

Study on the Status Quo and Problems of We Media

Jingxi Zhang^{1, a}

¹Beijing National Day School, Beijing 100039, China.

^aelinor0277@hotmail.com

Abstract

The literature review method is adopted in thesis to conduct relevant academic research on we media. Combined with the hot spots of popular we media cases, the thesis deeply analyzes the disadvantages and advantages of we media, which offers relevant advices on its healthy development. The purpose is to guide we media to develop in a positive and healthy direction as well as create a favorable and green network and public opinion through relevant research in this paper, thus making the development of we media serve the human and the society well.

Keywords

We media, status quo of we media.

1. Introduction

American Press Institute has released the report about "We Media" issued by Sheinberman and Chris willies in July 2003. They give "We Media" a very strict definition: We Media is a approach for the public to provide and share their own news and matters based on the connection to global knowledge system through digital technology[1].With the development of the Internet, people's social activities and the scope have entered a new era. The era of we media begins. The development of online forums, blog, Weibo and WeChat enables us to enter an era of online sharing and indirect communication. This kind of privatization, transmission, modernization, and electronization daily life has become a common occurrence. People can freely express their opinions online. A good deal of commercial advertising communication has gradually started to draw support from the Internet to promote the products of various companies. The media of news transmission has also begun to be more than newspapers and news broadcast. With the emergence of top search on Weibo and a variety of online applications, people can clearly get any news they want as soon as possible. Not only that, since 2017, video network software such as Tik Tok and Kuaishou has gradually come into people's sight. Via this video sharing mode, the public can share life experience and interesting short video on this network. People can relax in their spare time. With the development of network society, Weibo, Tik Tok, Kuaishou and other short video are gradually occupied by various commercial advertisements. The appearance of various "beauty makeup bloggers" makes them become business opportunities for many businesses. Merchants may pay beauty makeup bloggers with numerous followers an enormous fortune to broadcast their products. As a result, many disseminators may be used by the malicious merchants to help expand and spread useless goods, while these disseminators can earn millions of monthly incomes just by publishing video advertisement online. Meanwhile, this kind of young people also gradually give up their own studies, turning from the grand ambition of serving the motherland to becoming an "online celebrity" in everyone's mouth.

Of course, the progress of we media has also enhanced the economic development of China, thus making many people without jobs find opportunities to make money and improve their living standards. A new field certainly has two sides. This thesis discusses the strength and

weakness based on specific cases of we media and proposes improvement strategies, which enables we media field to develop better, so as to provide more convenience for the public.

2. Characteristics of We Media Communication Section Headings

Currently, with the vigorous development of new media, media in the sense of communication tends to be more and more generalized, namely the media of mass communication is media, and we media is special envoy media. The diversification of communication subjects as well as the redistribution of communication rights have led to the alienation of communication thinking [2]. We media is “the generic term of new media in which private, popular, general and independent communicators deliver normative and non-normative information to the non-specific majority or specific individuals by modern and electronic means” [3].

3. Analysis of Strength and Weakness of We Media

3.1. Analysis of Weakness of We-Media Development

3.1.1. Commercial Use of We Media for Exaggerated and False Propaganda

In a bite of China 3, people begin to know about Zhangqiu iron pot. This craft is located in Zhangqiu, Shandong province. “It is an iron pot smelted at a high temperature of 1,000 degrees with a total of 36,000 times of forging, 12 processes, 18 times of heat, and dozens of large and small hammer tools. Craftsmen need to complete the ironwork only when people can see the reflected face on it. The main inheritors are Wang Lifang, his son Wang Yuhai and his daughter-in-law Gao Hengpan.” Once the program was broadcast, “Zhangqiu pot” became the “online celebrity” item that the public wanted to pursue. People bought Zhangqiu pots through various channels, and Wang Lifang’s more than 3,000 iron pots were out of stock within a few days [4]. At the same time, thousands of the same style of “Zhangqiu iron pots” appeared on the larger online shopping platform. The “online celebrities” on the Internet are recommending this iron pot. As the products on main platforms become popular, people began to buy it. However, the pots received were not satisfactory. Instead of the nonstick pan mentioned in the program, the “Zhangqiu iron pot” on these online sale platforms have sold at a “whopping price”. According to the buyers’ comments, the non-stick version of Zhangqiu iron pot’s same style in the advertisement, can even be burned with fried eggs. This is the first major weakness in the era of we media, that is, major brand enterprises will recruit “online celebrity agents”. After receiving a large sum of money, these online celebrities will start to recommend relevant products to the public, and guide the public to purchase them by making use of the wide spread of the Internet and fan effect. In fact, many advertisements are false and exaggerated propaganda. The original intention of a bite of China is to let more people come into contact with the real craftsmen and crafts of China. However, the malicious merchants simultaneously use this product’s popularity and the online celebrity’s fan effect to deceive the public, thus obtaining personal interests. Wang Lifang, the craftsman of Zhangqiu pot, once said, “if you fool him, he will fool you as well.” The false advertising and production of online celebrity products not only deceive the public, but also seriously affect the preservation and publicity of traditional crafts.

3.1.2. Market Effects Driven By “Water Army” and “Flow”

When you are shopping online in the face of a dazzling array of products, you will often choose high-volume products in the store with more “crown” (reputation) and “diamond”, combined with the comparison of favorable rate. Because more people buy, the quality of things will be relatively high. However, with the Internet technology and people’s demand for interests, a lot of people begin to do the business that forges praise and transaction records for online shop. According to the report of the 315 Gala Evening in 2016, “as long as the merchants pay the

principal of commodities and the commission of brush guests, brush guests can finish the scalping according to their requirements. Based on the investigation by relevant reporter of 315 Gala Evening, brush guests may increase the page view of the storefront by purchasing visitor services without attracting Taobao's attention and supervision [5]. Then, empty packages are sent to brush guests through the "Tao praise empty package number website", so as to achieve the purpose of brushing orders. According to reporter, brush guests aim to create the illusion of truly purchase, and they join together to make the "Tao praise empty package number website", which has cost up to 100,000 yuan. This website can construct fake logistics information to correspond to the logistics information provided by Taobao platform.

In spite of the State Administration for Industry and Commerce as well as Taobao's background supervision have issued relevant policies. "Shall not arbitrarily adjust user information. Adhere to the principle of neutrality, impartiality and objectivity. Shall not arbitrarily adjust the user's credit rating or related information. Shall not use the credit of mobile phones for any illegal use", and "If the relevant behavior is detected, all products in the store will be off the shelves" [6].

As the second problem in the era of we media, Taobao's brushing behavior, namely the technology of water army and traffic, has driven the blind market consumption trend. Because the public receive false evaluation of merchants due to water army, they purchase related products, which leads to the wrong consumption concept. In addition, the business blindly pursues for the praise, ignoring the real effect and use of the product.

3.1.3. Audience'S Unwitting Follow-Up and Public Opinion Effect in We Media Environment

During the shooting of the TV series, the two actors were photographed in the same room at night, and the woman did not leave until early morning. Since the news broke, the comments of netizens have pointed to the woman, with the comments section dominated by all kinds of comments criticizing her "misconduct" and other disreputable comments. People collectively pointed the contradiction at the woman.

The key to this case is that on one of the general public netizens knows the truth of the incident, but it has triggered a large number of non-positive insults about the actress's behavior. People have lost the reason of the incident's truth, and remarks are one-sided. At present, there are still no specific measures to restrict speech such as cyber personal attack. This is the third negative impact of this thesis on the era of we media. Because there is no specific law enforcement of online words and deeds, people wantonly publish their comments and mutual personal attack. Under the loose network management, there is a gradual phenomenon of irresponsibility for personal behavior. This kind of behavior has seriously affected social morality and network environment. On the one hand, various marketing accounts expose personal privacy wantonly, and groundless reports are also caused by the lack of legal supervision. On the other hand, malicious hype from brokerage enterprises cannot be excluded. These two reasons lead to the news receivers' vicious comment on the matter.

Although there are many problems in the development of we media, it also has advantages in changing people's lives and other aspects.

3.2. Strength of We Media Development

3.2.1. Rapid Information Dissemination Speed in We Media Era

People can rapidly spread the news through Weibo and WeChat circle of friends. For instance, a family's dog is missing, a child is seriously ill and needs crowdfunding, or someone needs to sell a house in life. The public can directly publish their own information that they need to spread, and can get public attention and help quickly.

3.2.2. Information Disclosure and Transparency

Corporate behavior can be directly disclosed to employees. Secondly, the release of information about employees' sick leave and benefits can directly urge enterprises to better comply with China's labor law. For example, "996" comes from October 2016, which refers to working from 9am to 9pm, 6 days a week without subsidy or overtime pay, and no leave is allowed [7]. It is revealed that an Internet company implemented a "996" working system. Consequently, the CEO of the company was criticized by employees. Since then, the company has responded that '996' is not a mandatory requirement. Its purpose is to cope with the job demand in September and October when the business volume is large. On March 27, 2019, a project called '996ICU' was uploaded on GitHub and became known to the public. Programmers revealed '996ICU' Internet companies. From that day on, people have begun to know the existence of "996", and they collectively resisted the Internet company's "996" working system on the Internet. "On April 11, 2019, People's Daily published a commentary on the "996 working system" mandatory overtime should not become a corporate culture." The next afternoon, the boss of a nominated company commented that "no company can enforce employees 996."

Therefore, an issue concerning people's labor rights and interests has been effectively supervised under the promotion of we media and the supervision of the public. In the relatively free Internet operating industry, people can express their problems, so as to gain extensive social and legal attention, as well as solutions to their own problems.

4. Relevant Suggestions on the Development of We Media

4.1. Correctly Guide Public Opinion and Determine Social Responsibility

We media is playing an increasingly significant role in communication, hence it still needs to vigorously assume the role of public opinion facilitator. On the one hand, it is necessary to conduct self-examination on its own communication behavior and make a prejudgment on the possible negative public opinions. On the other hand, it is essential to identify complex public opinions, guide the direction of public opinions, take the lead of public opinions, and enhance the self-consciousness of social responsibility [8]. Let the public fully define their social roles and establish a sense of responsibility for their own speech.

4.2. Improve the Legal System' Regulation of Public Communicators and Receivers

Strengthen the law's protection for personal privacy and the maintenance of their own rights. People's awareness of complying with the law must be strengthened and strictly enforced according to the law. In addition, the Internet should strictly follow the requirements for the application of law, thus filtering out the information that is harmful for public privacy, mind and body, as well as property.

4.3. Standardize the Communication Content

Appropriately guide the audience for the ability to conduct autonomous and independent thinking, and lead them to establish a correct outlook on life and values, as well as a positive state. Enhance people's overall quality, and make the communication content of we media healthy and upward, with a better communication environment.

5. Conclusion

The rapid development of the Internet has brought infinite convenience to people's life, which promotes the development of we media. It produces a lot of advantages to people. For instance, people can receive information from all directions more quickly. Meanwhile, there are also many disadvantages. For example, merchants use we media to mislead the public with false

publicity of products, and the flow forgery is caused by excessive pursuit of it to conceal the truth. Additionally, the lack of legal restrictions on freedom of speech pollutes the network environment. In terms of the negative behavior of related network security, the law lacks restrictions and penalties on specific behaviors, and media operators are short of proper guidance for online speech, leading to the comments on the Internet and the lack of trust in things. It can be said that the development of we media is a double-edged sword. This thesis hopes to play a certain role in its positive development through this research, so that we media can better serve the society.

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