

China's National Ageing-Adaptation Mandate — MIIT-Driven 'Elder Mode' Across WeChat, Alipay and 115 Public Websites

Digital Inclusion · Good practice · China

Quality score: 92/100

Evidence strength: Observational / pre–post

Summary

China's MIIT ordered 115 websites and 43 apps — including WeChat, Alipay, Taobao and JD.com — to ship simplified, large-font 'elder modes' by September 2021. A 2024 academic study of 55 seniors found the redesigns technically sound but limited by low awareness of the policy.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-08-31

Ministry of Industry and Information Technology (MIIT), with Tencent, Alibaba and JD.com as implementing platforms — accessed 2026-08-31

South China Morning Post — WeChat Care Mode launch — accessed 2026-08-31

SAGE — Gray digital divide and digital inclusion in China (2024) — accessed 2026-08-31

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