

Study of the Influence of WeMedia Economic Profit Behavior on the Internet Public Opinion Generation

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Abstract

In recent years, Internet public opinion events have brought great challenges to social governance, and the important driving force for the generation of Internet public opinion events is We Media. This paper analyzes the main driving force for We Media publishing Internet public opinion events, which is that We Media can obtain certain economic benefits by publishing Internet public opinion events. There are three main ways for We Media to obtain economic benefits, namely platform sharing, personal ads and live commerce. Based on these three profit ways, this paper proposes that adjusting the profit ways of We Media can affect Internet public opinion generation and help relevant institutions deal with Internet public opinion.

Keywords

We Media; Internet Public Opinion; Economy; Live Streaming; Sharing.

1. Introduction

Many scholars have different opinions on the definition of Internet public opinion. Zeng Runxi believes that Internet public opinion is a collection of multiple influences such as the attitudes and behaviors of netizens on the events after the events are spread on the Internet. Yang Xiaoxi et al. believe that Internet public opinion is a social event that occurs through the Internet. And users have different perspectives on the events based on their different experience factors. Cui Peng et al. believe that Internet public opinion is a complex of an event, which includes opinions and attitudes towards individual subjects, as well as the resulting comprehensive emotions. Zhai Lili et al. believe that Internet public opinion is the dissemination of netizens' attitudes, opinions, etc. on the events, the interaction of opinions with each other and the influence subsequently. Liu et al. believe that Internet public opinion can be simply regard as a group's common opinion on specific events on the Internet. Lu & Zhang believe that Internet public opinion is the collection of public guiding opinions and emotions on the Internet when an emergency occurs. From these studies, it can be seen that the core of these definitions, whether it is the definition of public opinion or the definition of Internet public opinion, are attributed to the opinions, emotions and influence of netizens. This paper agrees that Internet public opinion mainly refers to the socio-political attitudes formed by social events attracting the attention of netizens on the Internet[1]. From this definition, it can be seen that the focus of Internet public opinion is on the public attitude towards a certain event. A bad attitude is a negative Internet public opinion, while a good attitude is a positive Internet public opinion.

With the advent of the WEB3.0 era, We Media has developed rapidly, and played an increasingly important role in Web hyper, which has subsequently brought the occurrence and development of Internet public opinion and great challenges to social governance. In recent years, the Internet public opinion events published by We Media have led to many cases, such as the dismissal of officials, actors, scholars and company employees, etc. These cases, large or small, occur almost every day throughout the country. There are many studies related to the influence of We Media on Internet

public opinion, such as keyword clustering, opinion leaders, public opinion monitoring, etc[2]. However, We Media is an account operated by individuals as the main body on a public platform, which requires a lot of time and labor costs of the operator. When the operator meets the most original goal of personal self-actualization, the economic profitability of We Media and the way to obtain the maximum economic benefits have become the inevitable choices faced by the operator. There are few relevant studies on what kind of influence economic interests have on We Media and what role this influence plays in the Internet public opinion generation. This paper focuses on We Media economic profit behaviors to sort out the profit behavior points and interpret Internet public opinion.

2. Three Profit Ways of We Media

We Media refers to the dissemination way that the public publish information and news through the Internet, and is a general term for personal media based on new media, such as news aggregation and instant messaging. We Media has the advantages of grass-rooted nature, spontaneity, recordability and so on, which make it quite different from traditional media. On We Media, the information published in a short time with great influence, but without a strict news and information format. From the perspective of the main body of dissemination, the current Internet public opinion comes from three aspects: professional media, including traditional paper media and Internet media, official website of non-professional media and microblog, WeChat and Mobile Client, including government organs, public institutions, and various enterprises and We Media, including various individual We Media accounts registered and opened on the We Media platform. Among them, We Media is an important part of online information channel. It has become a new communication media, which has significantly improved the press freedom and subverted the public opinion ecology[3]. We Media has the characteristics of extensive publishing subjects, fast publishing, rich genres, complicated content, high dependence on self-discipline for true expressions and so on. And the biggest breakthrough lies in that beyond professional media, people participate in mass communication activities as information producers, breaking the one-way communication pattern from communicator to receiver in the past[4].

At present, domestic We Media platform is mainly established by larger Internet companies. Individual netizens register accounts on the platform to publish information. Both parties promote each other and develop together. Internet companies set up We Media platforms, call on individual netizen to open personal accounts and release information, forming a We Media matrix, creating conditions for a large outbreak of Internet public opinion on We Media. Such as WeChat Official Accounts Platform, Omtencent, Tou Tiaohao, Bai Jiahao, Yi Dianhao, Ren Minhao, etc. Many outbreaks of Internet public opinion are caused by We Media, forming a circular process from the initiation of We Media and the intervention of the traditional media to the acceleration of We Media. In order to distinguish, we call the media platforms built by Internet companies as We Media platforms, the individual netizen who register and operate We Media accounts as We Media individual operator, and We Media accounts registered and used by the individual as We Media accounts.

In economic society, any individual behavior has the pursuit of economic profits. We Media individual operator is the same. They are willing to invest time and energy to operate We Media accounts. There are two main factors. One factor is self-realization while the other is economic benefits. Self-realization can be confirmed from Maslow's demand theory. After realizing the basic needs such as survival, food and clothing, it is natural to pursue higher-level needs in order to realize self-worth. Economic benefits are the inevitable way for people to survive and get a better life. Through the acquisition of economic benefits, they can be respected and reflected by the society. There are three main ways to obtain economic benefits through We Media.

2.1 We Media Platform Sharing

We Media platforms established by various Internet companies will share the profits of We Media individual operator. For example, WeChat Official Accounts Platform gives We Media individual operator a share of the flow master plan, which is based on the views and the clicks of the official

Tencent ads embedded in the article. Profit sharing is based on the views and followers of the articles and the clicks of the official Tencent ads in the article. The views depend on the quality of the content. If the content is original, novel and creative, the greater the possibility of being read and the greater the possibility of obtaining benefits. Due to the large number of We Media accounts on We Media platform, hundreds of thousands of various articles are produced every day. It is like looking for a needle in a haystack for readers to find the content they are interested in or articles of high quality. At this time, the content that readers can see depends on the content recommendation of We Media platform software. The articles appearing on the home page of We Media platform will naturally attract more readers' attention. Their views will naturally rise. It can be seen that the views of individual articles of We Media individual operators first depends on the quality of articles, and then depends on the number of times that the articles are recommended by We Media platforms. The quality of We Media articles largely determines the times of articles are recommended. Original articles with high knowledge content are most likely to be recognized by readers and recommended by the platform.

For article recommendation, We Media platforms do not recommend articles manually. They mainly rely on algorithms and comprehensive recommendation combined with various recommendation methods. Tou Tiaohao of Toutiao recommends We Media articles in two ways: intelligent recommendation algorithm and personalized recommendation. Bai Jiahao of Baidu recommends We Media articles in a combination of machine recommendation and self-recommendation. Da Yuhao of UC recommends We Media articles based on machine recommendation. WeChat Official Accounts Platform of Tencent is a special closed-loop control system. The views and benefits of the article depend mainly on the number of followers. The larger the number of followers, the greater the views and the greater the benefits obtained. Creators of WeChat Official Accounts Platform also have two own ways to make profits, namely, followers' reward and pay for reading the whole article. Followers' reward is a unique function of the original article. After reading the article, readers can choose to support the author with cash from 1-200 yuan to express their recognition of the content. The pay for reading articles means that you need to pay a certain fee to read the full article. Because this profit-making method requires high quality of article content. Few We Media creators can get the pay from readers by reading the whole article.

2.2 Personal Ads Benefits

Media convergence is a new model of media content brought by the development of Internet. Due to its grass-rooted nature, We Media has gathered a large number of vertical followers' group, such as Mi Meng and other We Media, with tens of millions of followers. The number of followers, that is, the size of the audience, makes it an inevitable choice for them to receive and publish advertisements and make profits. Advertising price is closely related to followers, that is, the number of audiences and views. The larger number of followers indicates that there will be more potential readers of the article. The advertising price will naturally be higher. Personal ads of We Media includes hard advertising and soft advertising. Hard advertising refers to a unified product publicity copy produced by the advertiser and published on multiple We Media platforms, with the advantages of consistent article content and low advertising prices, and the disadvantage that it is not easily accepted by readers. Soft advertising refers to the integration of product content with the content characteristics of the published We Media account. Product advertising will be inserted in daily articles. The advantage is that the product is easy to be accepted by readers, while the disadvantage is that the advertising price is high. In general, We Media accounts with a large number of followers adopt soft advertising more, while We Media accounts with a small number of followers adopt hard advertising more. For example, an e-commerce platform for third and fourth tier cities and rural areas is released in the form of soft advertising on many accounts with a large number of We Media followers. Its advertising content closely fits the type of We Media account. The advertising views and the acceptance of readers are generally high. Advertisements of sports product such as basketball, football and badminton with

high popularity appear in the form of soft advertising with We Media accounts more. The brand popularity has been improved.

2.3 Recommendation, Live Streaming and Live Commerce, etc.

With the development of rich media, online activities such as recommendation, live streaming and live commerce brought by We Media and short videos have also become liquidation channels. For example, We Media, which does vertical field, can recommend related goods in the article and obtain benefits by direct selling or commission. Live streaming can profit reward from fans. Live commerce is more direct, that is, selling goods through We Media account to obtain benefits. Either way, We Media operating individuals directly or indirectly selling goods based on the number of fans on We Media platforms to obtain economic benefits. Increasing people are involved in the creation of media because of obtaining economic benefits, especially the rise of Tiktok short video which makes the threshold of We Media account maker lower and lower. A mobile phone can be used as a shooting device, and individuals can shoot videos with sample planning and get viewing and support on the platform. The number of fans of multiple individual accounts has reached the order of 40 to 50 million, far exceeding that of most local official media, and its influence has spread all over the country, becoming an individual communication capability that cannot be ignored. Of course, driven by economic interests, some vulgar works that are not in line with mainstream values are also displayed to fight for attention, but under the management of We Media platform and government departments, they have not affected the overall situation. For example, the We Media account "Brother XX", whose registered address is in a central city in the west, has more than 300,000 followers. The account has been closed by Tiktok due to published content without value.

Users can browse the relevant advertising quotation through the We Media advertising platform. Taking the WeChat official account as an example, this paper collected headline advertising quotations from several We Media accounts of a certain platform. For privacy, the name of the official account is not announced, as shown in Table 1. It can be seen from Table 1 that the advertising quotation of We Media is mainly based on the followers; We Media with similar followers have different quotations, but they are maintained within a certain range. The quotation is based on the estimation of the creators who can decide whether the quotation is high or low. But the creator may have too high a quotation to get an advertisement. The value of the account cannot be reflected with a low price. Ultimately, the quotation is determined by market demand and supply. The price of We Media advertising has been adulterated or exaggerated in any way. But it still can be seen that the advertising revenue is very considerable without exaggeration.

Table 1. parts of We Media advertising quotation

Followers (ten thousand person)	Advertising quotation (ten thousand yuan)	Followers (ten thousand person)	Advertising quotation (ten thousand yuan)	Followers (ten thousand person)	Advertising quotation (ten thousand yuan)
1700	12.09	1102	23.11	1060	15.11
730	5.7	652	6.6	561	18.2
500	9.12	250	13.6	184	5.6
88	4.9	68	4.5	51	4.8
48	3.6	19	3.1	2.3	0.3

3. Adjusting We Media Profit Modes to Influence Internet Public Opinion

1) Adjusting the platform profits sharing methods can influence Internet public opinion events differently. There are different regulations about profit sharing on different platforms established by

Internet companies, but it is generally settled according to a given period. For example, the profit sharing of the WeChat official account platform is settled semi-monthly. If the article is deleted due to illegal content, the sharing obtained before the deletion will still be paid to the We Media operating individuals. Such a profit mode will make operating individuals take advantage of publishing articles about popular events to obtain the sharing of the spotlight. If the profit sharing is reduced, the number of Internet public opinion events will increase, but the popularity of each event is not high, which will not lead to national events, and it is easy to form a scattered outbreak trend. On the contrary, if the profit sharing is increased, the number of Internet events will be decreased, but the heat of each event will be very high, and the number of events will reduce accordingly. Media platforms decide the amount of profit sharing, but the government and management departments can adjust the sharing of each platform through macro policies to affect Internet public opinion.

2) We Media operating individuals obtain profits through advertising, live commerce, etc., which are subsidiary products of the media platform and a comprehensive embodiment of followers of We Media accounts. The variable of followers can be affected by controlling the profit sharing of the platforms, and the affiliate profit method will also fluctuate greatly. The treatment of illegal accounts by the platform or the official departments should also be reflected through profit sharing, which can effectively affect public opinion events.

3) Adjusting the income of We Media through taxation. With the vigorous development of We Media, especially the progress of short videos, the earnings of some media accounts have been much higher than physical shops, which makes more and more people pour into We Media creation field to be rich. At this time, our country should call for stronger tax regulation to bring the income of We Media into the national tax management system and collect it according to normal tax standards to avoid the loss of public wealth caused by tax evasion. China has intensified its fight against tax evasion in the past two years. For example, a well-known female live streaming host was fined 1.34 billion yuan for tax evasion, including tax payments and overdue fines; Another two network hosts were fined 65.5531 million yuan and 27.6725 million yuan respectively for tax evasion, including tax payments and overdue fines.

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