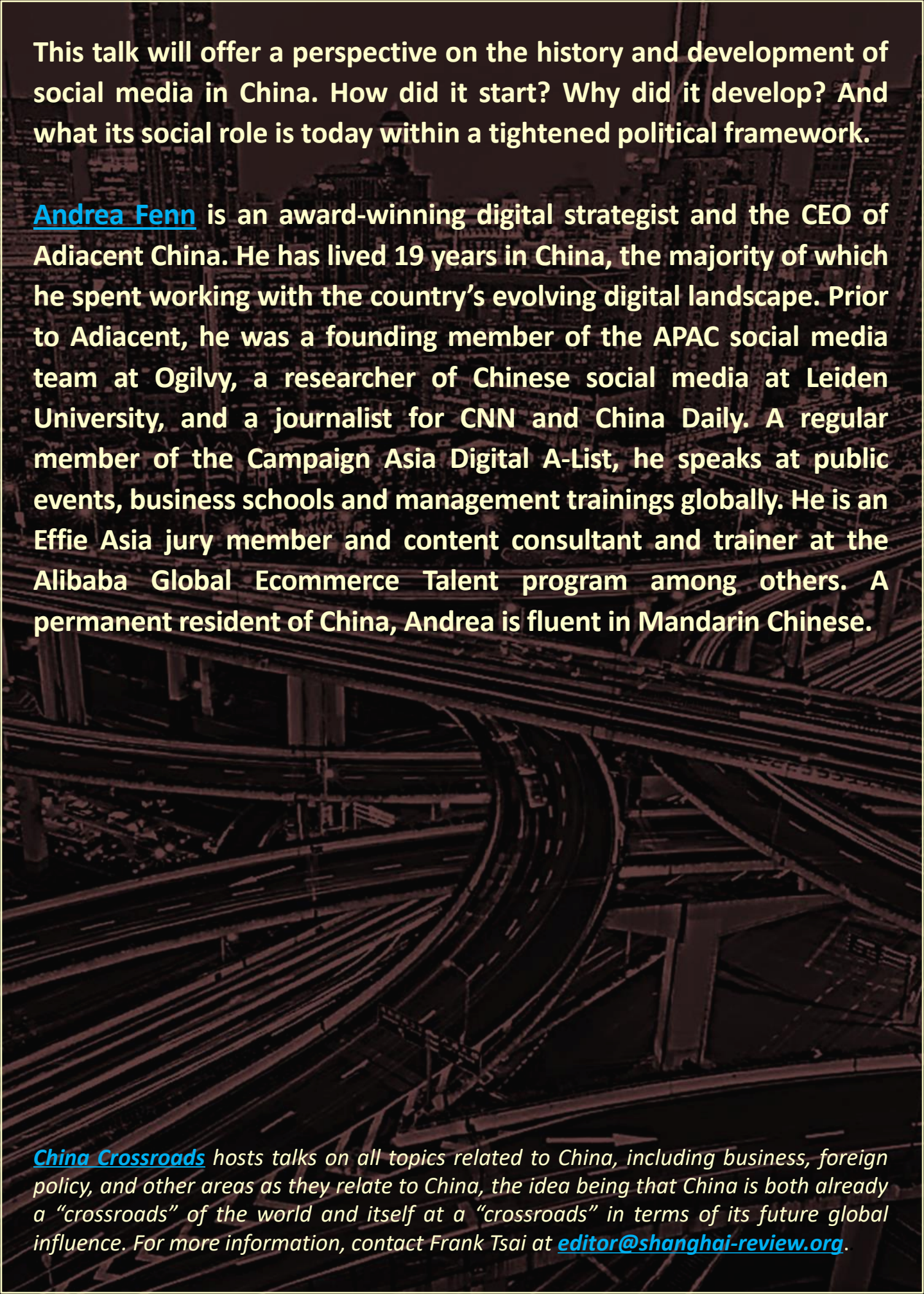


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An aerial, high-angle photograph of a complex, multi-level highway interchange in a city at night. The roads are illuminated by streetlights, creating a grid of light and shadow. The perspective is from above, looking down on the intricate network of overpasses and ramps. The background shows a dense urban landscape with buildings and more lights, suggesting a major metropolitan area.

This talk will offer a perspective on the history and development of social media in China. How did it start? Why did it develop? And what its social role is today within a tightened political framework.

[Andrea Fenn](#) is an award-winning digital strategist and the CEO of Adiacent China. He has lived 19 years in China, the majority of which he spent working with the country's evolving digital landscape. Prior to Adiacent, he was a founding member of the APAC social media team at Ogilvy, a researcher of Chinese social media at Leiden University, and a journalist for CNN and China Daily. A regular member of the Campaign Asia Digital A-List, he speaks at public events, business schools and management trainings globally. He is an Effie Asia jury member and content consultant and trainer at the Alibaba Global Ecommerce Talent program among others. A permanent resident of China, Andrea is fluent in Mandarin Chinese.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.