

# Research on Civic Engagement and Publishing Behavior of Government Affairs Microblog Platform

*Completed Research Paper*

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## **Abstract**

*This paper puts forward the theoretical model of civic engagement and publishing behavior of the government affairs microblog platform, which is composed of civic engagement, characteristics of microblog operation and characteristics of cities' resource. Then, it makes an empirical analysis with the data of microblog and the panel data of cities. The study finds that the number of comments, the number of fans, the number of daily releases in the previous time, the opening unit, the construction of the government website and the development of cities' economy have a significant positive impact on the government publishing behavior. This paper explains the publishing behavior of government affairs microblog platform is influenced by civic engagement, microblog operation and cities' resources. The result suggests the government agency should provide timely and effective feedback on civic engagement while publishing information.*

**Keywords:** Government Affairs Microblog, Civic Engagement, Government Publishing Behavior