

marketplace, as in the case of the anti-sweatshop movement.

But this is largely a question of emphasis, which does not diminish the contribution of *Moral Markets* in identifying a transformation in economic life, and reconciling our theories of markets with the new phenomena.

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*The Internet and Rural Development in China: The Socio-Structural Paradigm*, by **Jinqiu Zhao**. Bern, SZ: Peter Lang, 2008. 287pp. \$74.95 paper. ISBN: 9783039115846.

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The study of the development and impact of the Internet in China is a booming field. There are studies, for example, about online activism and digital civil society, state control and censorship, political discourse in the Chinese blogosphere, and nationalism in online bulletin boards. Understandably, existing works have an urban focus, because internet uptake is the quickest in urban centers. Yet despite rapid urbanization, half of the Chinese population still lives in rural areas. Many rural regions remain poor and underdeveloped. Can the rural population enjoy the benefits of the new information and communication technologies (ICT)? Does the diffusion of the internet in rural China help to alleviate poverty and accelerate development? What conditions determine the diffusion and impact of the internet in these areas? These are the questions that communication scholar Jinqiu Zhao addresses in her much-needed study.

The book consists of thirteen short chapters. The first seven chapters provide detailed reviews and critiques of the general literature on ICT4D (ICT for development) and discuss the author's analytical perspectives and methodologies. These seven chapters take up more than half of the space and make the book look like an unrevised dissertation. Chapters Eight through Twelve offer five case studies, one case in each chapter. Chapter Thirteen is the conclusion.

The book's main contributions are the five case studies. These are ethnographic studies of five villages in different locations. They were selected to represent several different

models of internet adoption and diffusion. In two cases, the local government was the initiator. One case involves the joint efforts of government and international organizations, one is sponsored by a private business from Taiwan, while in the last village, the initiative comes from local rural entrepreneurs. Each case study describes in detail the profile of the village, the change agencies, and the outcomes.

The five case studies lead to two main conclusions. First, the author finds that the diffusion and use of the Internet are conditioned by the interplay of structural factors and individual differences. Change agencies, be they government offices, international organizations, or private businesses, play a dominant role. Because of the low level of economic development in most rural areas in China, Internet diffusion depends on planned efforts and government support. Collective and public access points (such as information centers) and multiple-step flow of online information (such as agricultural information collected on the Internet from the computer center of a local school and then delivered to farmers via computer print-outs) are among the most cost-effective models of Internet uptake in these areas.

At the individual level, Zhao finds that Internet adoption and use are constrained by the level of computer literacy, information needs, and the perceived efficacy of the Internet in meeting these needs. Local farmers' information needs are closely tied to their agricultural production activities. The more impoverished areas with less developed agricultural markets rely less on the Internet, whereas in areas with relatively developed economies and markets, farmers are more motivated to seek information about agricultural technologies and markets.

The other main conclusion of the book is that Internet diffusion has limited impact on rural development. The author finds that the introduction of the Internet did not lead to drastic social and economic changes in the villages covered in her study. Instead, she observes only small achievements. For instance, she finds that the Internet can help farmers improve agricultural productivity by increasing their access to farming skills and information. Internet adoption also helps to

improve local education by enabling teachers to access more educational materials and opening new horizons about the outside world to the rural children.

These findings challenge commonly-held assumptions about the effects of ICT on rural development. Zhao argues, rather, that it is society that shapes technology, not the other way around. Readers of this journal will not be surprised by these conclusions. Indeed, although I like the richness of the case studies, the book leaves me wishing for more surprising findings. Due to its research design, the book does not consider how mobile telephony and Internet bars may have shaped the diffusion processes. According to a survey report released by the China Internet Network Information Center, 54 percent of China's 37 million rural Internet users in 2007 accessed the Internet through Internet bars, while 30 percent of the 20 million Internet users among rural migrant workers accessed the Internet through mobile phone. If these alternative venues of Internet diffusion are taken into account, the picture about Internet diffusion in rural China would probably look rather different.

That said, to a field largely focusing on the use of the Internet in urban China, this book is a welcome addition. The first systematic study of its kind, it sheds a great deal of light on the causes and outcomes of Internet adoption and diffusion in rural China. The research is careful and solid and the text is well-written and very readable. It should be of interest to students of communication and rural development and scholars working on the social impact of the Internet.

## DEMOGRAPHY

*Migration, Homeland, and Belonging in Eurasia*, edited by **Cynthia J. Buckley** and **Blair A. Ruble**, with **Erin Trouth Hofmann**. Washington, DC: Woodrow Wilson Center Press and Baltimore, MD: The Johns Hopkins University Press, 2008. 362pp. \$65.00 cloth. ISBN: 9780801890758.

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At last a book has been written which takes a comprehensive look at migration in Post-Soviet Eurasia. It is an area of the world which has long been overlooked in the English language sociological literature, and it is refreshing to finally see it so thoroughly addressed, and to see social scientists trying to bring it into conversation with contemporary theory.

That is not to say, however, that this book is only relevant to scholars specifically interested in the former Soviet Union. Rather, it is a book about migration, about the movements of millions of people across a huge swath of the globe. Observations made in this region are a vital part of being able to understand worldwide migration flows in an increasingly globalized environment. Russia is a major receiving country of migrants from many different countries—from China to Tajikistan, Armenia to Mongolia, from Rwanda to Korea, and many others besides. Every year, millions of people migrate in, out, and around this region of the world, and it would be shortsighted to ignore it.

This book brings together essays about various aspects of migration in Eurasia, by authors coming from a range of disciplines including sociology, political science, history and geography. It covers subjects such as the changes in migration patterns which have taken place since the fall of the Soviet Union, the Russian Federation's migration policies, the continuing and unexpected attraction of