**Surviving or thriving? Digital connective politics in primary-level cadres’ live streaming e-commerce (PCLE) in China**

Yupei Zhao

Zhejiang University, Zhejiang, China

Wanyan Wu

Zhejiang University, Zhejiang, China

Zhongxuan Lin

Jinan University, Guangzhou, China

**Corresponding author**

Zhongxuan Lin,

School of Journalism and Communication, Jinan University,

601 Whampoa Ave West, Guangzhou, Guangdong 510632, P.R. China.

Tel: (+86)13580357045

Email: lzhongx55@sina.com

**Authors Bio**

**Zhongxuan LIN** (Ph.D.) is a Professor at the School of Journalism and Communication, Jinan University, Guangzhou, China. His research interests include game studies, cultural studies and communication studies.His work has appeared in *Television & New Media; Discourse & Communication; Chinese Journal of Communication; International Journal of Communication; International Journal of Cultural Studies; Journal of Cultural Economy; Media, Culture & Society; New Media & Society* and *Information, Communication & Society* among others*. <Email:* [*lzhongx55@sina.com*](mailto:lzhongx55@sina.com)*>*

**Yupei Zhao** (PhD University of Leicester) is an “Hundred Talent Program Young Professor” and doctorial tutor in college of Media and International Culture in Zhejiang University (PRC). Her research interests widely include digital culture and politics, intracultural communication and popular media. Her research has appeared in *International Journal of Cultural Studies*, *Social media + Society, Journal of Cultural Economy, International Journal of Communication, Social Science Quarterly, Sage Open, Media International Australia* etc. Email: [519254310@qq.com](mailto:519254310@qq.com)

**Wanyan Wu** is a PhD student in the College of Media and International Culture at Zhejiang University (PRC). She earned her Master’s in Gender, Media and Culture at the London School of Economics and Political Science (UK). Her research interest lies in digital culture, gender and media culture, and digital feminist activism. Her current research focuses on the identity of virtual celebrities and the ethics of virtual humans. Email: [w.wu@zju.edu.cn](mailto:w.wu@zju.edu.cn)