

New Media and Nongmingong's New Identity

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ABSTRACT This paper aims to analyze the communication and application of Internet chatting (mainly QQ) in the *Nongmingong* Group by anthropological methods and fieldwork. By using the case study and participant observation of the You-county taxi drivers (who are all originally from Hunan province) in Shenzhen city of Guangdong province, this paper discovers that the spread of a new medium in the *Nongmingong* group has obeyed the power laws that it represents by a series of internet characteristics of a complicated topological structure. Based on participant observation, the researchers found that the new medium has become a tool for *Nongmingong* to build their vocational network in a familiar working place. It has carried out a battery of functions including information exchange and delivery of social capital beyond the limitation of the compression of time and space. This paper concludes that a *Nongmingong* individual has chosen to join the modern society positively and accomplish the modernized construction of their community by using the tool of new medium during the great transformation age.