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# Civic Engagement and Motivation Factors of Participants in SNAPSHOT, an Online Anti-Human Trafficking Initiative in China

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## Executive Summary

**Introduction & Background:** Human trafficking is a serious crime that consists of slavery in modern forms all over the world. Despite the rapid economic growth in China during the past few decades, the situation of human trafficking in China remains serious. The clandestine and secretive nature of human trafficking makes the crime hard to combat. However, in January 2011, an online anti-child trafficking activism initiative named SNAPSHOT was initiated on Weibo, the Chinese version of Twitter. SNAPSHOT encourages citizens to take picture of child beggars, children that are trafficked and forced to beg on the street, and upload their pictures online. The goal of SNAPSHOT is to reunite trafficked children and their families, and to provide clues for the police force to combat human trafficking. This paper explores the socio-demographic characteristics, patterns of civic engagement, and motivations of citizens who participate in SNAPSHOT through its online campaign on Weibo. I discuss the implications of these findings for anti-human trafficking non-profit efforts in China, examining the opportunities and challenges of using new media platforms for these campaigns. This paper makes policy recommendations to SNAPSHOT and other non-governmental organizations in the field to build sustainability of their advocacy networks.

**Methodology:** An online survey was distributed to a convenient sample of 1,000 SNAPSHOT participants. Out of the 1,000 selected participants, 218 completed the survey by March 10<sup>th</sup>, 2012. The response rate is 21.8%.

**Key Findings:** Findings of the survey largely support previous research in civic engagement literature. The results show that online participants are likely to be overwhelmingly well-educated, young citizens with higher incomes than general Internet users in China. Over half of them are female. More than 90% of the respondents do not have children and have not been directly affected by human trafficking. They mainly use Weibo and web portals as sources for news and public affairs information. Respondents have large Weibo network sizes in general. Most of them feel content about their current living status in China but are dissatisfied towards the whole society. The results suggest great trust towards international NGOs, grassroots NGOs, and individual activists. Yet they tend to have relatively low trust in government and state-run agencies, and are dissatisfied with government efforts to combat human trafficking. In contrast to their active online engagement in SNAPSHOT, they are less likely to participate in other offline civic activities. Collective motives, such as identification with the organization and its mission, are the main drivers of citizen participation in SNAPSHOT. They express willingness to continue participating in SNAPSHOT, and perceive wide social recognition of their efforts.

### Policy Recommendations:

- Continue to conduct informational campaigns on Weibo, but diversify online efforts to include other social networking sites, and online tools used by other groups of the Chinese population
- Highlight the collective goals of SNAPSHOT in future campaigns.
- Emphasize progress and success of SNAPSHOT in future campaigns.

- Strengthen collaboration with other Chinese NGOs, and actively seek help and assistance from international NGOs.

## Introduction

Human trafficking is the modern form of slavery, according to the United Nations Office of Drugs and Crime (UNODC)(2009, 7). It is currently an internationally recognized crime and has captured tremendous attention and consensual recognition of urgent need to effectively combat it. Despite several international initiatives calling for governments to take action to combat human trafficking, China has been placed on the Tier 2 Watch List in the *Trafficking in Persons Report* since 2005, for failing to “show increasing effort to tackle this large and multi dimensional problem” (US Department of State, 2005; 2011). It is a reflection of the lack of political will of government agencies, including law enforcement bodies and justice delivery agencies, to allocate resources to combat the problem (Ghosh, 2009). It also reflects the malpractice among various departments such as police, welfare and education.

SNAPSHOT is an online anti-human trafficking movement in China. On January 25, 2011, Yu Jianrong, a well-known human rights activist and a professor at the Chinese Academy of Social Science, launched an account on Sina Weibo, the counterpart of Twitter in China, (<http://weibo.com/jiejiquier>) calling for Weibo users to take snapshots of child beggars and upload their pictures online along with the child’s location. The goal of this initiative was to reunite trafficked children and their families. When Yu Jianrong launched SNAPSHOT, the response from web activists and traditional media was rapid and intensive. Five days after the launch, the account accumulated over 10,000 followers with more than 300 posts on child beggars (SNAPSHOT, Accessed February 24, 2012.; Xinhua.net, Accessed April 9, 2012). The high level of activity of Weibo users attracted traditional media coverage. The number of newspaper and magazine reports and featured stories about

SNAPSHOT is difficult to count. Over 15 mainstream web portals opened up special webpages for SNAPSHOT. The site and surrounding publicity led the police force to pay attention and ultimately collaborate. By the end of February 2012, one year after the creation of the site, over 7,000 pictures have been posted by Internet users all over China.

In order to sustain the participants' engagement in this online activism, this project aims at answering the following questions: (1) who are the participants of the SNAPSHOT movement and (2) what are some motivation factors that drive them to participate in the movement. Then, based on the findings of the previous questions, this study also will make policy recommendations for anti-human trafficking activists and organizations on how to carry out effective informational campaigns and build sustainability for this movement.

This article first discusses the problem of human trafficking worldwide and in China, and introduces microblogs in China. It then summarizes factors associated with civic and political engagement from academic literature. I then illustrate the methodology used and how these factors are operationalized into my survey. After the methodology section, I will analyze the results of my online survey. Finally, based on these findings, I make policy recommendations for anti-human trafficking activists and organizations.

## **Background**

This section includes two subdivisions. The first one illustrates the causes, nature and impact of human trafficking on a global level and in China specifically. The second part introduces the development of microblogs in China.

*Human Trafficking.* Human trafficking is a serious crime against humanity that involves “an act of recruiting, transporting, transferring, harboring or receiving a person through a use of force, coercion or other means, for the purpose of exploiting them”

(UNODC, Accessed February 22, 2012). Men, women, and children are trafficked. Male victims often end up as forced labor or bonded labor. Women are usually trapped in the sex industry, or forced marriage. Children may be victims of the sex trade or forced marriage, or may be sold as child soldiers (Winterdyk & Reichel, 2010; US Department of State, 2011).

No country is immune from human trafficking in the world, regardless of its economic or political environment. Countries play different roles in the network of human trafficking, including country of origin, destination or transit of trafficked persons, or all of these roles (Winterdyk & Reichel, 2010). Due to the clandestine and hard-to-detect nature of human trafficking, this crime remains highly under-reported and untraced. Therefore it is difficult to gather data to generate precise numbers of trafficking victims (Lehti & Aromaa, 2007). However we have several sources for estimates. The State Department of the United States estimates worldwide human trafficking victims to be 800,000-900,000 (US Department of State, 2004, 23). The International Labour Organization estimates that, among the 12.3 million people in forced labor, 2.4 million are the result of human trafficking (International Labour Office, 2005). UNICEF estimates that out of the total population trafficked each year, 1.2 million are children (UNICEF, 2006).

In addition to the challenge of estimating the numbers of people trafficked, there is great variation in the legal environment for human trafficking. To establish consistency the United Nations created the first international protocol in 2000 titled *The Protocol to Prevent, Suppress and Punish Trafficking in Persons*. This protocol was designed to protect victims and to mobilize the global community to combat human trafficking. At the time it went into effect in December 2003 only one third of the 155 countries covered in a UNODC

report had legislation against human trafficking; however, by the end of 2008, 80 percent of the 155 countries had anti-trafficking legislation (UNODC, 2009, 7). Despite the international initiatives that have been carried out to address the human trafficking problems, the situation of human trafficking in China remain serious.

During the past few decades, observers and researchers have pointed out the ever-increasing phenomenon of human trafficking and smuggling in China, despite its rapid economic growth (Chu, 2011). In the *Trafficking in Persons Report 2011*, China was still placed on the Tier 2 Watch list, meaning that the Chinese government does not fully comply with the Trafficking Victims Protection Act's (TVPA) minimum standards, but are making significant efforts to bring themselves into compliance with those standards (US Department of State, 2011). Since 1991, the Ministry of Public Security of the People's Republic of China has carried out 5 special actions cracking down on human trafficking. Significant effort was made during the special actions, but it was not sustainable (Chu, 2011). For instance, 23,163 trafficking cases were inspected in the year 2000, when a special action was carried out, while only 7,257 cases and 7,008 cases were opened in the years 1999 and 2001, respectively (Caijing.com, 2009). Though no comprehensive law in China has been promulgated to tackle human trafficking, several laws and codes serve as the legal basis against the forced sex trade and forced labor (HumanTrafficking.org, 2011).

Although most of the existing literature focuses on transnational human trafficking and smuggling through China, China is also greatly influenced by its internal trafficking (HumanTrafficking.org, 2011). It is estimated that about 10,000 to 20,000 people are trafficked internally in China each year, of which 90 percent are women and children and are forced into the sex industry, labor exploitation, forced marriage and adoption



(HumanTrafficking.org, 2011; International Labour Office, 2006; Chu, 2011). In recent years, another form of labor exploitation started to attract people's attention—child beggars. It's common to see child beggars on the streets in China, especially in some metropolitan areas. Most of the time, these children are abducted and kidnapped by human traffickers and are forced to beg on the street for money. What's worse, some human traffickers even mutilate the children to gain more sympathy. Encouragingly, since January 2011, child beggars in China have become the focus of SNAPSHOT, an Internet-based anti-human trafficking initiative. With that, the following section will introduce the Internet environment in China and the microblogging site Weibo, the platform on which SNAPSHOT is carried out.

*The Internet and Microblogs in China.* By the end of 2011, the number of Internet users in China had reached 513 million, covering 38.3% of the Chinese population (CNNIC, 2012). The pace of its growth has been impressive during the past ten years. It has become an important information outlet and entertainment source for most urban residents in China. Some researchers also expect to see the popularity of the Internet in China open up a novel venue for information exchange, opinion expression and political and civic discourse to the public (Rosen, 2010; Yang, 2003, 2008).

The unique Chinese sociopolitical landscape, its harsh censorship, history and culturally specific events have definitely limited the civil discussion environment, publicly and privately. Although the censorship from the state also permeates into cyberspace, the past ten years have witnessed a more active civic and political discussion trend online. Compared to traditional media sources such as newspapers and television, the Internet enjoys the highest freedom in China (Shen, *et al.*, 2009). Needless to say, information on the

Internet, a lot of which is user-generated content, is more diverse and alternative from the mainstream voice. Despite some pessimistic attitudes towards the possibilities brought to China by the Internet, a number of researchers expect to see the Internet contribute to the development of a civil society in China. Several studies have already observed increasing citizen participation and protests online impacting the country's policy and curbing corruptions in government (Yang, 2003; Yang, 2008; Shen, *et al.*, 2009).

One way the Internet promotes civil society is through interactive web services, such as Twitter and Facebook. Twitter, a microblogging site emerging with the trend of Web 2.0 technology, has played a role in noticeable events including Obama's 2008 election campaign, the catastrophic tsunami in Japan and the political protests and revolutions in Arab countries. Although its substantial role in these movements and collective actions is still under debate, some commenters believe that the new technology had a significant impact in these events by making participation more affordable and accessible (Lee, 2010; Aarker & Smith, 2010; Beaumont, 2011).

There are a number of websites that perform a service similar to Twitter in China. Closely following the launch of Twitter in 2006, Fanfou appeared in May 2007 as the very first Chinese microblogging platform. Several other platforms such as Jiwai, Digu and Tencent's Taotao were also introduced to Internet users before 2009. However, the Chinese government shut down most of its domestic microblogging services including Fanfou and Jiwai, and has blocked Twitter and Facebook since July 2009 due to the riots in Xinjiang.

Soon after, in August 2009, SINA Corporation, the largest Chinese language infotainment web portal, launched its microblogging site—Sina Weibo. Sina Weibo has since become the most popular microblogging site in China, and the word Weibo has been

exclusively used to indicate Sina Weibo regardless of the competition from other platforms launched later. According to Charles Chao, SINA CEO, the number of registered users of Sina Weibo has reached 300 million, over 9% are daily active users and it generates over 100 million posts every day.

Building on the popularity of Weibo, SNAPSHOT was first launched in January 2011 and has attracted wide attention from Chinese society. The achievements of SNAPSHOT are satisfactory, but how to sustain the momentum of this activism is critical. This study tries to address this concern from the participation engagement side. Therefore, an extensive literature review on civic engagement was carried out to serve as the framework for the survey in this study.

### **Literature Review**

Civic or political engagement and Internet use have received significant interest in recent years. Notably, specific attention has been given to the extensive use of Web 2.0 technologies in mobilizing civic or political participation in events such as the 2008 Obama campaign and Arab Spring. Yet, there is little research focused on civic participation through Internet use in China. By looking at the various aspects of civic engagement described in the literature cited below, it is possible to observe how Web 2.0 technologies can be leveraged to increase civic participation in China.

The following section summarizes literature on factors associated with civic engagement about (1) demographics, (2) media use, (3) online networks and weak-ties, (4) extrinsic motives, (5) satisfaction, (6) social orientation, and (7) civic engagement.

*Demographics.* Age, gender, education and income are four important demographic characteristics. Regarding how age explains civic or political engagement, there is no

consensus reached in the field. Yet, several researchers have observed increasing youth participation in civic and political activities using the Internet (Bennett, Wells & Freelon, 2011). When it comes to gender, the previous studies consistently showed that males are more engaged in political activities, while females are equally or more active in solving community problems or participating in grassroots campaigns (Burns, Schlozman & Verba, 2001). Public engagement requires time, money, networks and information, so higher education and income usually are associated with higher civic engagement (Zukin, et al., 2006; Gil de Zuniga & Valenzuela, 2011; Campbell, 2006). On one hand, education gives one access to civic information and exposes one to citizens who are civically aware. On the other hand, higher education usually leads to better incomes, which in turn promote one's civic engagement.

*Media Use.* Internet use and its impact on civic or political engagement remains a disputed question in academia. Some scholars believe that Internet use will decrease citizens' participation in civic or political activities. They argue that the consumption of Internet content is largely driven by entertainment, which distracts citizens from devoting themselves to social activities (Putman, 2000; Kraut, et al., 1998; Boulianne, 2009; Gil de Zuniga & Valenzuela, 2011). Others suggest that the Internet has a positive influence on citizen participation in political or civic life. They argue that by eliminating time and space constraints, the Internet reduces costs of accessing political information and provides convenient ways to participate in civic activities (Polat, 2005; Weber, Loumakis & Bergman, 2003; Gil de Zuniga & Valenzuela, 2011; Leung, 2009; Kang & Gearhart, 2010). In addition, they argue that the Internet can mobilize politically inactive populations by increasing their

access towards political information and public affairs news (Weber, Loumakis & Bergman, 2003; Boulianne, 2009; Bennett, Wells & Freelon, 2011).

*Online Networks and Weak-ties.* Size and tie strength are among the most important network characteristics that impact civic engagement (McLeod, 2000). Studies on interpersonal communication and political and civic engagement have revealed that individuals with larger social networks tend to be more engaged in civic or political causes (Putman, 2000; Son & Lin, 2008; Gil de Zuniga & Valenzuela, 2011). Discussion networks of close friends and family members are labeled as “strong-tie discussion” and the networks of strangers, visitors, and friends of friends are labeled as “weak-tie discussion” (Gil de Zuniga & Valenzuela, 2011). Weak-tie discussion is believed to provide information that individuals do not normally find within his or her intimate networks, thus increasing one’s access to civic information and participation opportunities (Granovetter, 1973; Gil de Zuniga & Valenzuela 2011).

*Extrinsic Motives.* Four categories of extrinsic motives are used to depict the motivation of participating in social movements (Klandermans, 1993; Schroer & Hertel 2009): social, individual, collective and social identification motives. Social motives refer to one’s participation derived from the expectations of one’s family, friends or colleagues. Individual motives are the perceived benefits and costs associated with participation. Collective motives are the perceived importance of the mission of a movement. Social identification motives result from how an individual labels him- or her-self. For example, those who identify themselves as activists are more likely to participate in social movements (Schroer & Hertel, 2009).

*Satisfaction.* Feedback and recognition of one's effort may affect his or her future participation and engagement in an activity. It was found that individuals' satisfaction toward their engagement in a movement encouraged future engagement (Schroer & Hertel, 2009). Satisfaction may result from the overall success of the activity and recognition from others.

*Social Orientation.* Several studies show that life satisfaction is positively associated with participation in civic volunteerism and collective causes (Harlow & Cantor, 1996; Helliwell & Putman, 2004). Gil de Zuniga & Valenzuela (2011) also argue that when people feel satisfied about their lives, they are more likely to participate in activities to help others. Trust is another important component of social orientation. Studies suggest that trust promotes civic participation while distrust and cynicism lead to withdrawal from collective activities (Kaufhold, Valenzuela & Gil de Zuniga, 2010).

*Civic Engagement.* Several researchers observe that Internet users, especially youth, participate in political or civic engagement differently from earlier dutiful citizenship models (Bennett, Wells & Freelon, 2011; Boulianne, 2009). Instead of volunteering, voting and working with others to solve community problems, they are more likely to engage in online civic activities such as watching political video clips, using social networking sites to spread the word for civic activities and expressing opinions about public affairs online (Bennett, Wells & Freelon, 2011).

It's important to understand offline civic engagement patterns to analyze one's civic engagement, since the impact of the Internet with regard to civic engagement is still disputed among scholars. In order to describe SNAPSHOT participants' characteristics in

relation to civic engagement, a survey was designed to measure all the factors mentioned above.

## **Methodology**

In order to address two of the research questions—who are the participants of SNAPSHOT and what are their motivation factors—I developed an online survey based on the factors summarized in the literature review section.

### *Measures and Survey Design*

Since little work is available on the motivation factors of civic engagement in China, this study provides an opportunity to analyze what factors are related to Chinese citizens' civic engagement. The ultimate goal of this study is to provide management suggestions to NGOs in China on how to build sustainable civic engagement and how to conduct effective informational campaigns. Therefore, the following factors were measured by survey items developed and modified based on previous research.

*Demographics.* The basic participant's gender, age, education background and monthly income are obtained in this section. Since SNAPSHOT is about rescuing trafficked and abducted children, two items asking about personal experience are included: whether participants have children and whether they or their intimate friends and family have been directly affected by human trafficking.

*Media use.* Patterns of media use to acquire public affairs information and news during a regular week are measured by a Likert scale. Participants are asked to rate on a 5-point scale about how often in a typical week different media are used to get public affairs information. The media assessed include: newspapers, TV news programs, radio,

magazines, blogs, Weibo, online video sites (like Tudou and Youku), major web portals (like Sohu and Sina), and word of mouth.

*Online network size and weak-tie/strong-tie discussion.* Respondents are asked to give an estimated number of the people that they follow on Weibo and to compare their network size on Weibo with their intimate network size. The survey employs a Likert scale to measure respondents' strong-tie and weak-tie discussion frequencies on public affairs.

*Extrinsic Motives.* Individual motives and collective motives are the two most prominent factors in this SNAPSHOT case. Collective motives are measured by assessing participants' perceptions of how their involvement will impact the general goals of SNAPSHOT as well as the whole society. Individual motives include perceived costs and benefits associated with participation. Costs may include direct costs, such as donations, and opportunity costs, such as the time devoted to the movement. In this case, individual costs are measured by the risks that participants associate with participating in SNAPSHOT, namely, troubles that might result from anonymous online participation and revenge from the human traffickers. Benefits from engagement generally include the opportunity to meet and socialize with other people. Here I conceptualize the benefit as giving a better impression to one's followers. Items are measured by a 5-point Likert scale.

*Satisfaction and future engagement.* Participants' satisfaction includes their attitudes towards attention from traditional media, society, and government, substantial action by the government, and the overall progress of SNAPSHOT. One item assessing their willingness to participate in the future is also included.

*Life satisfaction and institutional trust.* A 5-point Likert scale extracted from Gil de Zuniga & Valenzuela's (2011) life satisfaction scale is modified to measure participants' life



satisfaction here. In regard to institutional trust, respondents are asked to rate their trust towards different agencies or individuals as organizers for charity or public interest causes using a 5-point Likert scale (1=don't trust it at all and 5=completely trust).

*Civic engagement.* Overall civic engagement is measured by the last time the respondent participated in civic or political activities. Activities measured include: volunteering, protesting, donating, solving community issues, contacting government officials to address societal concerns, signing petitions, expressing political opinions on television shows, and expressing political opinions online. A 5-point Likert scale ranging from “in the last three months” to “over a year” is employed in this section. The measured items are largely based on models that are frequently used in the US but are modified according to China's specific culture.

In addition, in order to address the low response rates of Internet-based surveys, an item is set up to ask respondents to leave their email address if they are willing to participate in further interviews.

#### *Data collection and Participants*

I constructed a convenient poll by randomly selecting 1,000 participants whose posts have been reposted by the official Weibo account of SNAPSHOT, and then I sent out the survey to them. I used AskForm (<http://www.askform.cn/>), a Chinese online survey website, to post the survey questions.

Over 7,000 pictures of child beggars have been uploaded online and are organized on a featured site on Weibo (<http://www.weibo.com/zt/haizi/>). However, it is difficult to estimate the number of participants, because some constantly take pictures whenever they see child beggars, while others may have only participated once. Due to the difficulty of

constructing a random sample, I browsed through the posts and selected 1,000 accounts arbitrarily. The selection covers participants from February 2011 to February 2012, and then I used Excel to make sure no duplications existed in the sample.

Due to the anti-spam system of Weibo, I was not able to send out 1,000 messages myself. I contacted a microblog marketing business to spread the survey for me to the convenient sample. A message introducing me and my project with a link to the online survey was sent out to the 1,000 chosen accounts. One week later, a reminder was sent.

This study has some limitations in regard to the methodology. First of all, the anonymous nature of this Internet-based activity makes it difficult to estimate the number of participants. In addition, the lack of a participant roster limited the sampling method to convenient sampling, which may introduce bias to the study. Secondly, the microblog marketing business sent out the message to the participants using different accounts under their management. Some of the accounts they used have no profile pictures, few posts and few followers and look like spam accounts. Weibo users receiving messages from such accounts would be less likely to click on the link to complete the survey.

### **Survey Results**

Out of the 1,000 convenient samples, in total 218 participants completed the survey by March 10<sup>th</sup> 2012. The response rate is 21.8%. The relatively low response rate falls within the acceptable range for web-based surveys (Sax, Gilmartin, & Bryant, 2003). In this section, I will use the data to address the two research questions.

#### ***Who are the participants?***

According to the survey results, the majority of the respondents are well-educated young people, with relatively high incomes. Participants are largely dependent on Weibo as

a daily outlet for public affairs information. They also overwhelmingly identify their networks on Weibo as much larger than their intimate friends and family networks, but no major difference is found in the survey between their strong-tie and weak-tie discussions about public affairs. They are more satisfied with their current lives than the overall society. In comparison to their low institutional trusts in government and state-owned charitable groups, they show a higher trust in NGOs and individual activists. In contrast to their engagement in the SNAPSHOT movement, their engagement in traditional civic and political activities is pretty low.

The social demographic characteristics in this sample are unique compared to the overall online population in China. First, respondents are concentrated in the 20-29 (53%) and 30-39 (38%) age brackets (see Table 1). According to the annual Internet Development Report released by CNNIC (China Internet Network Information Center), by the end of 2011 the majority of Internet users in China were under 40, with 27% from 10-19, 30% from 20-29 and 26% from 30-39 (2012) (see Fig 1). Secondly, in contrast to the male users dominating Internet usage in China, over half of the respondents (57%) are female (see Fig 2). Thirdly, and most prominently, the majority of the people who completed the survey are highly educated, with 70% claiming to have a college diploma or above. In contrast, only 12% of overall Internet users have a college diploma or above (see Fig 3). Regarding income level, the respondents are wealthier than average Internet users in China. Over half of the respondents (57%) report that they make more than 3,000 RMB per month, approximately \$500 per month (see Table 1). The National Gross Income per capita in China is 2,243 RMB/month, approximately \$335 per month. Overall, SNAPSHOT

participants enjoy higher incomes when compared to general Internet users, of which only 22% earn more than 3,000 RMB per month (see Fig 4).

A surprising finding is that being a parent or having personal experience with human trafficking is not correlated with participation in SNAPSHOT. An overwhelming percentage (78%) of respondents report that they do not have children. Only a very small percentage of the respondents (6%) say that they or their intimate friends or family have experienced human trafficking. These two items suggest that the choice to participate in SNAPSHOT has little to do with an individual's personal experience.

With regard to respondents' media use patterns to acquire public affairs news and information, 82% identify Weibo (4.6) as a daily information source for public affairs in a typical week (see Table 2). Major web portals (3.4) and television (3.2) rank the second and third places following Weibo as sources for public affairs information. On the other hand, radio (2.1), blogs (2.2) and newspapers (2.4) are the least consumed media for public affairs (see Table 2).

According to Table 3, people generally identify their networks on Weibo as weak-tie. Among all the respondents, 28% follow 101 to 200 people on Weibo and 26% follow more than 401 people. Sixty five percent of the sample agrees that the number of people they follow is much greater than the number of their intimate family and friends. Yet, in contradiction to my expectation, no major difference is observed between strong-tie (3.34) and weak-tie (3.32) discussion about public affairs among the respondents.

In regard to life satisfaction (see Table 4), 39% of the participants think that their lives are satisfactory and 45% do not perceive their lives as tough. On the macro level, almost half of the sample is not satisfied with society as a whole and they do not think their lives

are close to their ideal ones. There is a sense of overall dissatisfaction towards their lives and society.

Also important is the participants' trust towards different actors involved in public interest causes. In July 2011, a young woman named Guo Meimei caught the public's attention. She constantly posted pictures showing off her luxurious handbags and sports cars, but at the same time her account was also verified as a "Product Manager at Red Cross". This soon raised people's suspicions about possible corruption within the Red Cross Society of China (RCSC). In spite of being a member of the International Red Cross, the RCSC is in fact a state-run charity organization that enjoys special privileges among the charity organizations in China. Respondents to the survey reflect the negative impact of the RCSC scandal: government (2.4) and state-owned charity groups (2.3) are perceived as the least trustworthy organizers for public interest causes. In contrast, respondents trusted international NGOs (3.5), local NGOs (3.4) and individual activists (3.4) at higher levels (see Table 4).

Although the SNAPSHOT movement is a web-based activism initiative and targets exclusively Weibo users, the survey also included a matrix to assess respondents' overall participation in traditional civic or political activities (see Table 5). Not surprisingly, 60% of the respondents have posted comments online about political issues in the past three months. Following expressing political opinions online, 27% have donated to charitable causes and 21% have volunteered in the past three months. In contrast, less than 10% of the respondents indicate that they have contacted government officials to address their concerns or have participated in solving community issues. Overall, signing petitions (4.5), attending protests (4.2) and participating in solving community issues (4.2) are the three

activities with the lowest participation. In contrast, expressing opinions online (2.2) and donating for charitable causes (3) have the most frequent participation

In conclusion, the majority of the survey respondents are well-educated young people, who enjoy higher incomes than general Internet users. They are highly dependent on Weibo as an information outlet for public affairs news. Despite their participation in SNAPSHOT, they are generally inactive in participating in traditional civic or political activities.

With that, the next section will use the results from the survey to address the second research question:

***What are some motivation factors that drive them to participate in the movement?***

Survey results indicate that collective motives are strong indicators of respondents' participation in SNAPSHOT. Collective motives are measured by how respondents perceive their participation will contribute to the progress of the movement and even to a better society. Up to 93% of the participants agree that it is their responsibility to contribute to a better society (See Table 6). Eighty two percent of the respondents agree that their participation in SNAPSHOT will urge the government to intervene. Eighty four percent believe that their participation will help more children to be rescued.

However, individual motives, namely risks and benefits, are less conspicuous in the survey results. Perceived risks were structured as problems caused by participating anonymously online and revenge from human traffickers; perceived benefit was structured by the recognition of their followers. Most respondents don't associate too much risk with either anonymous participation in online activities (2.5) or with revenge from human traffickers (2.4) (See Table 5). Additionally, respondents do not strongly associate

participation in SNAPSHOT with creating good impressions to their followers (3.1).

Conclusively, the average scores of individual motives and collective motives are 2.7 and 4.3, respectively. This indicates an overwhelming responsiveness to the collective goal of SNAPSHOT.

When it comes to future engagement in SNAPSHOT, participants' perceived satisfaction towards the activity is very crucial. The data from the survey reflect an across-the-board optimistic and satisfied attitude toward the SNAPSHOT movement. Respondents in general are satisfied with the progress SNAPSHOT has made and indicate that they will take pictures the next time they see child beggars (See Table 7).

Encouragingly, 85% of the respondents indicate that they will continue participating in SNAPSHOT and 73% think that SNAPSHOT has made some progress in combating trafficking. Although SNAPSHOT was first initiated online and was largely carried out on Weibo, traditional media such as newspapers and television programs, including the state-run CCTV (China Central Television) and People's Daily newspaper, have all extensively covered this issue. Sixty three percent indicate that they are satisfied with the attention and coverage of the movement from traditional media. Consistently, 74% indicate that they are satisfied with the attention from the whole society. Despite the overall optimistic perspective reflected in this section, it also reveals concerns that deserve attention.

The two least satisfied items are attention from the government and the government's action, averaging 3 and 2.6, respectively. Not only media reports have focused on this movement, but also all levels of the police force in China have responded to this grassroots movement. Spokesmen from the police force encourage all the whistle-blowers to call 110 (the police force number in China) or to contact nearby guards or police officers to seek

assistance and carry out investigations when they see child beggars. However, based on my observation, SNAPSHOT participants frequently complained about the slow reaction or ignorance of some local police forces.

According to the survey results, collective motive is highly identified by the respondents. Participants find SNAPSHOT promising and its progress satisfactory for the most part; the results also reflect near-unanimous disposition towards future engagement.

### **Discussion**

The survey results summarized above answered two research questions in a descriptive way: who the participants are and what their motivations are. This section will refer back to the findings in the literature and analyze the most prominent characteristics of SNAPSHOT participants, such as high education attainment, high dependence on Weibo for information, large online network size and low level of engagement in offline civic activities.

*Demographics.* First of all, survey results support that civic engagement online is associated with higher levels of cultural, economic and social capital (Brundidge & Rice, 2009). The most noticeable finding of this study is the overwhelming majority of participants engaged in SNAPSHOT tend to be well educated. Previous studies have observed that, in general, more educated citizens are more likely to participate in civic activities (Zukin, et al., 2006; Gil de Zuniga & Valenzuela, 2011). At least 88% of them have some college education or more. Education increases one's knowledge in public issues and citizen duties; more education is often associated with higher socioeconomic status (Klofstad, 2007). In regard to income, SNAPSHOT participants report a higher income level than average Internet users in China. Overall, these results indicate high degree of social



and economic homogeneity among online supporters of SNAPSHOT. This may be considered a less than desirable outcome for a non-profit project that wants to involve larger segments of the Chinese population.

*Media use.* From the perspective of media use, the results from the survey shows that active participants in online activities tend to prefer and heavily rely on online platforms for their civic and public affair information. When compared with other media outlets, the survey shows that SNAPSHOT participants are heavily dependent on Weibo and web portals. These results may reflect the self-selection bias of the sample and sampling procedure. The SNAPSHOT movement is a Weibo-based social movement, and all the participants of the survey were selected through their posts on Weibo. However, the difference in mean scores for different media outlets may be related to important degrees of media dissociation among participants in the study (Hwang et al. 2006). Participants of social movements experience media dissociation when they perceived high discrepancies between content circulated on mainstream or traditional media, and information produced and circulated by movement media. Perceived high risk of repression on public deliberation and engagement may also fuel media dissociation. Under such conditions, movement participants can feel more motivated to use Internet based platforms as information source and discussion channel.

Recent waves of online activism from around the world has also reanimated debates about the potential of new media use to reinvigorate civic engagement and activism. Some authors argue that new media use is positively related to involvement in community and political life. They suggest that the employment of the Internet can reduce time and money spent on accessing civic information and provide convenient ways for participation, thus

supporting the mobilization of those citizens who are already knowledgeable about issues (Weber, Loumakis & Bergman 2003; Polat, 2005). They hypothesize that online activism, especially the information flow on the Internet, can mobilize less civically active populations as well (Barber, 2001; Delli Carpini, 2000; Weber, *et al.*, 2003). Increasing exchange of online information may expose less engaged citizens to civic and political information that they are not actively seeking; thus Internet use would reduce the knowledge deficiencies that account for low involvement (Boulianne, 2009).

However, some scholars are more skeptical of this relationship, pointing to the selective and strategic use of online and offline strategies for social activism (Petray, 2011). Civic engagement and activism online can complement, extend, or supplement offline engagement according contextual and structural conditions. For instance, censorship in China might play a role in participant extreme reliance on Weibo as information source and venue for activism. The Chinese government has tight control over newspapers, television programs, radios and even the major web portals. Although microblogs, blogs and other kinds of social networking sites in China are also under censorship, the huge information flow on these platforms makes them difficult to control and manage. Thus, individuals who have less trust in government-controlled information outlets may seek information from these unofficial sources.

*Network size and weak-tie.* The finding of network size is in accordance with the literature. A majority of the survey respondents (65%) identify their networks on Weibo as much larger than their intimate circles. Previous research on networks and civic or political engagement reveals that large network size, no matter online or offline, will lead to exposure to more civic information and to civically active populations (Bennett, Wells &

Freelon, 2011; Gil de Zuniga & Valenzuela 2011). However, different from the association between high level of weak-tie discussion about public affairs and civic engagement indicated in the literature (Granovetter, 1973; Gil de Zuniga & Valenzuela, 2011), no major difference between strong-tie (3.34) and weak-tie (3.32) public affairs discussions is observed in the sample. Several reasons might be attributed to this. First of all, about 40% of the responses are neutral, which lowers the credibility of the results. Second, due to the culturally specific environment in China, it would be less desirable to acknowledge one's participation in discussion about political affairs. Third, even though individuals are not actively participating in online discussion, they can be exposed to civic information that may increase their knowledge and decrease the barriers to participate.

*Civic Engagement.* According to Boulianne's (2009) meta-analysis, the impacts of Internet use on civic engagement "seem to increase nonmonotonically across time" and the impacts are larger "when online news is used to measure Internet use." Results from the survey indicate that traditional civic participation is relatively low among the participants. However, it would be of greater value if the results from the survey can be compared to overall civic engagement in China.

Nevertheless, due to China's specific political system, history and culturally specific ideology, civic or political participation reflected in the survey is not surprising. Rallying for protests and signing petitions are perceived as "politically incorrect" and dangerous given a history of suppression in China. According to a report released by CIVICUS in 2007, China has the weakest civil society structure of all countries in Asia and is ranked among the worst in the world (Hsu, 2010). The emergence of the Internet, especially social networking sites such as Weibo, opened the opportunity for a surge in civic participation.

The Internet, although censored, does open up a relatively safe and tolerable square for citizens to express their opinions, to protest and to call for changes in the society (Rosen, 2010).

Overall, the findings of the study largely supported previous studies on civic engagement and participation motivations, but they also reveal some unique characteristics of SNAPSHOT.

### **Policy Recommendations**

In this section, I will use the results and findings from the survey to make policy recommendations for anti-human trafficking organizations and activists in China on how to build the sustainability of SNAPSHOT. Recommendations are made to address two specific questions: (1) how to conduct future informational campaigns for SNAPSHOT, and (2) how should organizations and activists collaborate to sustain activism.

#### ***How to conduct future informational campaigns for SNAPSHOT?***

SNAPSHOT itself has limited direct impact in combating human trafficking, but a higher level of public awareness of this problem can transform into public pressure that forces policy makers, police forces and law enforcement bodies to carry out substantial actions to tackle the problem. Although SNAPSHOT enjoys wide recognition online and has successfully raised Weibo users' awareness, it has the potential to raise greater awareness among a broader population.

#### ***Recommendation One: Informational Campaign on Social Networks***

NGOs and activists managing future campaigns should take advantage of different social networking sites in China to broaden the coverage of campaigns and the impacts of SNAPSHOT. The results of the survey identify a group of well-educated people in their 20s

and 30s with relatively high incomes as the major participants. Their good education background and relatively young ages imply their technology savvy and digital native traits. Additionally, the survey shows that they are also heavily relying on Weibo as their major daily information outlet for public affairs news. Their network sizes on Weibo are reported to be much larger than their close friends and family network sizes. Thus, Weibo should remain a major battlefield for future campaigns to sustain their engagement.

At the same time, other social networking sites and online tools should be employed in future campaigns. Although Weibo users only account for half of the Internet population, the other half remain excluded from this campaign. Accessibility to the Internet is also associated with higher education and incomes, so Internet users in general tend to be more civically active than their counterparts. The rest of the Internet users may be more dependent on other websites or online tools. Thus other popular and influential social networking sites should also be employed in future campaigns, because: (1) different social networking sites reach different populations, thus utilizing various sites allows NGOs and activists to convey the information to a broader population, (2) social networking sites also help to spread the word through different layers of networks, and (3) the wide coverage of the campaign will make inactive populations encounter related information and reduce their barriers to participation.

#### *Recommendation Two: Collective Motives*

Since the survey results reveal that collective motives are the most identified motives, future informational campaigns should highlight the collective goals of SNAPSHOT. Respondents participate in SNAPSHOT for the sake of shared goals, for example, saving more children, raising greater awareness and attention, and building a better society. The

results also reflect a sense of empowerment perceived by the respondents. Therefore, the collective goals of SNAPSHOT should be stressed in informational campaigns not only to sustain the engagement of current participants, but also to mobilize and recruit like-minded populations. Although individual motives, especially risks, are less noteworthy in the survey, organizers should be alert to potential reactions from human traffickers, which could negatively impact activism.

*Recommendation Three: Satisfactory Outcomes*

The data from the survey reflect an overall optimistic and satisfactory attitude towards SNAPSHOT and its progress, so including the achievements of SNAPSHOT, such as successful cases and collaboration with the police force, when conducting informational campaigns would be encouraging. Although over 7,000 pictures have been uploaded on Weibo, only a limited number of children were successfully rescued through SNAPSHOT. However, the activism is perceived as satisfactory in the sense that it has raised greater awareness of the problem in the whole society and it has transformed public pressure into government action. Since an individual's satisfaction toward his or her engagement in the movement encourages future engagement (Schroer & Hertel, 2009), it would be beneficial to emphasize the success of SNAPSHOT in informational campaigns.

Next, I will make a recommendation about:

***How should organizations and activists collaborate to sustain activism?***

*Recommendation Four: Collaboration and Reach-out*

The SNAPSHOT movement was initiated by Yu Jianrong, a well-known human rights activist and a professor, and was taken up by journalists, the founder of the Angel Foundation, and several grassroots NGOs. Nevertheless, as the influence of SNAPSHOT

grows, if bigger impacts are to be achieved, current organizers of SNAPSHOT should actively reach out to and collaborate with other NGOs and agencies. The survey results show that participants have greater trust towards international NGOs, grassroots NGOs and individual activists. Current organizers of SNAPSHOT can reach out to international anti-human trafficking NGOs to seek help and advice. Some international NGOs have years of experience in combating human trafficking, which would be beneficial to anti-human trafficking activism in China. SNAPSHOT organizers should also strengthen their collaboration with currently active Chinese NGOs. They are now partnering with a variety of national and local anti-child trafficking NGOs in China, including the most prominent one, Baobeihuijia. The advantage of partnering with these Chinese NGOs is that they have accumulated China-specific experience and knowledge about anti-child trafficking.

### **Conclusion**

Overall, the main objective of this report is to describe the prominent characteristics of SNAPSHOT participants and their motivations, and to provide policy recommendations for SNAPSHOT organizers on how to sustain the activism.

According to the survey results, participants are predominantly well-educated young people, over half of which are female. Their reported income levels are higher than overall Chinese Internet users. A majority of the respondents do not have children, nor do they have experience with human trafficking. Their media consumption pattern is extremely recognizable: Weibo is their daily information outlet for public affairs news. The Weibo network sizes of respondents are much larger than their intimate networks. Participants are in general satisfied with their lives but still find the society as a whole dissatisfactory. Most of them express skepticism towards government and state-owned charity groups, and

they are more likely to trust NGOs and individual activists. Although they all participated in SNAPSHOT, they rarely participate in other offline civic activities. When it comes to their motivation factors, collective motives are strongly identified in the survey compared to individual motives. They also find SNAPSHOT and its achievements satisfactory, and express their willingness to engage in the future.

Based on the survey findings, I make policy recommendations for SNAPSHOT organizers on how to conduct informational campaigns and collaborate with different actors to build sustainability for SNAPSHOT: (1) continue to conduct informational campaigns on Weibo but also extend to other social networking sites and online tools, (2) highlight the collective goals of SNAPSHOT in future campaigns, (3) list achievements and progress of SNAPSHOT, and (4) actively collaborate with NGOs from home and abroad.

Even though the sample employed in this study is a convenient sample, which may have introduced some biases to the results, and the study itself has several limitations, overall this study shed some light upon SNAPSHOT, an online anti-child trafficking civic activity in China, about its participants and their motivation. The results and findings in this study are valuable for organizers of SNAPSHOT, as well as anti-human trafficking activists and NGOs in China and abroad. The findings and policy recommendations of this study are expected to benefit anti-human trafficking activities in China.



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Table 1: Demographic (N(%))

	10-19	20-29	30-39	40-49	50-59	Mean
Age	15(7)	115(53)	81(38)	3(1)	1(0)	26.2
	Female	Male				
Gender	125(57)	93(43)				
	Less than high school	High school diploma	Some college	College diploma	Graduate or more	
Education	8(4)	19(9)	39(18)	129(59)	23(11)	
	Less than 3000	3001-6000	6001-9000	9001-12000	More than 12000	
Income	95(44)	67(31)	25(12)	12(6)	18(8)	
	Yes	No				
Has kids or not	48(22)	170(78)				
	Yes	No				
Has close experience or not	12(6)	206(94)				

Table 2: Media Use

In a typical week, how often do you consume the following media for information and news about public affairs (N(%))						
	Never=1	Once a week=2	2-3 days a week=3	4-5 days a week=4	Everyday=5	Mean
Microblogs	6(3)	5(2)	11(5)	17(8)	173(82)	4.6
Web portals (such as Sina, Sohu and Netease)	26(12)	38(18)	50(23)	24(11)	78(36)	3.4
Television	30(14)	37(17)	63(29)	31(14)	56(26)	3.2
Word of mouth	41(19)	57(27)	53(25)	28(13)	33(16)	2.8
Video sites (such as youku and tudou)	51(24)	61(28)	49(23)	19(9)	35(16)	2.6
Newspaper	75(35)	60(28)	38(18)	13(6)	29(13)	2.4
Blogs	96(46)	44(21)	28(13)	12(6)	31(15)	2.2
Radio	108(50)	34(16)	35(16)	20(9)	19(8)	2.1

Table 3: Online Network Size and Weak-tie

Could you estimate the number of people that you follow on Weibo? (N(%))						
Less than 100	101-200	201-300	301-400	More than 401		
35(16)	61(28)	31(14)	34(16)	57(26)		
Please indicate your level of agreement towards to following statements about your communication patterns about public affairs. N(%)						
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
My network size on Weibo is	4 (2)	20(9)	52(24)	76(35)	66(30)	3.8

much larger than my network of intimate family and friends						
I constantly talk about public affairs with my network of intimate family and friends	5(2)	31(14)	84(38)	80(37)	18(8)	3.3
I constantly participate in public affairs discussion online	6(3)	40(19)	89(42)	60(28)	19(9)	3.2
I constantly participate in public affairs discussion on Weibo	4(2)	27(12)	84(39)	72(33)	29(13)	3.4

Table 4: Social Orientation

How satisfied are you about your life and the society? N(%)						
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
I'm pretty satisfied with my current life	9(4)	28(13)	94(43)	75(34)	11(5)	3.2
In most ways, my life is close to my ideal	21(10)	80(37)	90(41)	24(11)	3(1)	2.6
I'm pretty satisfied with the society	30(14)	74(34)	93(43)	18(8)	2(1)	2.5
I think things in my life is currently tough	22(10)	75(34)	82(38)	26(12)	12(6)	2.7
If 1= I don't trust this not at all and 5=100% trust, can you rate your trust towards the following organizations and individuals in terms of public interest causes. N(%)						
	1	2	3	4	5	Mean
International NGOs	9(4)	18(8)	60(28)	104(48)	25(12)	3.5
Grassroot NGOs	7(3)	13(6)	89(41)	97(45)	11(5)	3.4
Individual activists	7(3)	14(6)	105(49)	75(34)	16(7)	3.4
Government agencies	49(23)	66(31)	74(34)	26(12)	1(0)	2.4
State-owned charities	53(24)	70(32)	71(32)	22(10)	2(1)	2.3

Table 5: Civic Engagement

Citizens participate in society in a variety of ways, when was your last time participated in the following activities? N(%)						
	In the last 3 months=1	In the last 6 months =2	In the last 9 months=3	In the last 12 months=4	Over a year=5	Mean
Posted comments on websites, blogs or microblogs about any	128(60)	15(7)	9(4)	15(7)	47(22)	2.2

political issues						
Donated for any kind of charity cause	59(27)	34(16)	14(6)	48(22)	61(28)	3.1
Did volunteer work	46(21)	22(10)	11(5)	26(12)	112(52)	3.6
Signed a petition	39(18)	14(7)	13(6)	22(10)	126(59)	3.8
Called, or send text messages, or wrote letters to any kind of news programs or political talk shows to express your opinion	33(15)	9(4)	8(4)	16(7)	150(69)	4.1
Attended any kind of protest (including refuse to buy certain product etc.)	29(13)	8(4)	5(2)	21(10)	153(71)	4.2
Participated in solving community issues	21(10)	18(8)	11(5)	21(10)	143(67)	4.2
Contacted any level government officials to address problems that you concern about	18(8)	6(3)	7(3)	11(5)	173(80)	4.5

Table 6: Extrinsic Motives

Please indicate your level of agreement towards the following statements about your perceived risks and benefits associated with participating the SNAPSHOT movement. N(%)						
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
I think it's my responsibility to contribute to a better society	1(1)	3(1)	11(5)	80(37)	121(56)	4.5
I think my participation in this movement will urge the government to take action	3(1)	2(1)	35(16)	76(35)	102(47)	4.2
I think my participation will help more kids be saved	2(1)	6(3)	27(12)	91(42)	91(42)	4.2
My participation will give good impression to my followers	9(4)	30(14)	113(52)	48(22)	16(7)	3.1
I am concerned of that participating anonymous	17(8)	94(43)	89(41)	12(6)	5(2)	2.5

online activities will cause me trouble						
I am concerned about the revenge from human traffickers	26(12)	111(51)	53(24)	19(9)	7(3)	2.4

Table 7: Satisfaction

Based on the progress the SNAPSHOT movement has achieved, please rate the following statements. N(%)						
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
I will take pictures when I see child beggars next time	2(1)	5(2)	26(12)	86(40)	96(45)	4.2
I am satisfied with the attention from the whole society	3(1)	7(3)	46(21)	106(49)	56(26)	3.9
I think the SNAPSHOT movement has combated trafficking a lot	3(1)	7(3)	49(23)	101(47)	55(26)	3.9
I am satisfied about the attention from traditional media	4(2)	19(9)	57(26)	89(41)	49(23)	3.7
I am satisfied about the attention from the government	14(6)	50(23)	82(38)	46(21)	26(12)	3.1
I am satisfied about the action that government carried out	38(18)	65(30)	70(32)	29(13)	15(7)	2.6



Fig 1

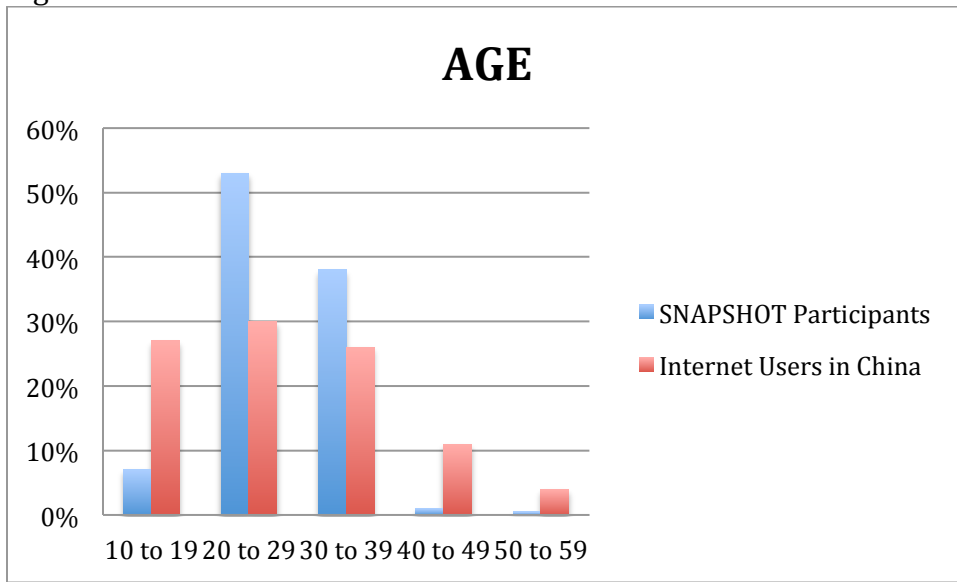


Fig 2

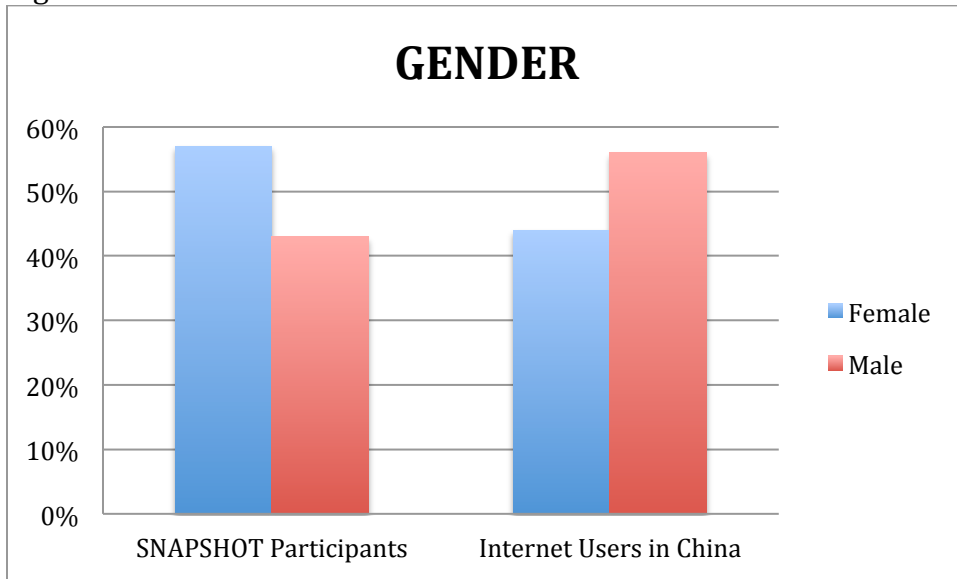


Fig 3

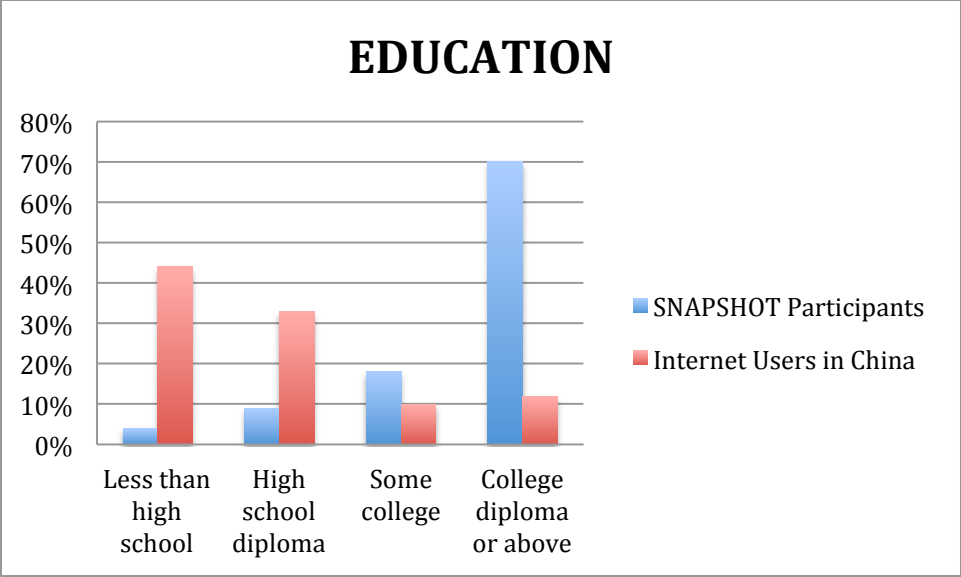
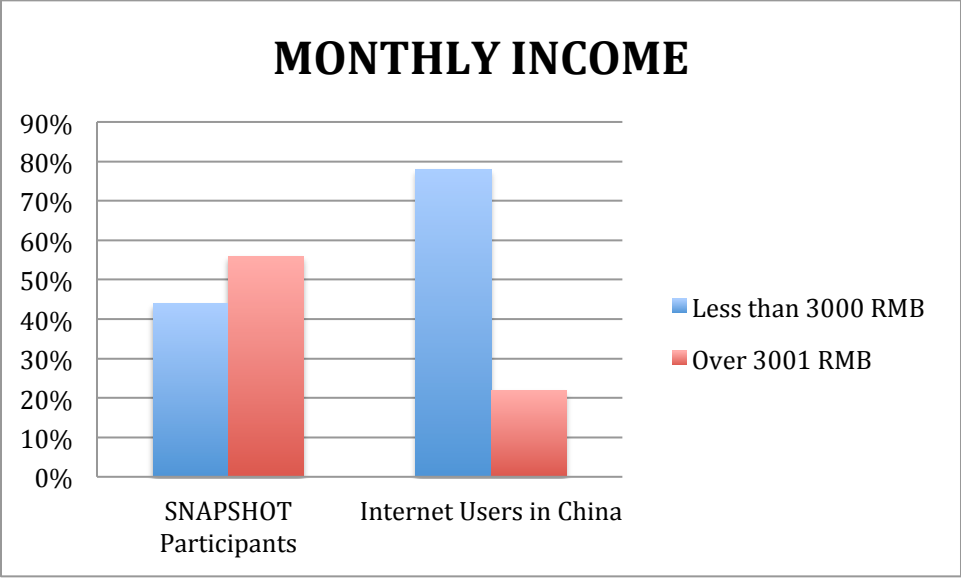


Fig 4



**Appendix:**  
 Survey design  
 Demographic

Your Age					
Gender					
Male			Female		
Education background					
Less than high school	High school diploma	Some college	College	Graduate level	
Monthly Income					
<3000		3001-6000	6001-9000	9001-12000	>12001
Have child or not					
Yes			No		
Did you or your relatives or friends have ever experienced kids being abducted					
Yes			No		

**Media Exposure**

In a typical week, how often do you use the following media to get public affairs information and news? Based on a 8-point scale (0=never, 7=everyday)

	Never	Once a week	About 2-3 days per week	About 4-5 days per week	Everyday
Newspaper					
TV news programs					
Radio					
Magazines					
Blogs					
Microblogs (Weibo)					
Word of Mouth					
Online Video sites					
Major web portals					

Could you give an estimate of the number of person that you are following on Weibo?

<100	101-200	201-300	301-400	401+
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Please rate your attitudes towards the statement below

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
My online network size is much larger than my intimate network of family and friends					

I constantly talk about public affairs within my intimate networks of family and friends					
I constantly engage in online public affairs discussion on Weibo (including commenting, reposting and posting)					

Please answer the following questions based on your experience and satisfaction about the “SNAPSHOT” movement.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I think my participation in this movement will contribute to urge government to intervene					
I think my participation will help more kids be saved					
I think it's my responsibility to contribute to a better society					
I prefer to participate in online activities because it's anonymous, so it won't cause me any trouble					
I am concerned about the revenge from human traffickers					
My participation will give good impression to my followers and even their followers					

Satisfaction about the movement and future engagement

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied about the attention from traditional media					
I am satisfied about the attention from the government					
I am satisfied about the government intervention					
I am satisfied with the progress that has been made via the movement					
I will take pictures when I see child beggars next time					
I think the movement has some effects in combating child					

trafficking					
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How satisfied are you about your current life and the society?

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I'm pretty satisfied with my life					
I'm pretty satisfied with the society					
In most ways, my life is close to my ideal					
I think things in my life is currently tough					

If 1= I don't trust this not at all and 5=100% trust, can you rate your trust towards the following organizations and individuals in terms of charity or public interest cause.

	1	2	3	4	5
Government agencies					
State-owned charities					
Grassroot NGOs					
Large international charity groups					
Individual activists					

People participated in the society in different ways, when was your last time participating in the following activities?

	In the last 3 months	In the last 6 months	In the last 9 months	In the last 12 months	Over a year
Did volunteer work					
Attended any kind of protest (including refuse to buy certain product etc.)					
Donated for any kind of charity cause					
Participated in solving community issues					
Contacted any level government officials to address problems that you concern about					
Signed a petition					
Called, or send text messages, or wrote letters to any kind of news programs or political talk shows to express your					

opinion					
Posted comments on websites, blogs or microblogs about any political issues					