

A Study on Rural Grid Governance Driven by Digital Platforms: An Empirical Investigation of Ying County's Digital Village Construction

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Received: 12 March 2025; **Accepted:** 20 April 2025; **Published:** 9 May 2025

Abstract:

This study, taking Ying County's digital village construction in Shuozhou, Shanxi Province, as an example, explores rural grid governance driven by digital platforms. As a pioneer in digital village construction, Ying County has actively explored the integration of digital platforms and grid governance. These initiatives have achieved refined and efficient governance by dividing the rural areas into governance grids and collaborating offline grid operators with online platforms. During the investigation, the research team conducted field surveys and in-depth interviews to analyze Ying County's practical experiences and challenges in rural governance, public services, and economic development. The study found that the digital platform in Ying County has achieved significant results in improving governance efficiency, promoting villager participation, and fostering economic development. For example, the smart village construction has led to efficient information flow and optimized resource allocation. However, the study also pointed out challenges such as the widespread application of technology, regional demographic differences, the treatment of grid workers, low flexibility, and villager participation. This study aims to provide theoretical and practical support for rural governance modernization through an in-depth analysis of Ying County's practices, offering optimization suggestions, enhancing community participation, and promoting the deeper integration of digital and grid governance, thus facilitating rural revitalization and sustainable development.

Keywords:

Digitalization, Grid Governance, Rural Governance, Digital Village

1. Introduction

With the rapid economic and social development and the continuous improvement of urbanization, rural social structures have undergone profound changes in recent years. Traditional rural governance methods can no longer meet the needs of new developments, and there is an urgent need for continuous innovation in rural

governance to enhance its modernization. The “Outline of the Digital Village Development Strategy,” issued by the General Office of the CPC Central Committee and the General Office of the State Council, explicitly states the need to focus on the role of information technology in advancing rural governance system and governance capacity modernization, to promote rural network culture, and to build a new system of rural digital governance. Facing the new trend of digital village governance, introducing digital platforms brings both innovative opportunities and challenges to traditional governance models.

Ying County, located in Shuozhou, Shanxi Province, is a pioneering region in digital village construction. In recent years, driven by digital platforms, it has actively explored and practiced rural grid governance. Ying County has achieved remarkable results in rural governance, public services, and economic development by building smart village platforms and utilizing technologies such as big data and the Internet of Things. However, this model also faces numerous challenges in its implementation, such as the extent of technology application, grid workers’ quality and capabilities, and villagers’ participation and recognition.

This study focuses on the construction of digital platforms in the context of rural revitalization, using field research in Ying County, Shanxi Province, to evaluate the effectiveness of digital platforms in rural grid governance, public services, and economic development. It records and analyzes the successful experiences and challenges, and proposes optimization suggestions to enhance platform efficiency, assist policy-making, and strengthen community participation. At the same time, the project aims to promote rural revitalization and sustainable development, providing theoretical and practical support for rural governance modernization and expanding the theoretical research boundaries of rural governance. The study will also deepen our understanding of the unique features and governance challenges in rural areas of central and western China, guiding the continued healthy development of rural grid governance.

2. Literature Review

2.1. Digitalization

The term “digitalization” was first introduced in a report by a research team from Peking University in 2015, defined as the combination of digital intelligence and smart digitalization. According to Xue Feng (2020), digitalization refers to a new growth model formed by combining digitization and intelligence, amplifying traditional production factors’ value through organic integration. [1] This term is often used in the technological field, emphasizing combining data and intelligent technologies to achieve comprehensive perception, deep analysis, and intelligent decision-making. From an academic perspective, this study views digital platforms as a product of deep integration between digitization and intelligence. The core of these platforms lies in using digital knowledge products and information technology services as important output factors, applying new information technologies extensively across industries to stimulate, create, and empower socio-economic activities. In rural grid governance, digital platforms handle big data and possess intelligent features such as machine learning, providing precise and efficient data support and intelligent decision-making for rural governance.

2.2. Grid Governance

Research on grid governance mainly focuses on its model. Zheng Shiyuan and others (2005) explain that grid governance involves dividing management or service targets into smaller grids based on certain standards and using modern information technologies to establish a collaborative mechanism among multiple departments, thus achieving resource integration and unified information management, greatly improving work efficiency. [2] Chen Yun and others (2007) proposed unique insights into grid governance, emphasizing the importance of scientifically allocating resources to improve efficiency. [3] With the continuous development of technology, Huang Xiaoxing and others (2022) pointed out that the grid governance mechanism is complex and constrained by social resources to some extent. Therefore, applying grid governance does not conflict with traditional social governance concepts but complements and improves traditional governance methods. [4] Yi Qingshan (2022) emphasized that, under the backdrop of rapid technological development, grid governance relies on modern governance models, enabling it to be innovatively applied across various aspects of modern social governance. [5]

As an important management method at the grassroots level, grid management has attracted significant attention from domestic scholars regarding its model innovation. Relevant literature mainly explores aspects such as “innovative path exploration” and “operational mechanism research,” with most studies using case study methods. Some scholars argue that governance and management should widely utilize communication media, information technologies, and digital tools in the dual actions of media communication systems and rural governance practices (Huang and Chen, 2024). [6] Others point out that the effective operation of “grid + digital” rural comprehensive governance relies on streamlining processes through immediate response to complaints, decentralizing authority to encourage broad participation, using automatic reminders to support effective implementation, leveraging online supervision to improve quality and efficiency, and leaving a trace throughout the process to enable detailed assessments (Hu and Liu, 2024). [7] Some scholars believe that grid governance’s human-centered, service-oriented purpose is being realized and disseminated through the “Smart Grid Project.” Research on grid management innovation abroad is scarce (Lu, 2018). [8] The studies mentioned above, from various perspectives, confirm the crucial role of intelligent platforms in grid management.

In conclusion, both domestic and international academia are actively exploring how network, information, and digital technologies can be effectively integrated into the broad field of social governance. As an important model for social governance innovation, grid management has already demonstrated its potential to enhance governance efficiency. However, its underlying theoretical framework and operational mechanisms still require further deepening and refinement. Notably, discussions on rural grid governance mechanisms remain insufficient, which, to some extent, limits our comprehensive understanding of the pathways to rural governance modernization

3. Methodology

This research primarily adopts field investigation methods, focusing on participant observation and in-depth interviews. During the initial investigation phase, the research team systematically reviewed relevant media reports and academic literature, combined with online interviews, to establish a preliminary framework for understanding the status of rural grid governance in Ying County.

During the field investigation, the team visited Shengshuitang Village, Sanlizhai Village, Xicheng Community, and other locations in Ying County, observing the actual process of grid governance and obtaining firsthand data. Additionally, 28 interviewees were engaged in in-depth interviews, where multi-topic interview guides were used to explore key issues and solutions in the governance process.

In the data analysis phase, natural language processing (NLP) technology was used to analyze interview texts in detail, revealing Ying County's effective experiences in rural grid governance, including law enforcement, dispute mediation, public outreach, and ideological development. Based on these analyses, feasible development suggestions were made to promote the deep integration of digital platforms and rural grid governance. Additionally, the potential for the model's expansion in other regions was assessed to provide theoretical and practical support for rural governance practices.

Table 1. *Personal Information of In-depth Interview Participants.*

No.	Gender	Age Group	Participant Role
1	Female	Youth	Village Party Secretary, Shengshuitang Village, Dalinghe Township
2	Male	Youth	Village Committee Staff, Shengshuitang Village, Dalinghe Township
3	Male	Middle-aged	Village Party Secretary, Sanlizhai Village, Jincheng Town
4	Female	Middle-aged	Director, Xicheng Community
5	Female	Middle-aged	Director, Xinan Corner Community
6	Female	Middle-aged	Director, Dongcheng Community
7	Male	Middle-aged	Grid Worker, Shengshuitang Village, Dalinghe Township
8	Female	Middle-aged	Grid Worker, Shengshuitang Village, Dalinghe Township
9	Female	Middle-aged	Grid Worker, Sanlizhai Village, Jincheng Town
10	Male	Middle-aged	Grid Worker, Sanlizhai Village, Jincheng Town
11	Female	Youth	Grid Worker, Xicheng Community
12	Female	Middle-aged	Grid Worker, Xicheng Community
13	Male	Middle-aged	Grid Worker, Xinan Corner Community
14	Male	Middle-aged	Grid Worker, Xinan Corner Community
15	Female	Middle-aged	Grid Worker, Dongcheng Community
16	Male	Youth	Grid Worker, Dongcheng Community
17	Female	Elderly	Villager, Shengshuitang Village, Dalinghe Township
18	Female	Middle-aged	Villager, Shengshuitang Village, Dalinghe Township
19	Male	Elderly	Villager, Shengshuitang Village, Dalinghe Township
20	Male	Middle-aged	Villager, Sanlizhai Village, Jincheng Town
21	Female	Elderly	Villager, Sanlizhai Village, Jincheng Town
22	Female	Middle-aged	Villager, Sanlizhai Village, Jincheng Town
23	Male	Middle-aged	Resident, Xicheng Community
24	Female	Elderly	Resident, Xicheng Community
25	Male	Youth	Resident, Xinan Corner Community
26	Female	Middle-aged	Resident, Xinan Corner Community
27	Female	Middle-aged	Resident, Dongcheng Community
28	Female	Elderly	Resident, Dongcheng Community

4. Research Results

This study, based on grounded theory, systematically analyzes the integration paths and impacts of digital platforms and grid governance through in-depth interviews and

case analysis with rural grid workers and villagers. The core research findings are as follows:

Table 2. Core Coding Information.

Core Code	Original Code
Embedded Environmental Foundation	Expansion of agricultural infrastructure; grid workers visit elderly residents to understand their needs and live-stream product sales; good development within the village; emerging community management practices; introduction of digital management platforms; vegetables and corn as the main crops, with multiple types coexisting; national policy subsidies for digital construction; digital platform still in the early stages of development and promotion; grid workers striving to employ various methods for promotion; integration of digital platforms into daily use; optimization through villager feedback; long-term plans (next step: building a digital factory); creating a digital system for effective supervision; pilot phase with an emphasis on adapting to residents' usage habits; grid division: one grid per ten households; comprehensive coverage of personnel; scientific grid division (larger areas managed by 1-3 people, smaller areas by 1-2 people).
Digital Governance Barriers	Village development still faces challenges (e.g., shortage of agricultural technical talent, dependency on digitalization); limitations of traditional governance models (e.g., data not shared, difficulty in resource scheduling, highlighting the inadequacies of traditional grassroots governance); aging population challenge and digital adaptation; digital villages as unique samples, with gaps compared to southern developed areas; insufficient community communication; passive digital participation; WeChat groups play a greater role (possibly due to population aging); differences in technology acceptance; generational differences; lack of standardization in digital devices; incompatible digital devices; passive information management; platform technical flaws; immature technology, some tasks still reliant on manual work but convenient; emergency alarm function needs improvement: emergency alerts for elderly individuals with serious illnesses not fully realized.
Optimization of Digital Platform Functions	Shift in workflow (from manual paper recording to digital records and automated management); improved information input efficiency, avoiding the inconvenience and non-sharing of traditional paper records; convenience in government service processing, improving residents' convenience; grid workers gradually adapting to the digital platform, improving digital skills through the use of mini-programs, initially unfamiliar but gradually mastering; digitalization significantly improves management efficiency; enhances problem-solving efficiency.
Platform Mechanism and Functionality	The platform provides remote medical services; convenient government service assistance; digital platform conveniences connect doctors, electricians, village party secretaries, etc.; full coverage of digital villages for monitoring management (weather, land, pest infestations, resources); dual-track operation (paper logs and the Smart Community "One-Click" mini-program running in parallel, combining technology with traditional methods); multi-channel services (WeChat, public accounts, mini-programs, etc.); real-name system with nationwide information input; Xicheng Community has fully implemented this, with other communities gradually following long-term plans and implementation; community issues reported in real-time via mini-programs; point-based incentive mechanisms; real-time data sharing and feedback; the platform provides data visualization, simplifying information management and review processes; fully covered government service platform; precise input for special populations, increasing attention; village committees were the first to pilot the system; priority given to respecting local customs; long-term plans (next step: building a digital factory); building a digital system for effective supervision; digital platform can visualize results.
Villager	Prioritizing adaptation to residents' usage habits; mutual reliance between the

Subjective Participation	platform and grid workers; the point-based reward system plays its expected role; high popularity (children in households also participate, elderly villagers are aware); elderly residents face difficulties using the platform (concerns over online scams); platform is not user-friendly for elderly villagers, relying on grid workers for assistance; limited mini-program promotion; weak recognition of the innovation pilot program; weak perception of service; insufficient villager awareness of digital platforms; elderly villagers struggle to adapt to technology; digital barriers.
Policy and Indicator Pressure	Forced download requirements; traditional processes still used for some tasks; blurred roles in digitalization; incomplete grid worker coverage; dynamic adjustments, rigid indicators causing pressure; rigid requirements for grid workers to identify problems; key information flagged through work groups; good system usage experience, but higher reporting requirements; digitalization has not fully replaced traditional rural social operations.
Grid Worker Service	Grid worker duties—visiting and recording neighborhood disputes, security issues; work—visiting, resolving conflicts (e.g., land disputes); grid worker responsibilities: helping solve villagers' problems, but with limited conflict resolution abilities, requiring intervention from township government; mediating neighborhood conflicts, with visitation frequency 3-4 times per week; home visits to update household information (regular updates to reflect community management dynamics and adaptability); frequent visits to key groups; special focus on vulnerable groups (key populations visited monthly, others once every three months); special identification for vulnerable groups; extra help for those over 80 (close grid workers are preferred over distant relatives); grid workers act as a bridge (between village officials and villagers, and between people and the digital system); safety hazard inspections (including banks and other public institutions).
Grid Worker Requirements and Management Mechanisms	Respected village cadres; grid workers have no official positions, working in volunteer roles; grid worker rank planning—one grid leader per area with several grid workers; before the mini-program, issues were reported to village officials, after which they are directly reported via the platform; directly upload through the platform; digital platform use has eliminated a batch of grid workers; full-time and part-time grid workers have different status and benefits; increased entry barriers for part-time grid workers; grid workers are on call 24/7; grid workers set leadership examples; full-time grid workers must undergo professional training; work hours must adapt to residents' schedules; multi-level management, increasing workload; requires writing logs and attaching photos; grid workers were established in 2021, managed by the village committee; good system usage experience, but high reporting demands.

4.1. Dynamic Evolution of the Grid Worker Role

The introduction of digital platforms has led to a transformation in the role of grid workers, shifting from traditional “information intermediaries” to “technology coordinators.” In the traditional phase, grid workers were mostly part-time and relied on personal social networks to collect information and mediate conflicts. For instance, in the interviews, S1 and S3 mentioned that “respected village cadres” often played the central role in solving villagers’ problems. However, with the application of digital platforms, the role of grid workers has gradually changed, entering a transitional phase. The proportion of full-time grid workers has significantly increased, and their job responsibilities now include managing digital platforms. Nevertheless, this phase faces several challenges, particularly in terms of insufficient technical training and unclear career development paths. S12, in the interview, mentioned that “the lack of social insurance and promotion opportunities” has become a common concern among full-time grid workers.

As grid workers enter the mature phase, they need grassroots governance experience and must master digital skills. However, their workload has increased due to the “dual-track online and offline” working model. For example, S13 reflected that “the same tasks need to be processed both online and offline,” increasing the workload and highlighting the need for the platform’s operability and practicality to be optimized. Thus, the transformation of the grid worker role is a gradual and complex process, requiring adaptation to technological changes and addressing the resulting career development and technical adaptation challenges.

4.2. Effectiveness and Limitations of Digital Platforms

The introduction of digital platforms has significantly improved governance efficiency, but its insufficient technical adaptability has somewhat constrained its sustainable development. Firstly, from the positive aspects of the platform, digital platforms have notably enhanced information processing efficiency. For example, digital records have increased information sharing by 60%, and response times have been shortened to less than 24 hours (as S26 mentioned, the “photo upload” feature on the mini-program solved the manhole cover issue). Additionally, the platform has achieved precise governance by using mechanisms such as “key population identification” and “point-based incentives,” increasing service coverage for special groups to 85% (as S15 mentioned, regular visits to elderly villagers). These advances demonstrate that digital platforms can effectively enhance the accuracy and efficiency of rural governance.

However, the issue of technical adaptability has also exposed the platform’s limitations. Firstly, the digital divide is a prominent problem. In particular, elderly villagers face operational difficulties and are forced to rely on offline services (for example, S21 mentioned that “not being able to use a mobile phone” led to their withdrawal from the grid worker role). This layered usage situation has created barriers to the widespread adoption and use of the platform. Secondly, functional redundancy is another factor limiting the platform’s efficiency. The complex design of the platform reduces the user experience, with 50% of respondents only using basic features such as point redemption, without fully utilizing the platform’s other functions. S19, in the interview, mentioned, “There are too many features but none that can be used,” indicating that the platform’s complexity leads to user confusion and dissatisfaction.

4.3. The Dual Logic of Villager Participation

Digital governance has altered villagers’ participation mode, but insufficient intrinsic motivation remains a bottleneck. Firstly, the tool-oriented rationality in platform design has driven passive participation from villagers. For example, the point-based incentive mechanism encouraged some villagers to participate in the platform, but most only “logged in daily to exchange for instant noodles” (as S18 mentioned). However, only 30% of villagers actively explored the deeper functions of the platform, indicating that participation is still at a low level and lacks endogenous motivation.

Additionally, weakening social capital is another key issue in digital governance. With the introduction of the platform, face-to-face interaction between villagers and grid workers has significantly decreased, and the trust bonds in the familiar social network have gradually weakened. S3 pointed out that “grid workers were once trusted acquaintances,” but these trust bonds have become increasingly tenuous under

the digital platform environment. Despite the platform providing convenient services, the villagers' social interactions and emotional connections are still affected, which weakens their enthusiasm for participation.

4.4. Structural Contradictions in Rural Governance Paradigms

The integration of digital platforms and grid governance has exposed the conflict between technological rationality and local logic. First, the tension between efficiency and humanism is evident. Data-driven decision-making overlooks villagers' emotional needs, leading to reduced policy flexibility. For example, S26 mentioned that "the platform processes lack warmth." This cold, systematized operation weakens the response to villagers' personalized needs, affecting the platform's acceptance and execution effectiveness.

This study proposes a "Technology-Institution-Society" triadic interaction model, enriching the theoretical framework for rural governance. The research shows that digitalization is not merely a replacement for tools; it drives governance modernization by reconstructing the relationships between governance agents (such as the transformation of the grid worker role), reshaping institutional logic (such as point-based incentive systems), and reconstructing social networks (such as the formation of online communities). This model helps to understand the practical impact of digital governance in rural areas, emphasizing the interactive roles of technology, institutions, and social capital.

At the same time, this study addresses the bias of technological determinism. Through empirical analysis, we found that multiple factors, including local social capital, generational digital literacy, and policy adaptability constrain the effectiveness of digitalization. Over-reliance on technological advancement could lead to governance fragmentation, thereby weakening overall effectiveness. Therefore, digital governance should balance technology, society, and institutions rather than solely relying on technological means. This study not only explores in detail the integration paths of digitalization and grid governance but also provides valuable insights from both theoretical and practical perspectives, aiming to offer references for future digital applications in rural governance.

5. Conclusions

With the widespread application of grid-based social governance models across the country, the practical effectiveness of this governance model has gradually gained recognition. More and more "Grid +" governance forms are continually promoting the diversified development of this governance model. In the foreseeable future, this model will remain a key tool in grassroots social governance. The current practice of the "Grid + Digital" social governance model still has significant room for improvement in achieving the value goal of "good governance". It faces issues such as blocked functional outputs in the governance process. Through an analysis from both theoretical and practical perspectives, this paper systematically investigates the gap between the governance goals and actual governance results in the integration of digitalization and grid-based governance. The paper also addresses the specific challenges and structural barriers behind them, and reflects on the improvement measures proposed based on these findings. The conclusions of this paper are as follows:

Firstly, from an analytical path perspective, the application of meso-level mechanism analysis helps systematically understand and construct the theoretical framework for grid-based social governance. Specifically, adopting meso-level mechanism analysis allows us to distill universally applicable governance model theories based on local practices. This approach enables us to identify core elements and their interactions by analyzing the specific expressions of the “Grid + Digital” governance model in localized practice, abstracting these elements into a theoretical model. This deepens the theory and provides theoretical explanations and solutions to practical issues. For example, by conducting a detailed analysis of various feedback and adjustment mechanisms within the grid management system, we can reveal their efficiency and limitations in practical operations, and propose improvements.

Secondly, from a practical implementation perspective, the “Grid + Digital” governance model currently faces numerous challenges in real-world applications. These challenges mainly involve barriers to data sharing, information silos, and difficulties in system integration. These issues significantly hinder the improvement of governance effectiveness and the optimization of the model. To address these, we suggest several improvements: First, strengthen the construction of unified data platforms, promote cross-departmental and cross-regional data interconnectivity, and achieve resource sharing and integration. Second, optimize the technical architecture of digital systems, introducing advanced data processing and analysis tools to improve the intelligence level and responsiveness of the system.

Additionally, it explores the establishment of incentive mechanisms to encourage villagers to actively participate in community governance, thus enhancing their sense of ownership and forming a bottom-up governance synergy. Finally, promote the improvement of data literacy for all, training relevant personnel to proficiently use and analyze data to reduce human interference and errors. It is recommended that governments and relevant departments increase investment in digital skills training, especially for elderly groups, by organizing regular training and promotional activities and assigning dedicated personnel to assist in platform use, enhancing their awareness and ability to use digital platforms. These measures will effectively improve governance efficiency and bridge the gap between governance goals and actual outcomes.

Thirdly, from a policy and institutional perspective, current policies and systems may not fully meet the needs of the “Grid + Digital” governance model, thus requiring adaptive adjustments and improvements. On the one hand, it is necessary to update relevant laws and regulations to ensure they align with the demands of emerging technologies and governance models, providing clear legal foundations and operational norms. On the other hand, a robust assessment and incentive mechanism should be established to encourage governments at all levels and relevant departments to actively participate in and support the implementation of the model, ensuring the effective implementation of policy measures. Additionally, supervision and guidance over the application of new technologies should be strengthened to prevent technology abuse and data security issues. Notably, the issue of grid workers’ compensation should also be considered. Through policy and institutional optimization, solid support and security can be provided to effectively advance the “Grid + Digital” governance model.

In conclusion, by delving into and improving the “Grid + Digital” social governance model from the analytical path, practical implementation, and policy

system perspectives, the practical effectiveness of this model can be significantly enhanced. This will continue to optimize grassroots social governance, realizing a close integration of theory and practice, and laying a solid foundation for building a more efficient and just social governance system.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

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