

Strengthening Internet Governance to Provide a Flourishing and Dynamic Environment for Internet Applications

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ABSTRACT

As the administrative authority of the Internet industry, the Ministry of Information Industry has been persistently promoting the development of the Internet while taking measures to tighten industry administration and purify Internet environment in a bid to create a favorable development environment for the Internet. To eradicate junk information is a long process and a good job has to be done in the following areas: to further increase the awareness of the importance and arduousness of cleaning up junk information; to strengthen industry administration and regulate the information services market by law; to step up content development and actively expand green space on the Internet; to leverage on the intermediary organizations and advocate industry self-discipline; to strengthen international exchange and cooperation and draw upon experience from various sides.

Key words: Internet governance, industrial management, MII

I. NETWORK GROWTH STATUS

During the Tenth Five-Year Plan period, China saw an annual increase of 100 million in telephone subscribers on average. As of the end of June this year, China ranked first in the world with a total of 791 million telephone subscribers, including 365 million fixed lines and 426 million mobile subscribers. Internet users have increased significantly, and now hit 123 million, including 77 million broadband Internet users, ranking second in the world. As the development of information resources improves, Internet information services and mobile information services have flourished, providing great convenience and more choices for people to obtain knowledge and information, exchange ideas, tap potential, and enjoy leisure and entertainment. Information communication has become an important impetus for the national economy and social development. The wide application of the Internet is changing

the way people work and live in a profound manner. The Internet plays an increasingly important role in facilitating economic development, promoting social progress, and improving people's quality of life.

II. PROBLEMS IN INTERNET DEVELOPMENT

However, along with the rapid development of the Internet, some problems have surfaced, in particular, the increasingly rampant junk information represented by spams and junk mails. Some even spreads contents such as superstition, pornography, and gambling, while others contains computer viruses. Junk information takes various forms. It not only consumes large quantities of public resources, and upsets the normal order of information services, but also corrupts social values and infringes upon consumers' legal rights and interests, affecting the healthy development of the Internet.

III. MEASURES OF MII

As the administrative authority for the Internet industry, the Ministry of Information Industry persists in doing two jobs in Internet governance simultaneously: while promoting the development of the Internet, it has taken measures to tighten industry administration and purify Internet environment in a bid to create a favorable environment for the Internet. For example, we have basically established a national database for Internet resources, and realized the real name system and localized management of websites, laying a solid foundation for combating the dissemination of harmful information through the Internet and promoting its healthy development. We propel the development and utilization of information resources, and provide Internet space with healthy, colorful contents that meet people's spiritual needs. We encourage enterprises and institutions to develop and apply green software, and improve the ability to

protect the minors. We closely track new conditions arising in the development of the industry and seize hot issues that the masses feel strongly about, and work with related departments to engage in campaigns to clean up illegal short messages. This year, we have continued to step up the effort. In February, we launched an array of activities under the "Sunshine Green Internet Project" nationwide, and set up "Internet Email Reporting Center", and teamed up with departments concerned to launch the "2006 Internet International Cleaning Day". Through these measures, we aim to effectively eliminate undesirable content on the Internet, and to create a positive, healthy Internet environment.

IV. MY FIVE-POINT VIEWS

The purification of Internet environment requires the support and involvement of all circles, and it requires the concerted efforts from all of us. My viewpoint on cleaning up junk information is summarized as follows:

First, it is necessary to further increase the awareness of the importance and arduousness of cleaning up junk information. Strengthening Internet administration and purifying Internet environment by law is a concrete move taken by us to carry out the task of "establishing comprehensive, coordinated and sustainable development concept, based on the people-oriented principle", which is put forward at the 3rd Plenary Session of the 16th CPC Central Committee. It is of great importance to promoting the healthy development of the Internet, fulfilling and safeguarding Internet users' legal rights and interests, and allowing people to use the Internet in a healthy, secure and carefree manner. In recent years, we have done a lot of work to clean up junk information with some result. Nonetheless, we should be clearly aware that eradicating junk information is a long-term process that cannot be accomplished in one move. We need to be fully aware of the importance and arduousness of cleaning up junk information to achieving socialist ideological and ethical

progress, and building a harmonious society, enhance the sense of mission, sense of responsibility, and sense of urgency, so as to make great efforts to purify Internet environment, to contribute positively in creating a healthy Internet environment.

Second, it is necessary to strengthen industry administration and regulate the information services market by law. As the competent authority for the industry, we will further tighten regulation over market access and enterprises' behavior, to remove Internet junk at root. Efforts should be made to publicize and carry out the Regulations on Short Message Services and the Regulations on the Administration of Internet Email Services, putting in effort in line with the rule of law. There is a need to strengthen the principle of accountability, and step up supervision and inspection over the implementation of regulation on network information security by telecom operators. While keeping track on economic benefits, information service providers should also heighten their sense of social responsibility, attach greater importance to social benefits, actively take part in and foster healthy and harmonious Internet space, and engage in the development of Internet civilization and online integrity system.

Third, it is necessary to step up content development and actively expand green space on the Internet. In recent years, we have been encouraging enterprises to expedite the development of beneficial websites such as digital libraries, digital museums and digital science museums. Telecom operators are required to provide users with green Internet access services, which have gained wide recognition from all sides. Under the "Sunshine Green Internet Project", the Ministry of Information Industry initiated and actively advocated "Green Mailbox", "Green Mobile Phone Culture" and "Green ISP Service" activities, which are aimed to mobilize the entire society to further step up innovation and promote advanced culture, providing the Internet with healthy and beneficial information content. At the same time, we encourage scientific research institutions and enterprises to study and develop information

security technology and products, to enhance technology and network support, and press ahead with the development of infrastructure for network and information security, in a bid to safeguard network information and security.

Fourth, it is necessary to leverage on the intermediary organizations and advocate industry self-discipline. As a social intermediary organization, the China Internet Association has done a lot of work in carrying out industry self-discipline and promoting the healthy development of the Internet cause, gaining full recognition from all circles. In future, we hope that it will perform a good job in accepting reports on junk information through a "Spam complaint and reporting platform". It should be responsive, responsible and results-oriented so as to serve consumers wholeheartedly. It is essential to organize local Internet associations to carry out self-examination and self-correction on a regular or irregular basis, work with competent government departments to clean up websites' information contents, remove undesirable information contents, and advocate civilized and healthy climate on the Internet.

Finally, it is necessary to strengthen international exchange and cooperation and draw upon various sides' experience. Effectively resisting junk information is one of the tasks faced by all countries. In the study and development of anti-junk information systems, we learn and draw upon various countries' experience in cleaning up junk information through extensive international exchange and cooperation with some notable results. In the future, we are ready to continue to enhance communication with governments of various countries and relevant international organizations in eliminating Internet junk, and establish smooth coordination and collaboration mechanism to carry out cooperation on various levels in various forms, so as to jointly maintain and create a healthy Internet environment.

Enhancing Internet administration and purifying Internet environment is the joint responsibility of the entire society. We need to take actions and work in a down-to-earth manner to eliminate Internet junk

and provide Internet with a flourishing and lively environment. We will make unremitting efforts to promote the continuous, rapid and healthy development of the Internet in China.

BIOGRAPHY



Dr. Xi Guohua

was born in Shanghai in November 1951. He graduated from the Department of Electrical Engineering, Hefei University of Technology in 1977, obtained a Master degree in management science from

the School of Management of Shanghai Jiaotong University in May 1999, and a Doctorate degree in management science from the School of Economics & Management of Tongji University in 2005. He is a Professor of Engineering as well as visiting profes-

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Dr. Xi served as Deputy Director General of Shanghai Telegraph Office, Director General of Shanghai Long-Distance Telecommunications Bureau, Deputy Chief Engineer of Shanghai Posts and Telecommunications Administration, and Deputy Director General of the Directorate General of Telecommunications of the Ministry of Posts and Telecommunications. In January 2000, he assumed the position of Executive Vice President of Bell Shanghai. In June 2000, he took over as Board Chairman and Executive President of Bell Shanghai. In November 2001, he assumed the position of Vice-Minister of Information Industry. In March 2002, he assumed the position of General Manager and Secretary of the CPC Committee of China Network Communications Group Corporation. Since April 2003, he has assumed the position of Vice-Minister of MII and deputy secretary of the CPC Committee of MII. In May 2006, Dr. Xi started to serve concurrently as the President of the Institute of Computing and Communications Engineering of the Graduate School of the Chinese Academy of Sciences.