On the Operation and Development of Self Media

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Abstract

Title:	Study of the Operation and Development of Self Media
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The Internet's impact has entered the homes of more and more people each day, where humans are naturally social beings. In the grand scheme of things, humans lead compact social lives. It had reduced one-on-one communication between people and created a substantial desire for communication and self-expression. Based on traditional media and under the momentum of new information technology, various network media platforms emerged at the historic moment. There are numerous communication and deliverance pathways, such as e-mail, MSN, BBS forums, and various communication software packages. These pathways have led to the newly emerged live streaming platforms such as self media or we media in China. Self-media is represented by blogs, microblogs, self-journals, and more, and they are reshaping the future and have become an essential part of people's daily lives.

This research elaborated on the development process of self media and explained in detail the development of self media and the rising process of self media. Questionnaires, data statistics, and other methods were employed to analyze self-media's current situation and operation, whether the data was real and reliable, and the conclusions drawn were convincing. This paper also listed in detail the problems encountered in self media's development and offered possible solutions. This study made full use of charts to analyze and illustrate many of the issues faced. In conclusion, this paper provided a general description of the future development trend for self media.

Keywords: self-media, we media, blogs, microblogs, Internet

摘　要

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网络，已经成为越来越多人的精神栖息家园。人是群居动物，现实中紧凑的社会生活让人与人的交流日益匮乏，对交流和自我表达的渴求越来越多，于是，在传统媒介的基础之上，在新的信息技术的推动下，各式各样的网络媒介应运而生，交流和宣泄的途径越来越多，如电子邮件、MSN、BBS 论坛以及各种交流软件等等，尤其是近些年来新出现的以博客、微博等为代表的自媒体（We Media）不知不觉已经成为了影响我们日常生活的重要部分。

本论文首先对自媒体的发展历程进行了阐述，详细的说明了自媒体的发展以及自媒体的兴起过程。其次通过问卷调查，数据统计等方法对自媒体现状和运营进行了分析，使数据真实可靠，得出的结论更有说服力。再次，论文详细罗列了自媒体发展过程中遇到的问题并提出了解决方案，阐述中，充分利用图表进行分析，以直观的说明问题。最后，论文对自媒体未来的发展趋势进行了大致说明。

关键词：博客；微博；自媒体；运营；论坛

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This paper was completed under the careful guidance of the tension tutor. The instructor's profound professional knowledge, rigorous academic attitude, work style of excellence, untiring and noble morality, strict self-discipline, and a lofty demeanor of being kind to others, the simple and incomprehensible and attractive personality charm has a profound impact on me. Not only has I set a great learning goal, I have mastered the basic research methods, but I have also understood many of the reasons for doing things. From the selection of the thesis to the completion of the thesis, each step was completed under the careful guidance of the instructor, and the instructor was devoted to a lot of hard work. Here, I would like to express my lofty respect and heartfelt thanks! In the process of writing a thesis, I encountered a lot of problems. Under the patient guidance of the teacher, the problems were solved. So here, once again to the teacher: Teacher, thank you!
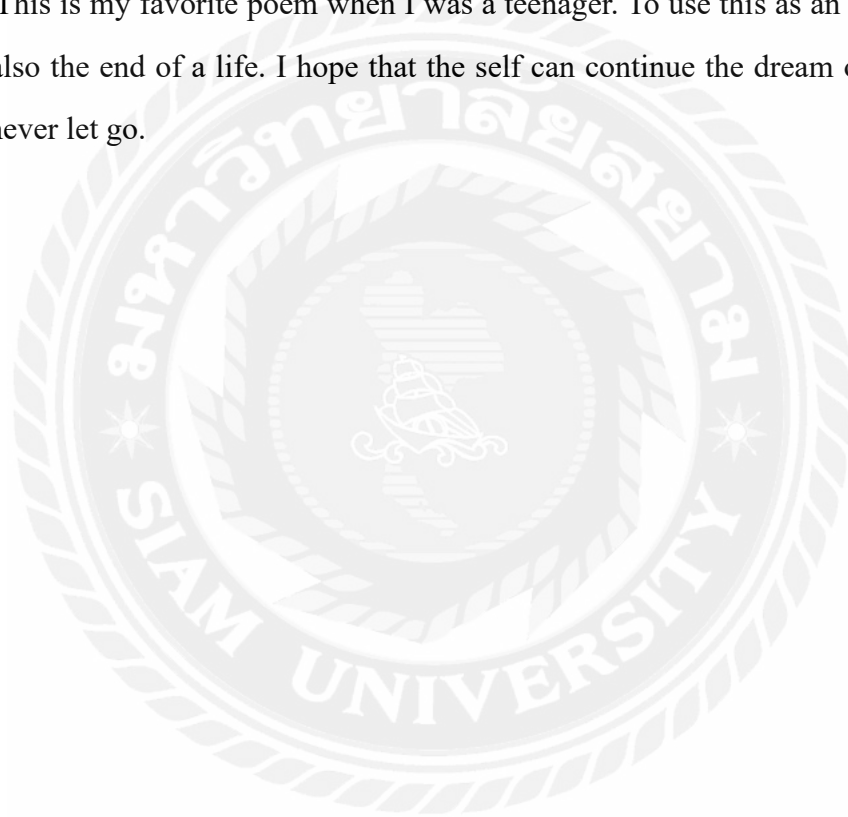
Time flies like a stream of water, and in a blink of an eye, it is the time of college graduation. It's easy to gather in the spring. The date of departure has gradually increased, and the completion of the graduation thesis has come to an end. From the beginning of the entry to the successful completion of the thesis, I have always been inseparable from the teachers, classmates, and friends to give me warm help, please understand my sincere gratitude! Here, I would like to express my heartfelt gratitude to all the teachers of the International Business Administration Department of Siam University. Thank you for your hard work for two years. Thank you for your teaching and more to teach us how to behave. Thank you for your tireless work in two years. Teaching!

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"The wind and the waves will have time, and the clouds will sail straight to the sea." This is my favorite poem when I was a teenager. To use this as an end of this paper is also the end of a life. I hope that the self can continue the dream of a young boy and never let go.

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CHAPTER 1
INTRODUCTION

1.1 Background of Topic Selection

In 2001, Daniel Gilmore, a columnist for Silicon Valley in the United States, first proposed the concept of "We Media" (self-media). In July 2003, Xiein Boman and Chris Willis co-authored "We Media (self-media) "The research report points out that "We Media (self-media) is a way for the general public to strengthen their digital technology and connect with the global knowledge system, and to begin to understand how the general public can provide and share their own facts and their own news."

Zhang Mingzhang, a well-known domestic scholar, believes that since the media is an "independent space for individuals to provide information for production, accumulation, sharing, and dissemination," it can be used as a general term for communication methods for the majority, content, privacy, and openness. With the continuous development of the society, the news media has evolved from the 1.0 model represented by traditional media such as newspapers, magazines, radio and television to the Internet.

The media 2.0 model represented by network technology and digital technology has now developed. The so-called news media 3.0 era, its main body is the general public, not only civilian, low threshold, simple operation, as a new open media, it also has strong interoperability and rapid dissemination; Its representatives are blogs (including Twitter), Weibo, WeChat public account, headline number, Tencent content open platform (Penguin), Baijia, Dafeng and a live video, volcano video, watermelon video and other small video

apps.

Since the media originated from the previous blog, if the 2005 blog is regarded as the starting point of the media, china has gone through the media for 12 years. Compared with the traditional media, the biggest feature of the media is the way the content is produced. different. Content published from the media can be accessed through interviews, as well as through bloggers, industry experience from media operators, and information gained from circle contacts.

In the content release cycle, unlike traditional media, it is strictly in accordance with the cycle of day, week and month, but more random and timely. Since the media has been separated from the "review" link in the traditional sense, the content reaches the reader directly. Compared with the traditional media's emphasis on the truthfulness and objectivity of the report, the media has placed more emphasis on personal opinions and comments.

In 2005, blogger CEO Fang Xingdong's speech on web2.0 made a lot of contributions to the rapid spread of web2.0. However, the blog network initially promoted the blog as web2.0, which made it beautiful and destined. Its decline. Blogs entered China and quickly became popular. The blog is the typical self-media application of the early Internet after the personal website. In 2008, the blog was in its heyday, and there were hundreds of millions of blogs on the Internet in China. At that time, the most popular was Xu Jinglei's old Xu blog and Han Han's blog; in 2007, the scale of Chinese blogs exceeded 100 million mark;

In August 2009, Sina launched Weibo, and with its strong media and social attributes, it became one of the top applications of china's Internet at that time. In 2011,

Sina Weibo reached its peak state, which was called "this year". Even though Weibo Year has lost its popularity at the time, there are still more than 100 million active users every day. It is another typical self-media application after the blog. In 2011, Tencent launched WeChat, which began as a single instant messaging tool. After the "Friends Circle" officially appeared with the release of WeChat 4.0, WeChat completed the jump from communication to social; as of January 2018, Registered users exceeded 870 million, becoming the instant messaging tool for the largest user community in Asia.

In 2012, WeChat launched a public platform (public account), which immediately led to a large number of institutions and individuals to settle in and open their own accounts. In the second half of the year, the WeChat public platform has also become the focus of hot discussion in the industry, and public opinion has surpassed Sina Weibo. In a sense, blogs that have gradually faded out of their horizons have been reborn on the WeChat public platform.

In 2016, since the media has been surging, it has been favored by capital and has presented a variety of business models, which are inseparable from the promotion of WeChat public accounts. Nowadays, the forms of self-media expression are more diversified, such as Tencent's open platform, 360 self-media open platform, Baidu Baijia, a little information, today's headlines, etc., as well as information aggregation platforms launched by various Internet companies. The voice provides a place for expression. For a time, it seems that the era of "everyone is a microphone" has arrived, and every self-media person can speak for his own opinions.

Facebook has 1.918 billion monthly active users; the most used in Japan and

South Korea are LINE and Kakao Talk, with 68 million active users and 42.4 million active users respectively, while Russia is the most popular VK. The number of people in a month is about 60 million.

Since the WeChat fever, Twitter released the first quarter of 2017 report, which shows that the average monthly active users of Twitter in the first quarter reached 328 million.

On November 28, 2018, Weibo released its third quarter earnings report for 2018. As of September 30, Weibo's monthly active users reached 446 million, maintaining a net year-on-year growth of 70 million, and daily active users increased to 195 million. In the third quarter, Weibo commercialization progressed steadily, with revenues of 3.139 billion yuan, a year-on-year increase of 48%, exceeding market expectations. Among them, advertising revenue reached 2.792 billion, an increase of 52%.

1.2 Meaning of Topic Selection

In recent years, with the development of Internet Web2.0 technology, a media revolution has been triggered. The concept of equality embodied in the media and the increasingly diversified background of current social life have made its development an inevitable trend.

Since the rapid development of the media, it has become an important factor affecting social order and daily life. As a new technology, its application and popularization have brought many new social phenomena. New social phenomena are often accompanied by some new ethical issues. The endless social hotspot issues are related to the network from the media. How to reduce the moral problems that arise from the media booming, and

make the self-media better recognized and rational use, it becomes more and more urgent.

1.3 Research Proposal

According to the literature research method, the swot analysis model of media operation is established to determine the direction and content of the questionnaire method. The analysis of the survey data is used to analyze the main influencing factors and influence degree of the media in the Chinese market, and then combine the differentiated marketing theory to the self-media. Suggestions for problems in operations and methods for solving problems.

1.3.1 Self-media authors need to improve their ability

The current self-media is not all user-led, but is advertised on the air. First of all, we must improve our ability to learn. New media is dealing with the latest trends every day, PS, H5 scene show, editor, data form, brain map... If there is no strong desire to learn, there is no ability to do it, it will be difficult.

In the process of serving our customers, we often find that the users are the operators of the public number. We don't know anything about the WeChat public platform and the third-party editors.

All kinds of questions tell the solution, but we can't wait. Just help with direct operation. If you don't have the ability to learn, you need help from others, not only affecting your work, but also your growth.

Second is the copywriting ability. Maybe you are not a content operator, but you must have basic writing skills. I have recruited a BD, communication skills are very good,

but the writing skills are very poor, to do an activity program must be edited to organize the content, a commercial contract is also full of loopholes, and ultimately did not pass the trial period. Therefore, the basic copywriting skills, the official document writing in any position is a plus item.

Once again, it is communication ability. Our company has a small editor. When I interviewed, I read the articles she wrote. The problem of pure writing is not big.

When asked how to promote these articles, she didn't know it. She only said that the former boss was the only one. The requirement is that every article must be sent to a circle of friends. As for how to receive advertisements, how to push each other, I don't know.

After coming over, I asked her to go to the teacher to do the course, join the mutual promotion group, and understand the various promotion channels. Now she has changed from a pure editor to a real new media operation.

She said that the previous work was more about output and handling, but now she has accumulated her own contacts and truly understands more operational knowledge. Huang Youzhen said that the operation is a basket, and it is not enough to master the skills on the one hand.

1.3.2 Self-media authors need to have four major thinking

The first is framework thinking. Framework thinking needs to be in every field. From the international trend to an activity, it is better to close the framework of the key points. There are two ways to implement the framework thinking from top to bottom and bottom-up. The former is suitable for experienced operators and the latter is suitable for

operating newcomers.

Many newcomers are easy to get caught up in the mix, but the results are not satisfactory every day, but if you set the results first, the results will be reversed: what key things need to be done to achieve this result, and list the important points. With these key points to do, the results will not go wrong.

Second is data thinking. In the Internet, data is a mirror that feeds back user behavior: the influence of the activity, what kind of users prefer your product, whether there are problems in the registration process, the frequency of users using the product, and whether the article is liked. Even if the user prefers your title or prefers the content of your article, it can be fed back through the data.

Good operators must learn to use this data to analyze the truth behind the mining and optimize the way you operate through data feedback. Once again, it is the core thinking. There are many words about the core points to describe: detonation, fulcrum, pain points, and plain words are the core point of finding one thing.

For example, if you do a summit, the pain point may be a guest. You invite the influential guests, and other guests, participants, and media promotion will follow.

Finally, ecological thinking, a good operator can not only focus on products, public numbers, new media, but to see the whole ecology, to see your product ecology, whether you can have more roles to participate Come in, output content, digest content, change content.

You will see your competing products, the upstream and downstream products of the industry, the platform you are attached to, and the state of five years and ten years later.

1.3.3 Expanding profit growth points from media operations

Advertisers are also eager to try because of the precise delivery characteristics of WeChat. Some fans have more than 30,000 WeChat public accounts, and they have received nearly 200,000 advertising revenue in a few months.

Since the media, this concept that has appeared in the blogging era, now with the help of WeChat, has once again invaded people's attention. In some contexts, WeChat public has almost become synonymous with the media.

One characteristic of Weibo advertising is "hidden", and its existence is similar to "soft text" in traditional media. Gong Wenxiang will help two or three companies to "soft microblog marketing" every month, sending 10-20 microblogs every month. These microblogs are usually not written by themselves, but are forwarded to other large companies. Positive publicity.

Through this "soft microblog", he can also earn 20,000 yuan per month. By the beginning of 2018, the WeChat public account had exceeded 10 million, which is equivalent to having a public number for every 140 Chinese. In the WeChat public account, there is a large number of personal self-media, and on the basis of these self-media, formed a self-media alliance; the head of the WeChat public account has an annual profit of more than 10 million.

CHAPTER 2
LITERATURE REVIEW

Domestically, since the media is a relatively new concept, it has only achieved spurt development in 2016, so China has a small number of research and literature on self-media. At present, the articles about self-media can be seen in newspapers, magazines and self-media accounts. The source is difficult to guarantee. Some of the articles have obvious errors, the guiding significance is not great, and due to the rapid development of the media, the homogenization of the articles is becoming more and more serious, and the content is not full and full.

2.1The collected literature is reviewed below.

By consulting Dan Gilmer's resume on Harvard University's official website (https://cyber.law.harvard.edu/people/dgillmor, 27 August 2016), Dan Gilmer is an American technical writer and columnist, currently director of the Knight Digital Media Center at the Walter Cronkite School of Journalism and Mass Communication, Arizona State University, and Berkman Internet and Society at Harvard University. We the Media: Grassroots Journalism by the People, for the People (2004; O'Reilly Media) was published in 2006 and translated into many languages. The Chinese version was translated by Chen Jianxun and published by Nanjing University Press in 2010. This book is called the first self-Media exposition. However, when consulting the literature, Chen Xiankui and Liu Yushu mentioned in the commentary of their paper "Research and Comparison of Chinese and American Self-media from 2003 to 2014 A Data Mining Perspective". In October 2014,

they interviewed Dan Gilmer on the concept of self-Media by telephone. He said that this concept was not first proposed by him. Moreover, Chen Xiankui and Liu Yushu did not have clear evidence in their literature analysis to show who was the first proponent of the concept of self-media.

The book "Communication Theory" by American writer Steven John is a classic translation of the introduction of communication theory introduced earlier in China; it introduces the theory of communication from the media, from basic to in-depth, and analyzes communication. The essence of the theory provides a basic theory for understanding and analyzing communication; it explains in detail the scientific methods and models of mass communication.

Deng Xinmin, the Party School of the Chongqing Municipal Committee of the Communist Party of China, published in the "Exploration" magazine, "Self-Media: The Latest Stage of New Media Development and Its Characteristics" explains the various stages of the initial development of the media from the various stages of media development. Evolve, especially in the stage of moving to mobile media, and analyze the characteristics that the media has shown to be highly regarded.

In a sense, the rapid development of self-Media benefits from its value and contribution in the field of marketing, and its outstanding performance in the industry will naturally attract the attention of academia. Yao Qian and Bu Yanfang's "An Analysis of Micro-blog Marketing Model Based on the Research of Influences" put forward three factors of micro-blog influence (attention, search and tagging, forwarding) to find the entry point of micro-blog marketing. Feng Yong's "Marketing Model of Tourism Scenic Spots in

the Age of Self-media" puts forward the marketing model of "OCS" tourist attractions on the basis of analyzing the advantages of micro-letter, such as high activity of self-media, precise push and strong interaction. Li Xiaoying and Zhou Xiaoying put forward the framework model of brand member marketing based on self-Media in the study of the construction of self-Media marketing communication system for brand members, which can be said to be precise marketing under the environment of self-media.

Mao Wang-fang pointed out in his master's thesis "Rational Thinking and Path Optimization of Network Anti-corruption in the Age of Self-media", that self-Media has opened up a new channel of network anti-corruption, realized the high efficiency of network anti-corruption, and become the main position of network supervision. It also puts forward the optimum path of network anti-corruption by using self-Media from the combination of ideology, system, law and other anti-corruption methods. In Hao Yu and Liu Kai's "Positive Participation of Self-media Public Opinion in Consultative Democracy", they believe that self-Media provides an open public sphere for the formation of public opinion, which helps to reduce the interference of "stereotype" to the public to a certain extent, thus improving the quality of public opinion. The article also mentions that we should strengthen the education of new media literacy and improve people's ability to use self-media.

Zhang Zheng, in his article "Viewing the Characteristics and Growth Space of Self-media Communication from the Perspective of"Luoji Thought"", analyzed the distinct characteristics of self-Media communication of"Luoji Thought"from the aspects of communication content, communication audience and communication subject, and

believed that these characteristics opened up a new business cooperation mode under the ecological regulation of self-Media culture. The research on the profit strategy of self-Media platform, a master's thesis by Zou Ya-min of Beijing University of Posts and Telecommunications, chooses non-profit organizations'self-media, enterprise self-Media and individual self-Media as the research objects. Through investigation and case analysis, four factors affecting the profit of media are summarized: interest, return, interaction and personality, and these factors are well controlled to realize self-media Profit.

Dong Weijian's "Cultural Lack of Self-media and Reconstruction of Communication Environment", Xiaohua's "Publicity and Moral Bottom Line of Self-media Communication" and Guan Ying's "Exploration of the Causes and Evolution of Internet Rumors in the Age of Self-media" all point out that there are some dissemination phenomena of bad information such as false news, verbal violence and vulgar information on the self-Media platform. Both Zhang Hongbo's On Copyright Risk Prevention of Self-media and Zhang Lijuan's Weixin Copyright and Its Protection put forward the phenomenon of copyright anomie of self-media. Liang Gang's "On the Bottom Line Ethics of Self-Media Communication" pointed out that "freedom and responsibility constitute the core value of the bottom line ethics of self-Media communication. Platform managers, operators and ordinary users should follow and maintain the principles of integrity, harmlessness and fairness in order to build a harmonious order of self-Media communication."

In on the Evolution of Information Communication Value brought by Self-media, Fang Haitao analyzed the value evolution of information dissemination in the age of self-

media, which is mainly manifested in the change of the relationship between signifier and signifier. "One is to exaggerate the scope of signifier; the other is to give full play to the independence and coverage of signifier; and the third is that the signifier is gradually receding from the matching of signifier". Ding Boquan, of Nanjing University, uses two articles entitled The Study of the Impact of Self-Media on Public Opinion of Major Public Crisis Events (top and bottom) to analyze the impact of Self-Media on Public Opinion of Crisis Events. The first part points out that the widespread use of self-Media makes it possible for everyone to make a voice, and some voices "may produce a chemical reaction or even a nuclear reaction' in the field of public opinion". In addition, the characteristics of dispersed disseminators, advanced dissemination tools, smooth dissemination channels and unique dissemination modes work together. Public opinion control has become more difficult and crucial. In the next part, he gives the Countermeasures of public opinion on major public crisis events in the era of self-media: "timely and full release of information on events; further reform of the news release system; rational reflection on the voice of doubt in public opinion; search for the power of public opinion with positive factors among self-Media users; and solve fundamental problems at a deep level."

In his article "The Interaction and Integration Strategies between Self-media and Traditional Media", Yang Jun discussed the mutual influence between self-Media and traditional media and their respective shortcomings, and pointed out the way of their integration: "The strong advantages of inter-group communication of self-Media and traditional media are combined to form a synergy." Yu Xiao and Yu Songming's The Change of Communication Mode in the Age of Self-media reveals the shortcomings of the

communication mode in the age of self-Media by comparing the media with the traditional media in detail: "Distortion, vulgarity and pan-entertainment of communication content." Fu Yu's Research on the Change of Interpersonal Communication from the Perspective of Self-media profoundly analyses that self-Media has changed the traditional mode of interpersonal communication with its unique advantages, and objectively evaluates the positive and negative effects of this change.

Yu Jianrong's Dilemma and Solution Path of Public Participation in the Age of Self-Media: Taking the Major Mass Events in 2012 as an example, points out the dilemma of public participation in mass events in the environment of self-media: Abstract anger and collective carnival, the consequences of "no social organization" under populism, irrational destruction of words and actions, etc. On this basis, the corresponding solutions are given: to strengthen the power of social autonomy; to adjust the structure of social interests to improve the abnormal social structure; to provide institutional channels for people's political and social participation. Yan Pengfei's master's thesis "An Analysis of the Alienation of Human Beings in the Self-media Environment" systematically combs the concept, development process, characteristics and current situation of the self-media. It holds that the alienation of human beings in the self-Media environment is the result of the interaction of media users, self-Media technology, social culture and ethical system, etc. It also needs coordination at all levels to eliminate the alienation problem.

Pan Jinjing's "Research on Information Security Technology in the Age of Self-media" briefly analyses the characteristics of three types of self-Media websites, namely, micro-blog, micro-message and audio-visual new media websites, and points out the

information security problems and defense strategies. Zhang Yi's master's thesis "Web User Experience Measurement Research Oriented to Self-Media Interface: Taking Weibo as an Example" and Cui Yumeng's master's thesis "Digital Image Research in Self-Media App Interface Design" are both exploring the improvement and expansion of self-Media application technology from the practical aspect. By contrast, the research on this topic belongs to "individual decimal" and "technology flow".

Dai Yumei lecturer at the School of Journalism and Communication, Southwest University, Ph.D. tutor in "Interpretation of Communication from the Media" and "The Essence of Self-Media: A Timely Interaction Platform for Information Sharing" from the essence of self-media and the form of self-media communication Interpretation of communication from three aspects of media influence. This paper explores the self-media positioning that distinguishes media and platform media from the essence of the instant interactive platform of information sharing. It believes that the instant information network from the media as "node sharing" reflects the instant information release under "submarine communication". The core work of the acquisition; interpret the "core-edge" information dissemination model characterized by aggregation from the media, and believe that the self-media communication under this model has the advantages of "weak joint" and "circle" between nodes, reflecting the information. The nesting and linking of user groups in the "circleization" communication are the fundamental motivations for accelerating the spread of media; analyzing the influence of self-media on audience, society and communication effects, reflecting the positive influence of media influence the effects coexist.

Dr. Yin Yungong is currently the director of the Institute of Journalism of the

Chinese Academy of Social Sciences and deputy secretary of the Party Committee. He is a Distinguished Professor of Hunan Normal University and a Dean of the School of Journalism and Communication. He reflected the Internet in China in the China New Media Development Report (2011). The comprehensive development of new media such as mobile phones and other in-depth research and analysis of many frontier issues. Not only the prediction of the future trend of new media, but also a number of targeted countermeasures. It has become an important reading for the government, industry, academics and the public to understand the frontiers of the development of new media in China. An important analysis of the trend of self-media development, and an analysis of the future development of the media.

Gao Xin's article "Looking for the Times from the Media's Gatekeepers - Seeing the Customs in the Media Background" tells the chaotic situation of the market and the status quo of self-media development.

Zhang Yan's "Sorrowful Heaven and Man: You must be more generous and inclusive - the ethical ruler from the media" tells the chaos in the media market where capital is pouring in, and the impact of capital on the development of the media.

2.2 Research ideas

Through the analysis and induction of the above topics, we can have a panoramic grasp of the current dom+estic research on self-media. Generally speaking, the above topics can be summarized into six topics: self-Media value theory, self-Media development theory, self-Media ethics theory, self-Media environment, self-Media audience theory and self-

Media technology theory.

With the realization of self-Media content production and benefit game, self-Media will show more and more energy, and the research and exploration of self-Media will be more difficult to exhaust. Current research has shown some shortcomings.

Firstly, it concentrates on the analysis of category events in the self-Media environment and the torture of new problems, ignoring the development direction and approach of self-Media from the macro level, especially in the special public opinion environment of China. Diachronic attention is insufficient, let alone the longitudinal questioning of the law of self-Media development.

Secondly, they are keen on the study of the function of self-Media and neglect the importance of communication structure. Researchers are more likely to be attracted by the function of the new communication mode when they study the self-Media separately from the dialectics of structure and function. But the difference between the self-Media and any other mode in the past is that its communication structure has undergone essential changes.

Thirdly, it tends to think about the top-down transfer of media power, ignoring the subjective factors of human beings, and the transfer of power is the result of a comprehensive contest. As Engels said, "There are countless interlacing forces, there are countless parallelograms of forces, and the result is a historical fact, which can be seen as the product of a force acting as a whole, unconsciously and involuntarily." Regardless of the stage of development, the future of self-Media must be regulated by politics, economy and culture.

I think that to analyze the status quo and trend of self-media development, we must first analyze the development process of the media in this large field, and then start to analyze the self-media.

Then, a comprehensive analysis of the development status of the media, from the media platform to the self-media body to the social environment and future trends. Then it puts forward and analyzes the existing problems, deeply explores the causes of the problems, and proposes reasonable solutions to fully tap the social value of the media and benefit the society.

CHAPTER 3
RESEARCH METHODS

3.1 Research Methods Involved

This paper uses literature research, theoretical research and empirical analysis.

3. 1. 1 Documentation Research

The literature review part is the basis of theoretical research. Through literature research method, reading domestic and foreign literature and research results, systematically understanding the self-media operation concept and business model based on this concept, summarizing the development process of self-media, understanding The predecessor of the media is this life.

Therefore, this paper collects relevant conference reports and papers on self-media operation theory and self-media platform innovation through various channels, such as academic professional databases, research report centers, news media reports, and libraries. Provide material.

3. 1. 2 Questionnaire survey method:

Through the issuance of questionnaires, based on the analysis of the results of the investigations related to the media, and the specific analysis of the actual problems, to visually reflect the problem. And combined with relevant literature, put forward their own views and solutions, so as to truly solve the problems encountered by the media, making the development of the media more rational and mature.

3. 1. 3 Empirical analysis

Through empirical analysis, this paper collects scientific and reasonable data,

makes the analysis of the article more convincing and persuasive, and implements the theory combined with the actual idea to draw reasonable conclusions and results. And started to apply for Weibo and Penguin number one year ago, two self-media, for data analysis, and got relatively detailed real data.

CHAPTER 4

RESEARCH AND ANALYSIS

The analysis originated from Mckinsey & Co., Ltd., which is based on the internal and external competitive environment and competitive conditions, which is to enumerate the main internal strengths, disadvantages and external opportunities and threats that are closely related to the research object. The matrix is arranged in the form of system analysis, then the various factors are matched with each other, and a series of corresponding conclusions are drawn from it, and the conclusion usually comes with certain decision-making.

Using this method, we can carry out comprehensive, systematic and accurate research on the scene of the research object, so as to formulate corresponding development strategies, plans and countermeasures according to the results of the research.

4.1 Self media development

4.1.1 Self media overview

Since the media originated from the previous blog, if the 2005 blog is regarded as the starting point of the media, China has gone through the media for 12 years. Compared with the traditional media, the biggest feature of the media is the way the content is produced. different. Content published from the media can be accessed through interviews, as well as through bloggers, industry experience from media operators, and information gained from circle contacts.

In the content release cycle, unlike traditional media, it is strictly in accordance with the cycle of day, week and month, but more random and timely. Since the media has been separated from the "review" link in the traditional sense, the content reaches the reader directly. Compared with the traditional media's emphasis on the truthfulness and objectivity of the report, the media has placed more emphasis on personal opinions and comments.

4.1 2 Results from the media development from 2005 to 2018 Advantages

4.1.2.1 Rapid growth: double market size

In 2005, blogger CEO Fang Xingdong's speech on web2.0 made a lot of contributions to the rapid spread of web2.0. However, the blog network initially promoted the blog as web2.0, which made it beautiful and destined. Its decline. Blogs entered China and quickly became popular.

The blog is the typical self-media application of the early Internet after the personal website. In 2008, the blog was in its heyday, and there were hundreds of millions of blogs on the Internet in China. At that time, the most popular was Xu Jinglei's old Xu blog and Han Han's blog; in 2007, the scale of Chinese blogs exceeded 100 million mark;

In August 2009, Sina launched Weibo, and with its strong media and social attributes, it became one of the top applications of China's Internet at that time. In 2011, Sina Weibo reached its peak state, which was called "this year". Even though Weibo Year has lost its popularity at the time, there are still more than 100 million active users every day. It is another typical self-media application after the blog.

In 2011, Tencent launched WeChat, which began as a single instant messaging tool. After the "Friends Circle" officially appeared with the release of WeChat 4.0, WeChat

completed the jump from communication to social; as of January 2018, Registered users exceeded 870 million, becoming the instant messaging tool for the largest user community in Asia.

In 2012, WeChat launched a public platform (public account), which immediately led to a large number of institutions and individuals to settle in and open their own accounts. In the second half of the year, the WeChat public platform has also become the focus of hot discussion in the industry, and public opinion has surpassed Sina Weibo. In a sense, blogs that have gradually faded out of their horizons have been reborn on the WeChat public platform.

In 2016, since the media has been surging, it has been favored by capital and has presented a variety of business models, which are inseparable from the promotion of WeChat public accounts. Nowadays, the forms of self-media expression are more diversified, such as Tencent's open platform, 360 self-media open platform, Baidu Baijia, a little information, today's headlines, etc., as well as information aggregation platforms launched by various Internet companies.

The voice provides a place for expression. For a time, it seems that the era of "everyone is a microphone" has arrived, and every self-media person can speak for his own opinions.

Facebook (Facebook) has 1.918 billion monthly active users; the most used in Japan and South Korea are LINE and Kakao Talk, with 68 million active users and 42.4 million active users respectively, while Russia is the most popular VK. The number of people in a month is about 60 million.

Since the WeChat fever, Twitter released the first quarter of 2017 report, which shows that the average monthly active users of Twitter in the first quarter reached 328 million.

On November 28, 2018, Weibo released its third quarter earnings report for 2018. As of September 30, Weibo's monthly active users reached 446 million, maintaining a net year-on-year growth of 70 million, and daily active users increased to 195 million.

In the third quarter, Weibo commercialization progressed steadily, with revenues of 3.139 billion yuan, a year-on-year increase of 48%, exceeding market expectations. Among them, advertising revenue reached 2.792 billion, an increase of 52%.

4.1.2.2 Celebrity Effect Changes: by Bill Gates to Papi Sauce

On February 11, Bill Gates, the world's richest man and founder of Microsoft Corporation, opened its own WeChat public account and released a 30-second video to send greetings to WeChat users in both Chinese and English. The first article published by the public number, "I am Bill Gates, welcome to my WeChat public account", has quickly captured 100,000+ readings from the media's coveted, and won nearly 20,000.

Papi sauce, whose real name is Jiang Yilei, is a director of the Central Academy of Drama. In October 2015, papi sauce began to upload original short videos online. In February 2016, it became popular with the release of original short video content. "The first net red in 2016."

In March 2016, papi sauce ranked second in the 2015 online red list. On April 21, 2016, the video advertising patch bidding for papi sauce was held. The auction was finally successful with 22 million auctions, and the net proceeds from the auction were donated to the alma mater Central Academy of Drama. [1] On July 11, 2016, the Papi Sauce Personal

Live Virgin Show received nearly 100 million praises on the "One Live" platform. In December 2016, the papi sauce endorsement watch brand Jaeger-LeCoultre. On December 29th, 2017, the starring comedy movie "Demon Bell" was released.

In the first month of 2016, Papi Sauce is very popular, and it has an enviable performance on all platforms. Sina Weibo: As of March 12, 2016, the number of fans of Papi Sauce has exceeded 6 million.

Papi sauce has also opened up positions on WeChat public account. Her WeChat public account (ID: papi) has been opened since September 2015 and has climbed 46 places in the new list. The recent push is more of a 10W+. For example, "Papi Sauce Tucao | WeChat sometimes makes me collapse" on January 18th, the reading number is 10W+, the number of praises exceeds 7000, and the number of people appreciating is more than 1,200.

Youku Video: On Youku video, a total of 31 videos were released from Papi Sauce, with a total playback volume of 25.95 million. Second shot: In the short video application seconds, the number of fans of papi sauce is also more than 2 million. Station B: At the B station of the second-element gathering place, the papi sauce fans are 770,000, and the new video is opened. The full screen barrage shows its heat. Beauty shot: In the short video community of Super Fire, the short shot was 7 days, the fans have exceeded 1.1 million, and the papi sauce has released 49 videos, which won 2.9 million likes. The single video has a maximum of 6.763 million plays, 18 Millions of praises.

4.1.2.3 Celebrity life is fully developed

As early as 2010, Bill Gates opened the Weibo, which was just launched, named billgates, and was certified as the co-chairman of the Bill & Melinda Gates Foundation.

After the opening of Weibo, it has harvested 50,000 fans in 5 hours. Now this Weibo has 3.23 million fans, but the last update was a year ago, Changes, health assistance, and calls for smoking cessation are all things that the Gates Foundation is focusing on.

Bill Gates's public account is a self-media number from the content and name. Although the main body of the operation is a business, the shared content is what happened in Bill Gates' personal life, such as recording and sharing him. Those who have seen, the books they have read, and the lessons they have learned, will continue to share more about global health, energy innovation, and education reform through this WeChat public account.

4.2 Analysis of the status quo from the media

4. 2. 1 Market Analysis

Xie Boeman and Chris Willis, two scholars in the "We Media" research report published in 2003, defined the media as: "Since the media is strengthened by the general public through digital technology and connected with the global knowledge system, Understand how the general public can provide and share their own facts and their own news."

At present, the market and social influence of self-media represented by Changweibo, WeChat public account, mobile client, SNS application, etc. are becoming more and more prominent, and it has become an important component of China's current media ecology. However, there are different opinions on how to treat the new phenomenon of self-media, the voice of support and suspicion.

4.2.2 Analysis of the reasons for the success of the media

4.2.2.1. Development of network technology

The advancement of science and technology to promote the development of digital network technology is the root cause of the vigorous development of the media; the advancement of science and technology has made the network technology enter a high-speed development era, and the Internet has begun to spread rapidly. The improvement of network technology and the popularity of the Internet have made China's annual increase in Internet users very impressive.

The improvement of network technology and the popularity of the Internet have provided a very convenient and convenient channel for people to express their opinions and opinions reasonably. It can also be said that the promotion of network technology has spawned the emergence of self-media, and the self-media also guarantees the people's right to speak, know or supervise in their own form.4.2.2.2. Increased awareness of the rights of the people

The enhancement of the awareness of the rights of the people is an important condition for the development of the media. China is constantly developing, and China's social construction is constantly improving and improving.

While the social construction has been continuously improved and improved, it also shows that many of the rights of our nationals have not been well protected and implemented, and the continuous improvement of living standards and the continuous improvement of education have made the material and cultural requirements of our people Constant growth has enhanced the awareness of our people to protect their rights. (Lin Yutang's "History of Chinese News Public Opinion" mentions the view that in the ancient centralized society, public opinion cannot be reasonably expressed through state institutions,

and a strong paradox will be formed among the people.)

Our citizens enjoy several basic rights to the law, including freedom of publication and expression. The protection of the right to freedom also assists in the realization of several other rights.

For example, the people's supervisory power is sometimes manifested through freedom of speech, and the right to speak and the right to know is also the embodiment of the right to supervise. Or, when several other basic rights are not properly implemented or guaranteed, the people will express their opinions or express their feelings through the basic right of freedom of speech. Naturally, most of the people involved in the formation of public opinion are also Have the right to know.

The stronger the desire of the people to express and know, the more they need a new medium that can guarantee freedom to a greater extent to help them express their opinions and learn about things that are related to themselves or of their own interest. The purpose is not clear.

Either for emotional venting or to form a public opinion field or to generate a series of effects to cause the relevant departments to take measures. Or, it is also very possible to know the truth of the undisclosed facts in the mainstream media. Since the media, it is naturally more popular than the mainstream media by the netizens and continues to grow and develop.

4.2.2.3. Mainstream media and self-media characteristics

The characteristics of the mainstream media and the self-media make the people's attention tend to differentiate. As a new media, the media can guarantee the freedom of

speech expression to the audience. It is more convenient and fast, and it can be used as a source of information for both the mobile phone and the tablet in hand.

Because it is an emerging medium, the state has relatively little intervention in the laws and regulations of the media and the news industry, so the media can guarantee the freedom of speech of the people to the maximum extent.

Freedom of speech has been better protected, and people's emotions and opinions are more likely to form a public opinion field. People's right to know and supervision can also be well protected. However, this kind of freedom granted by the media is abundance due to lack of social responsibility and legal management. Lyric news and hype have always existed in the media.

Compared with the self-media, the mainstream media obviously exposes the flaws of the timeliness, the inconvenience, the dependence on the party, and the inability to fully present the event to the audience.

However, the mainstream media emphasizes a kind of social responsibility than the media. Based on this social responsibility, most people pay more attention to the fact that they cannot get complete truth. For the reason of social responsibility, the audience cannot accept the incomplete truth given by it. This is not necessarily a defect of the mainstream media, but it may also be a weakness of human nature.

4.2.2.4. Promotion of strong media or advertising companies

Many organizations, such as strong media or advertising companies, have also promoted the growth and power of the media. Since the emergence and growth of the media is a reflection of the freedom of freedom of speech of the Chinese people, but now that the

media has flourished.

We should start to think deeply about it: the media also represents excessive "freedom of speech", and more The freedom will be farther and farther away from reality. Perhaps, the road to prosperity from the media really needs national law and industry self-regulation to escort.

4.2.3 Social platform Weibo

Weibo is a social networking site launched by Sina.com that provides microblogging services. Users can post messages or upload images through web pages, WAP pages, mobile clients, SMS messages, and MMS messages.

Sina can understand Weibo as a "micro blog" or "a word blog." Users can write what they see, hear, and think of as a sentence, or send a picture, share it with friends, share it with friends, share it with friends, and share it with friends. Information.

Sina Weibo is an information sharing and communication platform that provides entertainment and leisure services for the public. It began beta testing on August 14, 2009. On September 25th, 2009, Sina Weibo officially added the @ function and private message function, in addition to providing "comment" and "forward" functions for users to communicate.

Sina Weibo adopts the same promotion strategy as Sina blog, which invites celebrities and celebrities to join the micro-blog and authenticate them. The authenticated user will add a letter "V" after the user name (certified personal letter).

V is golden yellow, the certification company letter V is dark blue), to show the difference with ordinary users, but also to avoid the act of pretending to be a celebrity

microblog, but the microblogging function is the same as ordinary users.

On November 28, 2018, Sina Weibo announced its unaudited financial report for the third quarter ended September 30, 2018. Net revenue for the third quarter of 2018 was US$460.2 million, a year-on-year increase of 44%.

4.2.3.1 Weibo use status

According to the "The 35th Statistical Report on Internet Development in China" published by China Internet of Things (CNNIC), as of December 2014, the number of Internet users in China was 670 million, the number of users using Weibo was 249 million, and the usage rate of Internet users was 38.4%.

At the end of 2013, it dropped by 7.1% (as shown in Figure 21). And CNNIC's "The 35th China Internet Development Status Report" in "2013-2014 China Internet users use the Internet usage statistics table" (as shown in Table 1) shows the same communication in the communication application Application usage growth rate of 10.4%, Weibo application usage decreased by 11.4%, and e-mail application decreased by 2.9%.
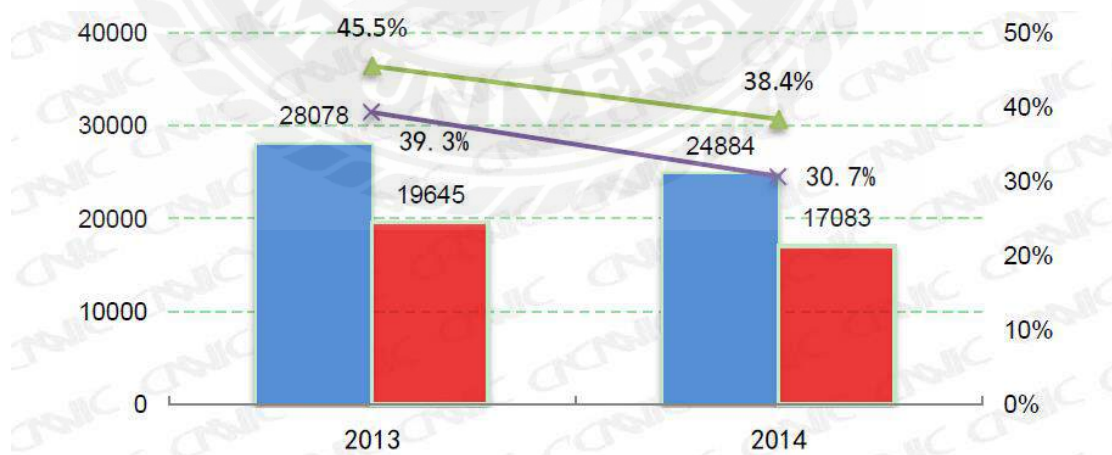
Table 4.1Weibo social crowd analysis

4.2.3.2 Weibo social crowd analysis

As a member of society, socialization is an indispensable social activity, so we have a relationship with everyone. CNNIC's 2014 China Social Application User Behavior Research Report shows that in the process of using Weibo, we will pay attention to the network of acquaintances such as relatives, friends, classmates and colleagues, as well as interested stars, strangers or enterprise.

By analyzing the common characteristics of individuals in Weibo, we can analyze the person's educational procedures, industry, hobbies and other information. For example, a student who graduated from Beijing University of Aeronautics and Astronautics (hereinafter referred to as Beihang University) usually has more people who are interested in Beihang than those who graduated from other universities.

A cycling enthusiast will also post more information about riding in Weibo. After collecting certain social information of individuals, it is also possible to classify the people and analyze the characteristics of various groups
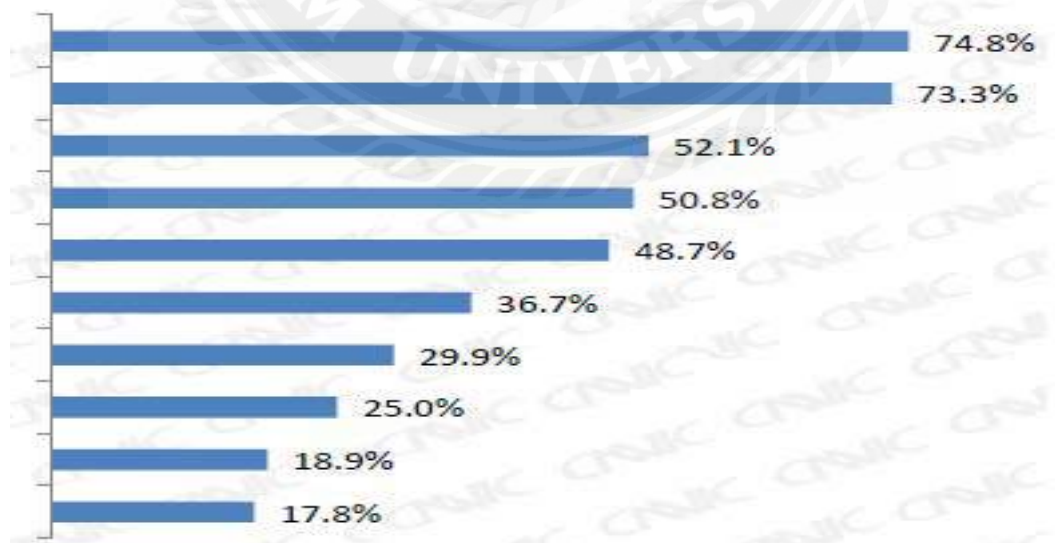
Table 4.2Weibo use status

4.2.3.3 Weibo's influence on society

As a kind of media, Weibo has a great service value to the society in addition to its social functions. It is also a platform for the government to collect opinions from the public and express opinions from the public. The influence of Weibo on the current social influence is mainly in the dissemination of news information, the development of public welfare undertakings, and the platform of personal.
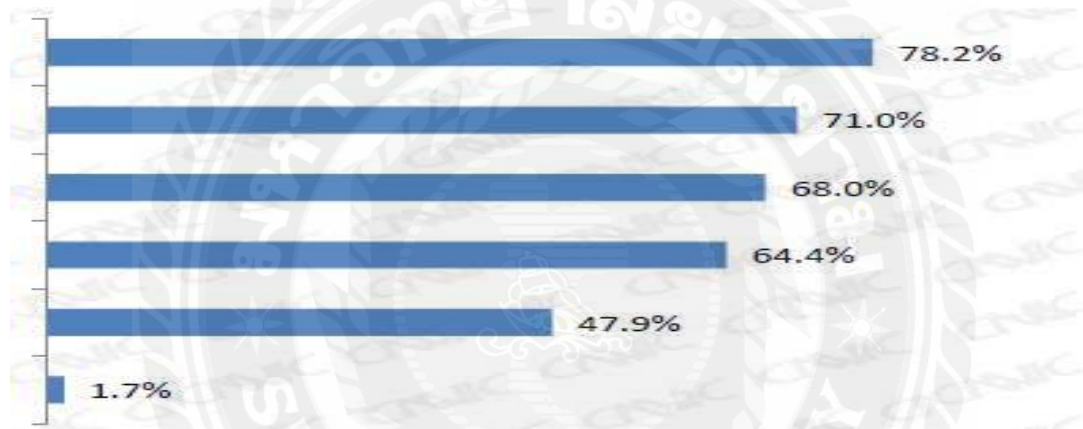
Table 4.3 Weibo's influence on society

News and information dissemination, the sudden news of the 8.1-magnitude earthquake in Nepal that occurred on April 25, 2015, was quickly spread through the Weibo News and People's Daily's Weibo News, and the amount has been forwarded as of 00:00 on April 27th. More than 100,000 pieces of news made the news of the 8.1-magnitude earthquake in Nepal attract the attention of a wide range of people.

At the same time, the information on the emergency telephones of the Ministry of Foreign Affairs provided by the news published by CCTV News is transmitted through

the microblog forwarding method, so that people who need help or consultation have more ways to obtain information.

Second, the government information disclosure, China News Service "2014 government information disclosure third-party assessment report" shows that as of the end of 2014, the opening of the government micro-blog has 25 State Council departments, 31 provincial governments, 4 separate cities, plans to open government affairs WeChat has 22 State Council departments, 22 provincial governments, and 4 separate cities. Weibo has become a new channel for publishing government information.

Due to the convenient application of Weibo and the wide use of the crowd, it has become an important platform for the government to harvest feedback information.

Before making a decision, the government can ask some questions or ideas through Weibo, solicit opinions from the public, and understand the opinions of the people. After the policy is issued, the Weibo channel can also be used to test and evaluate the public. Similarly, the existence of Weibo also enhances the civic awareness of ordinary people in public affairs.

The public directly or indirectly expresses their own ideas and requirements through the attention and reposting of the government microblog. Everyone can become a media, report social events in a timely, rapid and convenient manner, seek solutions to events, and participate in event changes.

Third, promote public welfare.In 2009, Weibo Public Welfare has begun to sprout. Sina Public Welfare launched the "Siyuan Water Margin" initiative to donate water wells in arid areas, and quickly acquired Li Kaifu (microblogging) through the Weibo

platform that just emerged. Ma Yun (microblogging) and other celebrities and other strong support, successfully carried out fundraising.

In 2011, Weibo Public Welfare entered a period of high tide. In this year, there were many representative micro-public welfare projects such as "microblogging and abduction", "great love for dust" and "free lunch" to show the new path of public welfare: one person's movement Mind, the synergy of a group of people, the power of the Internet, the participation of the public.

In 2012, Weibo Public Welfare entered the platform period. In March 2012, Sina Weibo Public Welfare Platform was officially launched. It integrated all three personal products, including personal help, micro-auction and forwarding, and mobilized social welfare forces to bring together people's insignificant love. Form a strong social force.

Although the usage rate of Weibo in the past two years is not explosive, it does not affect the scale of Weibo public welfare. Today, only Sina Weibo has more than 1,000 non-profit organizations in the country. Many meaningful projects such as "Sailing Plan", "Drop is Life", "Love Closet", and "Anti-Japanese Veteran Support Action" are in full swing.

4.3 Analysis of problems from media operations – disadvantages

4.3.1 Ecological rules are not perfect

4.3.1.1 Lack of restrictions on the production of media content

Lack of professional "gatekeepers", vulgar content, rumors, false information, etc. are easy to appear; the main reason is that the media has low barriers to entry, operators are mixed in terms of quality, knowledge reserve, and business level; lack of universal

recognition Industry standards are considered;

4.3.1.2 Since the media marketing is big

Since the media marketing is big, the phenomenon of brushing fans and "buying clicks" is serious. Through Baidu search "buy fans" "buy clicks" and other content will be queried a lot of things like WeChat brush powder, 10 dollars to buy how much powder value package. Large-scale Weibo, WeChat public account and other media purchases of "Zombie Powder" are an open secret. These accounts can attract advertising and obtain commercial value after gaining advantages in terms of reading number and number of fans. However, the form of the media based on this "moisture" effect is unsustainable and extremely detrimental to the benign development of the entire self-media ecology.

No industry norms have been formed. The imperfection of the ecological rules has caused the society to discuss the self-media management. For example, Xinhua News Agency reporter Zhang Yi put forward the idea of "self-discrimination from the media" in his own Weibo.

Chang Yanmin, an associate professor at Zhengzhou University, believes that it is understandable to practice the right to speak from media users. However, how to strengthen ethics and keep the bottom line, not to confuse the boundaries between individuals and the public, and to use the "microphone" in hand has become a must for self-media users. Top priority.4.3.2 Credibility problem.

4.3.1.2.1 False information, title party, exaggerated information

Credibility is an important variable that affects the recognition of the media. Wang Yunqing, the former editor of the Guangzhou Daily, said on Weibo: "The credibility

is the weakness of the media".

Because there is no special information collection ability and information source, and there is no professional gatekeeper system, content selection and judgment are completely in the hands of individuals or small teams, and even some media people intentionally pursue it in pursuit of commercial interests or eyeball effects. In the absence of a sound verification system, self-media credibility has become a big problem.

4.3.1.2.2 Commercial soft news news, opinions and news information mixed

There are many cases that affect credibility. Here is a typical case of "old news and false news". Following the event of the Sanlitun hacking in August 2015, WeChat and Weibo rumored that the video and remarks of "Beijing South Railway Station has a knife-cutting incident" have attracted high attention and heated discussion from netizens.

After comparing the reporters, it was found that this incident was the same video as the "Dalian North Station with a knife and a hacker" that was previously circulated. The Beijing Municipal Public Security Bureau also came forward to verify and blame. 2 On August 26, 2015, CCTV released the "Healthy rumors of friends in the first half of the year" on WeChat's health rumors from the media platform! The article encourages people not to believe "to break through the rumors together.

4.3.2 The operation mode of the media platform is not mature

4.3.2.1 The profit model from media operations is relatively simple

At present, the profit model of self-media operation in China is relatively simple. Content production is easy to become a disguised means of public relations and advertising. A new business model has not yet been found. The income mainly depends on soft text and

advertisements.

The search for new profit models is from media management. A "can". Too much business software is at the expense of platform value. In July 2014, an article entitled "From the media, the monthly exposure of 300,000 people, all of which came from soft texts" was quickly spread on the Internet.

The amount of nature is one of the concerns of the people, while the professionals are more More attention was paid to the "source" of monthly income of 300,000 yuan – operating soft papers. For the sake of efficiency, it is no secret that media content directly serves the business and becomes a disguised means of public relations or advertising.

4.3.2.2 Insufficient integration of platform resources

The management of the network is stronger than the platform resources. The current operation mode of the media platform has not yet formed a mature and perfect system.

The integration of platform resources is insufficient, and it is still in the stage of personal communication driving from the media. There are still too few self-medias that rely on influence to develop like "Luo Ji Thinking".

In general, the media has focused on individual contacts to obtain advertising or public relations fees, rather than based on actual communication effects. That is to say, since the media as a whole, it has not yet embarked on a benign track that relies on the influence of its own platform to obtain economic benefits.

4.3.3 Outstanding from the issue of media infringement and rights protection

Since the issue of media infringement and rights protection is prominent, due to

the low cost of infringement, some self-media operations basically do not produce original content, simply copy, including copying original content without specifying the source, or adapting others' works without permission to spread.

This lack of copyright awareness can lead to legal problems. "The use of other people's works, once they are transmitted to the society or unspecified people through the media, and made public, may constitute the use of copyright law, and then will involve copyright issues."

Even if the media is not for profit purposes Infringement also constitutes a copyright issue.

Another type of infringement is the dissemination of other citizen information and the disclosure of the privacy of others. In the new media era, human voyeurism and hunger are constantly being met.

Similar violations of "human flesh search" are common. This kind of collective carnival is behind cyber violence that despise personal privacy, which has triggered a series of social problems. The enthusiasm from the originality of the media is constantly being resolved by content infringement.

Many original self-medias are usually weak because of their own influence, and it is difficult to pay attention to reports of infringement. Examples of simple things are found after the infringers are denounced after posting or apologizing. Rights protection requires a lot of time, energy and money, and only a handful of originals have finally persisted in the media and succeeded in defending rights.

4.4 Self-media operation problem solutions and future development trends

4.4.1 Solutions to problems from media operations

4.4.1.1 The government should strengthen management

Government functional departments should implement multiple measures and strengthen management, so that the management of self-media enters the track of legalization, standardization and institutionalization.

Relying the media to the media requires self-correction by the media, requires public participation in supervision, and government supervision must not be absent.

4.4.1.2 Improve the legal awareness of operators

Self-media account operators should cherish their rights, fulfill their obligations, actively spread positive energy, promote socialist core values, be law-abiding, based on honesty, adhere to chongde, legally operate in compliance, orderly health Development, we must not let money blind the mind, and ultimately harm others.

Relevant platform enterprises shall, in accordance with the requirements of relevant laws and regulations, improve rules and regulations, improve operational rules, strengthen audit management, and earnestly fulfill the main responsibilities of enterprises.

4.4.1.3 Classify and manage the account

Implementing hierarchical classification management for self-media accounts, forming a normal working principle of strictly managing self-media according to law.

It is necessary to increase the punishment for those who publish harmful information. Strictly crack down on some self-media violations that have repeatedly failed to change and continue to engage in harming society and disrupting normal order.

It is necessary to strengthen the supervision of social media on the self-media. The clean-up and rectification of the media and the orderly development require the participation of the whole society.

The majority of netizens, the media and the community should report to the relevant competent authorities on illegal and bad information, jointly maintain the order of network communication, and create a positive and positive atmosphere. Upward, healthy and orderly cyberspace.

4.4.2 From the future development trend of media operations

4.4.2.1 The largest original source of content

At present, the number of original content of the self-media platform such as WeChat public account, Sina Weibo, headline number, NetEase client, Sohu client, Phoenix client, etc. is very large.

For example, on September 8, 2015, today's headline announced that the "headline number" contributed 32,000 pieces of content to today's headline clients. On the same day, at the headline creator conference, today's headline founder and CEO Zhang Yiming announced that he will vigorously support the creation of quality content in the future.

The headline number will launch the "Thousands of People Plan": In the next year, the headline platform will ensure that at least 1,000 headline creators will receive at least 10,000 yuan in guaranteed income in a single month.

This is still the case with today's headlines, and the content of the larger WeChat public account is even larger. Since the media's original content production mechanism is

flexible, individuals can be directly motivated, and there are many platforms and participants, which determine that the media is evolving into the largest source of original content.

4.4.2.2 A platform for outstanding media talent

The media personnel are mainly derived from the following aspects: First, from the traditional media, this group of people can convert the media into economic benefits as soon as possible. Industry media people have started from the media.

For example, some newspaper and television auto industry journalists edited themselves to create or join the self-media. Typically, many SA account managers from the media alliance are from the traditional media car reporting department. More or less customer resources.

Second, social workers were founded from the media. Before the media, social personnel could not really enter the media industry, but since the media provided opportunities, some people's talents were quickly reflected, and they will develop from the media into a tool for making a living.

Third, some self-medias founded by college students, many of which are based on interest. Since the media has accommodated many participants in an open manner, compared with the institutional platform, the self-media platform can make individual values more reflected, and can more directly show the individual's talents in content production, planning, operation and even capital operation.

Unlike institutional platforms, the presentation of individual values is sometimes influenced by factors such as institutional culture and peer relationships. Since the media

has provided opportunities for some outstanding talents to reflect their self-worth, the attraction of excellent media talents is also increasing.

4.4.2.3 Organizations that change from individual units to multiple

At present, the self-media operation has broken through the individual level and presented three forms: one is the account of some individuals.

In general, these accounts have been created by interest or are still in the early stages of market operations, and their influence is not significant. Second, some well-functioning accounts are actually team operations, no longer at the individual level, but a media organization based on market development needs.

Some reporters pointed out that Weibo and the public on the seemingly personal style of the large size, in fact, is not someone is taking care of, but the entire team is operating, the division of labor is clear, looking for content, talking about business, promotion Exchange traffic.

It seems that some accounts are not related, but behind the same team. The third is the form of alliance. This is a new structural relationship between the media based on market demand.

Joined accounts form a coalition that affects customers and gains market benefits. The closeness of the alliance is also very different, both close and loose. Earlier alliances such as the SA Alliance of the automotive industry, the WeMedia Alliance etc.

Since the form of media organization is becoming a multi-state of individuals, teams, and alliances, this is an organizational form based on the needs of communication.

In particular, the two forms of team and alliance are formed by market orientation,

which changes according to changes in the market and is dynamic. The organizational form of media is more flexible and flatter than institutional media, more sensitive to the market, and more adaptable to changes in the dissemination of ecology.

4.4.2.4 Become a new type of aggregation channel for social relations

The diversity of information sources and each individual have equal opportunities to publish information. The media has changed the "point-to-face" communication mode based on social attributes in the era of traditional media and news websites, and entered the era of "peer-to-peer" interactive communication based on social relations.

In general, the information dissemination of traditional media is spread according to the occupational type of social attributes or the social class "point-to-face". For example, government officials have more contact with the People's Daily and other party newspapers than the ordinary people. The group looks at financial reports such as the 21st Century Business Herald and Finance.

But behind the media communication relationship is actually a social interpersonal relationship. That is to say, the flow of media information from a large extent occurs in accordance with the real social relationship, and it spreads through the network of interpersonal relationships.

The spread of such web-like information is vertical, based on the communication of friends, relatives and colleagues of each person, is a kind of information dissemination mode based on social relations.

As a new medium, the self-media still has problems such as imperfect ecological

rules, but any new things will inevitably have various problems in the early development process, and the media is no exception. This mode of communication from the media has a survival foundation, and the next development is worth observing.

4.5 Competition-threat from media operations

4.5.1 The advantages of traditional media

The convenience of network expression and the low threshold of information dissemination also reveal the shortcomings of this huge public opinion platform. The unverified information of facts and provenances can be rumored by geometric progression through the malicious forwarding of "network water army" and "network pusher".

In 2010, Hong Kong's famous writer Jin Yong was "dead" and " such a bad event, such as the retreat of Lu Xun's works, is due to the madness of Weibo and the excessive attention of netizens. Such examples are not uncommon.

A news originated from the Internet is already commonplace, but the size of the social influence it triggers is ultimately determined by the attention of traditional media. The investigation, combing, judging and guiding of information makes traditional media still have no Alternative credibility, this power is the embodiment of the core values pursued by traditional media.

According to the "Report on Internet Usage and Impact of China's 12 Cities in China" and the "Report on Internet Usage and Impact of China's 5 Small Cities" published by the Development Research Center of the Chinese Academy of Social Sciences, the netizens are most trusted to be led by radio and television and newspapers. Traditional

media.

4.5.2 Content advantages of traditional media

Professional content remains the core strength of traditional media. No matter how the receiving terminal changes, no matter how the transmission channel changes professional, high-quality content will definitely produce the most value, the most users and the largest market.

Although the media can provide a huge amount of information, but the information is often fragmented, and everyone is the characteristics of the information provider makes the information content mixed.

The traditional media, because of its well-distributed information channels, has a well-trained professional editing team, which makes it impossible for the media to understand the in-depth interpretation of news facts and the ability to track and report news events of.

4.5.3 Traditional media source channels and influence

Traditional media lacks audience participation and user feedback in the way of communication, but the media has made up for this shortcoming. Strengthening the integration with the self-media, such as CCTV comprehensive revision, launching the "network-network linkage" strategy, all major newspaper groups are actively operating their own websites, intercepting the essence of content online, conducting secondary transmission, and opening official microblogs to strengthen Interaction with the audience.

As a result, an information exchange platform without barriers was established, and the users gained satisfaction in participation through timely participation and feedback,

and at the same time improved their recognition of the media. In addition, through the interaction with the audience, it also broadens the channels for obtaining information, enriches the source of information, and then reports through the information processing of the traditional media professional team, and also greatly enhances the news from another level timeliness.

It can be seen that the channels of communication and acceptance from the media not only greatly enrich the communication forms and channels of communication of traditional media, but also increase the participation of the audience, and at the same time enhance the influence of traditional media.

How traditional media can fully cope with the challenges brought by the media while fully recognizing its own advantages, adapt to it, integrate with each other, and adapt to the needs of the audience and the development trend of the media is the key to its survival.

4.6 Research and analysis

4.6.1 Object and method of research

Research object: In order to make the survey results more convincing and effective, we put the questionnaires in three universities in China (two undergraduate colleges and universities) and the Wanda Plaza office building in Jinan.

Also put 30% of the questionnaires on the Internet to understand the ideas of netizens in various regions of the country and increase the credibility of this survey.

Research method

Questionnaire. The contents of the questionnaire were determined based on the results

obtained by the analysis.

4. 6. 2 Statistical results of questionnaires

I designed a survey questionnaire with the subject "Investigation on the use of the media and existing problems." The number of valid entries for this questionnaire is 200. We took the online filling and offline paper filling, and finally entered the paper manually, and got our final research results.

The survey population is mainly concentrated in the relatively developed areas of the eastern region, the most concentrated area is Jinan, Shandong, accounting for 76.5%.

The survey results show that among the people surveyed, gender has a certain relationship with whether it has operated from the media. In the latter question, "The reason why you have not operated the media" is that 8% of the boys chose to write poorly.

57.37% of boys who have operated from the media have significant differences compared to 53.19% of girls. Therefore, I believe that users who operate from the media do not have gender differences.

Among the people surveyed, 69.26% did not operate from the media. In the investigation of the reasons for the continuation, the biggest reason was that they did not understand the benefits of operating the media.

In addition to objective reasons, the self-media operation platform should strengthen the promotion of self-media, and the content of the promotion should be continuous.

For example, the subsidies from the initial stage of media operations, increased subsidies for original works, and the provision of entry-level operational guidance, so that

more people who like to create more understanding, but also can avoid the enthusiasm of the initial operation from the media.

The picture below shows other reasons for not operating from the media.52.67% of people who have operated from the media say that there are too many platforms, matrix communication can not achieve the expected results, and most of the problems encountered in the operation process are difficult to realize, and the pay and return are not proportional, both of which account for 28% of the ratio.

The biggest question is whether you can stick to it and have enough knowledge reserves, not all of which are self-media platforms. We should also think about whether we have as close as possible to the articles that the public wants to know during the operation process, and write articles that they don't know. Will they only get a return because they only want to cash in, which leads to the quality control? Serious.

In the actual operation of "the wind" microblogging, continued to do 15 months of analysis, the qualitative change in traffic is after 6 months, often began to attract some fixed fans, they do praise, comment And forwarding, can quickly expand their influence, thereby enhancing their position in the same category.

In terms of data, when the number of Weibo fans reaches 10,000, the number of active fans will exceed 300, the number of hits will exceed 10,000 on the day, and the number of hits per article will exceed 5,000. This is a soul. Weibo; in the category of Weibo, the financial stocks with relatively high activity were selected. The goal was to realize the cash. When Weibo paid more than 10,000 people, the WeChat group was started to attract iron powder, about 70 fans, further prepare for the realization of cash.

At the beginning of 9 months, I started to try to realize the liquidation. The initial group is 200 yuan per person, the target is 50 people, and the final group is 35 people. The liquidity rate is over 50%, which is in line with expectations.

Due to the objective environment, this the stage is not suitable for investment, the aspect of expanding the influence of stocks is relatively small, and there is no persistent operation of Weibo.

It is also the key to the new fans who do not continue to enter the group in the later stage. In short, as long as the media chooses the right direction, it is feasible. The knowledge reserve, or someone is willing to pay for services.
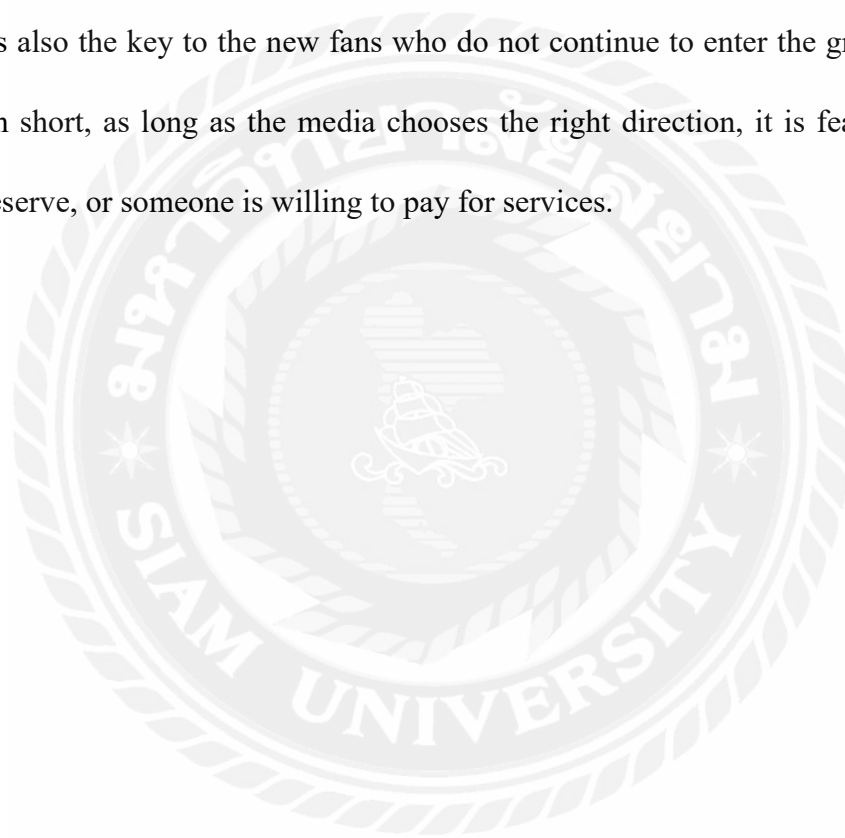
CHAPTER 5 COMPLETION

5.1 Limitations of the conclusion

In the eyes of media people, traditional media is limited by expression and layout restrictions, and because commercial elements are not regarded as independent voices. On the contrary, the media can let the audience read more flesh and blood. Traditional media's editing and management "has a firewall."

The reason why the business model of the media has been tortured is because the scale cannot be separated from the industry. He suggested that if the media wants to survive more stable, it needs an independent management department similar to a brokerage company, which can make the media devoted to independent writing.

Original content is considered to be the soul of the media, which is also the key to the personality and style of the media. Write articles of thousands of words every day or every other day, and the article must have both "dry goods" and readability.

This higher industry threshold determines that self-media people not only need to track an industry for a long time, but also have certain contacts and information channels, and their ability to express is indispensable. Since the media, such as a new force, is booming in an unstoppable way.

The profound thought comes from the in-depth observation of life. It is necessary to be good at observation, but also to be diligent in thinking, to see what people have never seen before. Spiritual chicken soup-style, flowing account, and saliva-style prose are not what we want.

Since the advent of the media era, new challenges have been raised for writers. On the one hand, the prosperity of the media has made writing and publishing (distribution) extremely convenient. Everyone is a writer, everyone is a communicator, and the writer's work is easier to find/reach the reader (audience); The fragmented readings brought by the media have also caused many readers to lose the ability to distinguish/determine the pros and cons of the works. This situation is very easy to dispel the writer's fighting spirit, so that they relax their demands. Therefore, the homogenization of writing tends to become more and more serious, and there are more and more honest and law-abiding works. Many authors repeat themselves (replicating) others, and many authors are catering to readers rather than leading readers. It is difficult for us to read the "offensive" that makes people's eyes shine, and their hearts are shocked and happy.

In the new cultural movement, the pioneers of the literary revolution absorbed and borrowed foreign prose styles, boldly transformed the traditional Chinese prose style, and created modern prose. The picture shows the essayist Zhu Ziqing's "Back View". Profile picture.

This situation is particularly prominent in prose writing. Prose writing is regarded as a low threshold writing. Since the rise of the media, prose has become the most popular style. Writers and readers are far superior to other literary works; some writers regard prose writing as very easy. Very easy things, prose writing ushered in unprecedented flooding, but did not usher in real prosperity.

In this regard, any writer who has pursued should be clear-headed and highly vigilant. It is necessary to make full use of and enjoy the convenience brought by the media,

while at the same time not reducing the quality of their writing. To dare to challenge the predecessors, but also dare to challenge themselves, the pursuit of difficult, high-quality writing. This kind of difficulty is reflected in the depth of life, the height of thought and the intensity of spirit. Whether it is in the digging of ideas, the expansion of style, the innovation of expression, the refinement of language, there must be higher pursuits, try more possibilities.

In the digging of ideas, we should pursue profoundness and prevent shallowness. The greatest strength of prose lies in profound and unique ideas. Essayists not only need talent, but also have certain knowledge and ideas. An excellent essayist must be a reader of a wide range of books and books. He must not only read excellent prose works, but also read excellent novels, poems, and dramatic works. He must not only read vernacular but also read Classical Chinese and classical poetry; he not only wants to read literary works, but also extensively explores history, geography, art, politics, folklore, religion and other aspects of knowledge. An excellent essayist must be a wise thinker. Good prose should have "knowledge." There is "knowledge", that is, there is knowledge, knowledge, words, and reason. The profound thought comes from the in-depth observation of life. It is necessary to be good at observation, but also to be diligent in thinking, to see what people have never seen before. Spiritual chicken soup-style, flowing account, and saliva-style prose are not what we want. Many people write essays very casually. They write about the life we have seen, the shared experience, and the common topic, which is beyond our imagination. How could such a prose bring us unexpected surprises? The poet Bian Zhilin said a very interesting words: "He is very good at expressing, but unfortunately there is

nothing to express." Prose without meaning is at most a gorgeous cheongsam, but not a plump body.

In the expansion of style, the barrier should be broken to prevent curing. Prose has a long history in China and has a long history, profound foundation and excellent tradition. In the new cultural movement, the pioneers of the literary revolution absorbed and borrowed foreign prose styles, boldly transformed the traditional Chinese prose style, and created modern prose. Some people say that prose is an immature style, and I can't agree with it. It is precisely because modern prose has matured and reached a new peak, so the current prose creation faces a new dilemma, that is, the predicament of breaking through the self. The power of tradition is extraordinarily strong, which not only provides a rich legacy for the development of prose, but also forms a flaw in the reform and innovation of prose to a certain extent. Therefore, in the long-term prose writing, consciously or unconsciously formed a new "eight-part essay", some authors are accustomed to writing in accordance with the "routinum", light and familiar, four flat and stable, neither wrong nor colorful, mediocre, Tired. Some authors misunderstood the requirements of "authenticity" of prose, equating the "authenticity" of prose with copying life, artificially restraining their own imagination, being too honest in writing, and not dare to go half a step. In the era of media, prose writers especially need to boldly try and explore in the expansion of style and innovation in expression. Fiction, poetry, drama and many other factors can be incorporated into prose writing. It can draw on the essence of classical prose and foreign prose, and enrich the means of expression of prose.

In the refinement of language, we should pursue elegance and exquisiteness to

prevent mediocrity. The language of prose must have a sense of beauty, texture, tension, and personality, so that "the language is not surprisingly endless." In the poetry writing, there is a "spoken poem". In the prose writing, there is also a "spoken essay", which is flat and straightforward, and it is not shocked. As mentioned earlier, some authors look at essays too casually, without good reading training and writing training. Their language is pale, poor, tasteless, no strength, no tendons. But there are also some authors who deliberately pursue the gorgeous or weird language, pretending to be high-spirited, swearing, and cloud-covered, unintelligible. Prose is called "beautiful", its beauty is expressed through language, so its language should first be beautiful. At the same time, the language of prose should be clear and clear, and can convey profound thoughts in plain words and create a beautiful artistic conception. In short, good prose is easy to read and understand. If you don't like reading or reading, what is the use of profound thoughts and rich content? We advocate the pursuit of difficult writing, but we must never create "difficult reading."

A foreign writer said this: "Writing should be strict, strict, and strict. Seeking fast--this means not climbing up, but rolling down from the upslope, and only one dead end in the end." In the era of media Prose writing should seek a breakthrough. Prose writers must be a little bit guilty about themselves. They must have the courage of a strong man to break the wrist, the phoenix's nirvana, dare to innovate and rejuvenate, and make our prose a new atmosphere.

5.2 Why do you always look at people and things in a narrow way?

Always love to be partial, to see the whole picture, to deny everything? Why are many incidents always reversing and not worth reflecting? If the media becomes self-speaking and vents anger and rumors, what is the value of existence? Some people are willing to use the orientation, the decisive title to attract the viewer's eye, but the actual content is not worth mentioning. What "I persuade Tiangong to regain his enthusiasm and to drop talents without any restrictions", is it because Yan Ning has obtained a foreign academician of the US Academy of Sciences and must completely deny China's academician selection system? Are Chinese academicians all dependent on the relationship?

There is a perfect system in the world that cannot be played in the end. How many people really understand the selection system of American academicians, and how much do we know about the selection of our academicians? Online sings with the wind, the rational view is less, speaking about it is to learn from the whole country. It is often the most blind time when there is such an idea, because the idea of being out of reality is naive and destined to fail. Every country has different national conditions, human feelings, and social conditions. How can it be the same? Who is willing to be in this world?

The main reason for this kind of confrontation is always the result of the strong influence of the West for hundreds of years. You see why the United States chose Yan Ning as an academician and his motherland did not want her to be elected. People naturally think that our academician selection system is "catty." Some of us always imagine that the United States is the most democratic, free and fair country in the world. There are battles in places where people are forgotten. There are mountains and darkness. If you want to choose blindness, you only think that the Western moon is the most round. If you encounter

something, you will take the "foreign ocean". You should always ignore the actual situation of your country and make a hard copy. I just look at the image and don't think about finding the truth. I don't want to investigate and research, I just make it out of my mind. I really think of myself as a scholar who doesn't go out.

Our elite may not have really thought about how to be a citizen of a world power, without the mentality of a world power. We should not refuse to learn from a country that is stronger than me, and we should not throw away the good system and experience of our country. China has not changed in the past three thousand years. Many of the previous practices have long been inappropriate. We need to explore and find a more optimized system to maintain stability. Always thinking about going back and picking up something that has long proved to be decaying, it is a foolish expression, it is the behavior of the Confucian. Belief and self-confidence are the core fulcrums of this era, no matter how many difficulties and obstacles can change. There is no turning back, only to go forward.

5.3 Disadvantages from the media

An article titled "A Death of the Champion from the Cold Door" screened the circle of friends and quickly became a 100,000+ article, which caused many netizens to like and forward. At the same time, the details and logic of the article can not be suppressed, and many netizens questioned the authenticity of the article. At present, the article has shown that "this content can not be viewed due to violations", but the debate on the article screen is not over. Some people have defined this article as a standard "poisonous chicken soup". Others say that the spread of such poisoned chicken soup is itself poisonous. So,

why is this really difficult and difficult article to screen? How to check online articles published in the media era? "A death of the champion who came out of the cold", is it true or false? This article from the media person Mi Meng's WeChat public number "Caihua limited youth", simply said, is to tell a cold student, through diligent efforts to achieve life counterattack admitted to the prestigious school, but because people are upright, do not help Fu On behalf of cheating, not making false accounts for the boss and living restrictions everywhere. Even more tragic is that at the age of 25, he died of illness. The author of the article described the high school classmate of the student, a 25-year-old girl who had achieved two years of work and had some advantages in appearance. A sample of material social success, awakening from the death of the disciples, re-examining and criticizing themselves and secular society. The article was released for a few hours, easily breaking through 100,000+ readings. Yesterday, before the ban was banned, the article has already harvested at least 34,000 "good-looking" labels. According to the industry's general standards, the reading of this article is expected to reach 3 to 5 million. A large number of netizens were moved by the protagonist in the article, and the controversial topic of "Why are the students in the cold door so difficult" was re-opened for discussion. Zhu Xi, deputy director of the Center for Communication Law at the China University of Political Science and Law, said in an interview with the Voice of China reporter last night that the article was screened in a short period of time, mainly using the anxiety and compassion of some people. Zhu Xi told the Voice of China reporter: "This article reflects the anxiety that is common in today's society. This anxiety may be due to the resonance of people from small and medium-sized cities to big cities. The second aspect the most delicate part of the human

heart reflected is the heart of compassion. More or less seeing his own shadow in this person, so the article with resonance is easy to cause hot discussion." After calm, many netizens were surprised. It was discovered that there were many serious logical errors and factual errors in the article, which led to the question of "falsification". For example, the protagonist in the text won the science champion in 2013 with a total score of 693 points; before 2013, I saw the online drama that was only launched in 2014, etc., and there are many doubts and common sense mistakes that the readers have come up to discuss. One by one. In addition to the truthfulness of the story, the author's creation of his own situation has become another important factor that has aroused readers' dislike. Zhu Xi said that this is the main reason for the widespread controversy and discussion in this article. He believes that the sole purpose of this article's writing is to obtain commercial benefits. "Because it is a media business, this is a business act. He writes articles and real-time reports, including the true nature of this traditional media release. Their main purpose is directly or indirectly Business interests are related." Alibaba's response to the article's mention of the protagonist's 2 years as a P7 employee of Alibaba said: The situation is not true. Faced with a lot of questions and disputes, the article creation team announced yesterday that the article is not a news report, but a non-fiction writing. The story background and core events are absolutely true. They said that in order to protect the information of the parties, family members and other classmates and teachers, they have done a lot of fuss in the details, including the province, timeline, scores, company, photos and so on. The true and false of the article is still inconclusive, but the negative impact is difficult to erase. For this response, Zhu Xi said that the so-called fuzzy processing, the author did not grasp the degree. "The

first factor is to grasp the degree of protection of the legitimate rights and interests of the parties. If it is a more private story, then what you have to say may be a good story, but the privacy of the parties you have to hide, you can not just hide the name. Go, but also to hide the relevant information, direct and indirect can not identify a specific person, this time to achieve results. Second degree, this article is very likely to be fictional, then fictional words you will Inform the user to inform the public that this article is the result of a literary creation. I think this is a basic expression of a writer's ethics. If you use the protection of the client as an excuse and a shield, and resolutely take the wrong path to the end, then Your moral level is very difficult to pass." Zhu Xi believes that the author's so-called "handling" means is not protecting the parties. "Because the time and place he mentioned is very vague, some of the relevant factors such as the college entrance examination champion, including his test scores, are exposed, and they are written very clearly, then this person can find everything. On the surface, it is Protection, in fact, tells you that the accumulation of information can overthrow the previous statement. I feel that the protection measures are still very poor, and basically do not protect the rights and interests of the parties. I also insist that its content does have a lot of doubts. At present, the article that has been banned is true or false, but the various effects are difficult to erase in a short time. "A Death of the Champion from the Cold Door" article illustration Mianzhong Experimental website VR landscape Zhu Xi told the Voice of China reporter: "The first impact is to reflect a lot of negative emotions towards society, this negative emotion reflects I don't think it's true. In addition, I think the author's admission to the Chinese college entrance examination, including the higher education system, is basically unknown. So the consequences of his

current situation are that the people or some people who do not have a higher education background without going to college, Those who understand the current policy will have a misunderstanding, so it is misleading and misleading the public, which seriously affects the credibility of the country at least in the field of higher education. Therefore, it reflects a strong sense of topic, and these topics are very strong. It is "water". It reflects not a real world, but a distorted world. The distorted world must bring distorted values. If it spreads out, I think it will harm the public interest. It is A false communication has certain problems." As we all know, business from the media industry sees traffic Real money. Some of the commercial self-media writings are not aimed at acupuncture, turbidity and clearing, but to achieve the purpose of increasing traffic. How to check the content published from the media. Zhu Xi believes that the supervision should be increased, but the difficulty is also great. "For such a check, I think it is still necessary to characterize the nature of the work. If the article is written by a novelist, I wrote a novel fiction. I think this is no problem. But you must not emphasize the time and place in the article. The characters, and the artificial content are real. So i feel that such documentary literature or documentary reports, because your credibility has caused such negative effects on society, it is difficult to smooth out in a short time. So this is the case The literary creation is not to limit, but to return to the essence of literary creation. This supervision may need to be increased, but the supervision is very difficult." Why "death of the champion" will be viral ? Can the self-media that sells anxiety go far? An online article titled "A Death of the Champion from the Cold Door" suddenly became a network hotspot, and suddenly it was widely questioned. In time, the network was very lively. Currently, publishers have removed their own online

articles. The webpages that are arbitrarily crafted, full of loopholes, and deliberately creating hotspots have never been able to focus, but the question is why there are always people who are willing to make such articles, and why such articles can be widely circulated on the Internet? 70 years ago, the greatest wish of our Chinese people was that they were no longer abused by outsiders and were no longer exploited by their own people. 40 years ago, many people's greatest wish was that they could eat rice and white rice, which is acceptable to children. Education exams at the university; at the moment, what is our greatest wish? There will be 10,000 answers among 10,000 people. Our society has developed to make the people out of the most basic anxiety of survival. What we are pursuing is how to realize the value of self in the development of this country and society. In the process of self-realization, the requirements for the country and society must be personalized, but the state and society must not be able to meet all the needs of all people in a short period of time. Therefore, many people will have new anxiety, which will spread when they are attached to a certain hot spot. And this is why the article "The Death of the Champion" can spread like a virus. So, what kind of values does such an article convey? It is undeniable that within a certain scope and to some extent, the state of social injustice is objective. However, we are going to New Year, everyone can go to the vast rural areas, where the ordinary farmers are parked with reunion private cars, chickens, ducks and fish on the table, and big stuffed dumplings with steaming heat... This is In the 70 years since the founding of New China, over the past 40 years of reform and opening up, the people have shared concrete examples of national development and social progress. If you can't see the fate of the younger brothers in the 70 years of education in New China, this selective

blindness is not a responsible attitude from the media. Reality is the source of all creation; truth is the cornerstone of all reports. How to unite the hard-won social consensus and mobilize the whole society to form a high-spirited synergy - this is what every media should have. We must know that no one can benefit from singing empty homes, and everyone can gain a sense of national rejuvenation, national development, and social progress. Those self-medias who sell anxiety to create hot spots don't go too far.

5.4 Self-media operation method

For marketing, in addition to advertising to make money fast, the other longest, most effective long-term method of collecting money is soft text, video marketing... from the media. To be honest, making money online is a fool who can make money as long as you cut in at the right time. Dr. Zhang Ming, a student of Jiyuan Holdings, has a student, Wu Yuegang, who has not graduated from junior high school. He works on the construction site all the year round, and his monthly income is three or four thousand. Dr. Zhang Ming taught him the method of media creation. He worshipped Zhang Mingbo. He now has a monthly income of over 10,000. He has his own studio and recruited more than 20 college students who graduated from Chinese and journalism to work with him. More than 10 Internet engineers, which I could not have imagined before. What I want to share with you today is the correct ecosystem of operations. New media enthusiasts must read this article carefully. After all, the traffic bonus does not know how many years to wait for another! 1. What is self-media content operation? In general, what the ear can hear and what the eye can see is the content. Therefore, there are many forms of media content and there are many

ways to display them. For example, video content (Iqiyi, Youku), text content (Know, Goku Q & A), audio content (Himalayan, vibrato, volcano). Of course, in the Internet era, users see too much content, and they are unable to attract users without dry goods and boring. Therefore, the key to content operation is to produce a soft, frequently and interesting content that attracts and retains users. Then, what is the content operation is clear, through the production of content to meet the needs of the audience, the purpose is to attract and retain users, and finally let the user know the brand of the product. Second, what is the ability to operate from media content. Since it is content operation, writing good content is the most basic ability of content operation. For the content operation of the public number, the first thing is to write the title. Note that you can hate but not exclude the title party; you should continue to output the content stably, and the content should match the positioning of the public number. In fact, experienced operators know that the continuous and stable output can only maintain old fans. If you want to break out, you must make differentiated content. The job requirements for the job posting on the recruitment website are similar. 1. Responsible for the company's new media channels (WeChat public number, headline number, Baijia number, Penguin number, big fish number, etc.) content planning, editing and release, maintenance management, fan interaction, topic manufacturing, increase the influence and number of fans. 2. Responsible for grasping content tonality, deepening into user groups, analyzing consumer demand and timely feedback, combining user needs and social hotspots. 3. Understand the market and competing products, collect feedback analysis data, and continually optimize and continuously improve the content operation plan. Third, what needs to be done from the operation of media content 1. First positioning

To do any platform, you must first locate, and the more subdivided the better, so the more accurate the fans. Of course, whether you are a personal media or a corporate self-media, you need to determine the positioning of the user's portrait and platform tones. Not only that, but you also have to think about which channels are gathering your target users? How to attract target users? How can I keep users? Wait a series of questions. 2. Test no matter what content the brainstorming user likes. Only after testing can you know what the user is interested in. We can analyze the number of readings, comments, forwarding numbers, etc. in the background to understand what the user really likes, and constantly Output and optimization, sticking to the user. 3. Multiple interactions Multiple interactions can increase activity. On the one hand, interaction allows fans to feel that you are always aware of their ideas. On the other hand, through interaction, you can know what the user wants and optimize the content. 4. Continuously output good content. Good content is fundamental to operations. The work is based on good content. Good content not only refers to good copywriting, but also refers to good layout, good pictures and good titles. Of course, the operation is not done overnight, and it must be stable in the long run. 5. Let users develop habits It is necessary to cultivate user habits, so that when users have this need, the first one will think of you. For example, we can push the article regularly, which can make the old powder develop the habit of regular viewing, which can stick to the fans. Have a good soft text, share and operate after a good video, take WeChat promotion as an example: 1. Operation: A series of various manual operations around the "product". The WeChat public account operation mainly includes content operation, user operation, and activity operation. 2. Traffic Master: A function that makes money. After the public number fans reach a certain

level, they can be opened, and then they can get advertising revenue on a monthly basis. 3. Advertiser: A function that makes money. After the public number fans reach a certain level, they can be opened, and then they can get advertising revenue on a monthly basis. 4. Public Number Matrix The same WeChat public number operator has multiple accounts on the WeChat platform to increase the number of users to meet the needs of different users. 5. Service Number: WeChat has two types of public number: service number and subscription number. The service number has only 4 mass-sending opportunities per month, but the message will be displayed directly in the buddy list. The opening rate is higher and the clearance rate will be higher.

At the 2018 China (Chengdu) Mobile E-Commerce Annual Meeting and Traffic Economy Development Summit, Li Jinling, CEO of Zhuo Zhi's cross-border e-commerce, published a book entitled "Cross-border e-commerce + self-media, how to connect efficiently?" Speech. She said that from a cross-border perspective, the biggest difference compared with domestic trade is to open a new door and open the door of the global supply chain of commodity stores. She pointed out that since the supply and demand of the media are eager for efficient and accurate connection, today is the era of information explosion, there is no shortage of goods, no shortage of information, but what is lacking is how to accurately analyze goods and users through data analysis. Match, and finally achieve the conversion of the transaction. It is reported that this annual meeting is hosted by the Chengdu Municipal People's Government, the Sichuan Provincial Department of Commerce, and undertaken by the Chengdu Municipal Business Council. For the first time, the conference will share the development of traffic economy as one of the core contents,

and focus on the in-depth discussion of traffic economy, life service industry, and new e-commerce scenarios to promote the high-quality development of Chengdu e-commerce. Tips: This article is a preliminary review of the shorthand, to ensure that the original guests, the original intention, has not been abridged, or leaked, please understand. The following is a speech record: Li Jinling: Dear Chengdu friends, good afternoon everyone! I heard a lot of guests sharing the food and wine in Chengdu this morning, but everyone has forgotten that Chengdu is the most beautiful woman. I am very fortunate to be the only female guest to talk about today. I will focus today on how cross-border e-commerce can empower social and self-media. Today, the organizers deliberately made a guest arrangement for everyone. The first few guests made a very good preparation. We also serve Tmall, Jingdong, etc. We also make cross-border e-commerce empowerment with the new retail channels, including just the previous one. The guests shared the entire supply chain CRM solution, and he has helped me lay the groundwork for today. With such complex retail scenarios and social channels, what new tools do we have to help you break through? Since the focus is on cross-border e-commerce, let's take a look at what is cross-border e-commerce. Many people may have a cross-border e-commerce understanding of cross-border e-commerce, such as access concessions, tax incentives, zero tariffs, 30% discount on value-added tax, etc., but we think that from the national level, cross-border e-commerce is Our country has reshaped the new rules of digital trade to the world once, including today, we have also seen the latest United States and the European Union signed a joint statement, a series of measures such as the Sino-US trade war, which is actually very common to our country's traditional general trade. Great impact. However, in the cross-border e-commerce

fragmentation and parcelization mode, in fact, our international trade is still growing rapidly in a very prosperous and high-index way. In February this year, Vice Premier Wang Yang of the World Customs Cross-border E-Commerce Conference shared with us China's positioning of cross-border e-commerce countries. Our country regards cross-border e-commerce as a new era of digital trade and the new rules of international trade. He hopes to help the country to establish a leading position in the new international trade in the next 10-20 years, and to share a new era of digital trade by sharing our rules and sharing our standards. What is the relationship with us when we talk about grounding? Since it is called cross-border and e-commerce, then we will look at what is cross-border and what is e-commerce. We believe that cross-border and practical grounding is international trade. In the past, we called foreign trade, and now it is called cross-border. From a cross-border perspective, the biggest difference compared to domestic trade is to open a new door for us, and the global supply chain of goods in the supply chain is open to us. What is an e-commerce? We believe that the essence of e-commerce is retail. In fact, we talked about retail, new retail, e-commerce, O2O, and smart stores all day long. In fact, these are the transformation and evolution of retail in different eras, different scenarios, and different consumer insights. We believe that the essence of cross-border e-commerce is still the global supply chain plus new retail. When we understand this essence, we naturally understand what opportunities are relevant to us in this field. After understanding the cross-border e-commerce, let's take a look at the Internet era that we are now in. We know that the Internet has undergone three major changes since 2000. When I first joined the work in 2000, everyone knew that it was the portal era. Sina, Sohu, NetEase, when Sohu came to

me, I said, "Would you like to vote for Tencent?" He said, "That is the younger brother."

After the emergence of Taobao in 2004, e-commerce entered the search era and began to have Baidu and Ali. Futher liberation of more SMEs, can be opened in 1688, in Taobao. After 2015, it is actually the spring of social e-commerce, which has further liberated more individuals. The gathering of WeChat, the US group, and the Didi, including the upcoming listing on NASDAQ, have become social ages. Typical representative. Now the environment has undergone tremendous changes. Everyone said that traffic fragmentation is too polite. It should be called traffic dusting. From the earliest PC era to the mobile era to today's content era, traffic continues to rise, but the traffic distribution is more and more diversified, and more and more fragmented and dusty. We can't find the user's attention. Where is the user's concern? He actually saw the brand information online, generated the purchase online, or noticed this information in the circle of friends recommended by friends. Finally, the maternity store that went to his door produced a deal, and it is increasingly difficult for us as a brand to judge the trajectory of consumer perception, conversion and purchase behavior. We see that the brand is becoming more and more personalized. I may be the first batch of brand people in China. My first job is to be in 500 foreign brand companies. At that time, you will find that China is almost covered by foreign brands: Procter & Gamble Drink Coca-Cola, Pepsi, a lot of foreign brands teach us what brand is. However, in the era of cross-border e-commerce, we found that after 90s and 00, consumers' perception of brands has really changed. Take our family as an example. My daughter just went to junior high school at the age of 12 this year. She will tell me, "Mom, Rejoice is the brand used by Grandma. Shiseido is the brand used by mothers. In our circle

of friends, we have Q. We want to use the Japanese brand of kiwifruit without silicone oil. This is the brand used by children. "I found that after 90, 00, I need to have a product with my own label, topic, and personalization. Cross-border e-commerce provides us with a strong product pool and brand library, let us find more excellent brands. All the brands here are not even Chinese, and even people in China's third, fourth and fifth tier cities have not seen them, such as Ma You, Europe's Swisse, and the net red panda mask. These are the explosive products that have been built by the Internet in the past three years. In the era of cross-border e-commerce, only the network red products, there is no century-old enterprise? I feel that the two are not contradictory. They just give us more opportunities. Let us discover that we have more new possibilities in this era. Every age has the opportunity to make your genes and your chances. The key is whether we have found its eyes. At the same time, we also found that channels have become more diverse. From the earliest B2C stores, B2C retail represented by Tmall International, JD Global, and then to the large-scale B2B platform, Vipshop, Beibei.com and other self-operated channels, compared with the recent new retail channels. We have seen a lot of new retail conversions, such as the small package mother (sound), the mother and baby official number, now the monthly turnover is more than 1; there are rice cake mother, big V shop, and Chengda square, etc... The new channels are beginning to enter our field of vision. We have more and more scenes that are borderless. It is true that online and offline integration and mutual transformation will be realized. What do we see in such a scenario? We will find that production factors are beginning to become modular, retail channels, e-commerce platforms, new retail, O2O, social e-commerce platforms, self-media, that is, content numbers. If we divide into these four channels, the

production factors required by different channels are different: the e-commerce platform has some sources of goods, logistics, technology, and traffic. In the new retail mode, the supply and logistics are integrated into the supply chain, but there is one more scene matching, and at the same time it is the best part of the push; in the social e-commerce part, we will have supply chain, commodity matching, technology, rebate system The community operation, the rebate system plays a very important role in the social e-commerce; data analysis becomes more important for the self-media and content number, because it is necessary to achieve high-transformation, high-margin, and corresponding generation operations. In the past three years, I have done a lot of practice and research on various retail scenarios and users. In the process, we found that different types of channels actually have different pain points in the process of its growth, and the red part of this picture (PPT) has always been the focus of research and work to solve, the blue part is to follow All of our partners work together to build an ecosystem to help our users solve problems. The last thing to realize is that no matter which kind of users can quickly realize the realization and conversion of traffic when they receive our services, this is our true cross-border supply. The platform of the chain needs to be considered by our users. The fool-like solution to the problem is also called the mother-in-law thinking. Father love thinking is that you don't have to understand me. Mother love thinking is what you need when you don't think about it. How can I send the pen to you in advance? In the process, we have investigated a lot of self-media, public, social e-commerce platform, O2O stores, and industry providers of offline industry solutions SRM, we have had a lot of communication with them. In this process, we find a common pain point. Supply and

demand are eager for efficient and precise connection. Today is the era of information explosion. We will never lack goods or information, but what we lack is how to The goods and users are accurately matched through data analysis, and finally the transaction is transformed. When we face the commodity library is a global commodity library, cross-border supply chain, we find that everyone is really a face, because he has to solve too many problems, we call it 1981, we will be one in the early days. Explain to customers and explain what is cross-border e-commerce? What is customs supervision? What is access? What is compliance? In solving what is the selection, operation, etc., you will find so many professional problems. If you talk about three days and three nights and let the users go back to study for three months, they may not be able to control and understand. What is the easiest way? At the same time, it is necessary to follow the supervision of all the cross-border and cross-border students who continue to educate the customs. It is that the customs does not allow domestic secondary distribution in the cross-border e-commerce field, but one generation does not under certain process design. Allegedly distributed in the country. At the same time, there is a bonded price, which must be the real transaction price, otherwise it is tax evasion. The most important thing is the real cross-border B2C retail trade, so it is necessary to submit the consumer ID card and bank card, and it is not possible to collect the goods illegally. Under a series of points and supervision, many partners said that I really want a cross-border merchandise library. The merchandise library can separate me from the notification products, but I really can't learn so much in such a short period of time. So complicated rules, then what should I do? The solution we give is that you don't have to understand and listen to me. This is the logic of fatherly love thinking. What have

we done under this logic? We have been established for 20 years in 20 years. We have built a global commodity library and established our high-quality products through the services of Tmall, Jumei, Honey Bud, and many other cross-border e-commerce services. Suppliers select the basis and resources, and at the same time, we collect all the channels of known retail types in China, including e-commerce platform, e-commerce company, micro-business, Amoy distribution, O2O and network red, personal large. We have already shared the guest before, in fact, the best thing to do in the supply chain is zero inventory, one generation. Then, in the whole part of the cross-border e-commerce, we rely on the high-quality suppliers of the big platform. We have realized a warehouse, a whole network, and a shared supply chain service model, which enables us to dock all offline channels, big V. , small V, large C to achieve service standardization and accurate connection, do not worry about compliance, access and risk control issues. We launched a solution, Zhuo Zhi cross-border + supply chain empowerment platform. In this platform, whether it is e-commerce platform, social e-commerce media or new retail stores, we have different solutions to provide services for you, which can be B2B merchandise supply, brand direct supply, or full SKU. A generation of hair, can also be a simple flow cash flow tool. When we talked with the store, many store owners told me, "Don't let me choose to work on the shelf and the diversion map. We are the husband and wife shop, there is no professional staff to operate such a complicated system, the only thing that can be done is to introduce consumers to scan two. Dimensional code, or share the QR code of the product in the circle of friends, please do not bother me after the customs declaration, etc. I don't know much about your training." We focus on the wide-ranging segment, we specialize in different

choices. To give an example, we are now working with the offline beauty channel. We help him to add cross-border products in addition to beauty makeup. Even if I give the beauty cross-border supply chain, he feels that it is eroding the beauty share, so the supplement is the mother. infant. The entire business model is traffic increments, not part of sharing existing channel inventory. In the technical solution, we are doing all the modular technology, and will add modularity based on the foundation of your existing technology.

5.5 From the development direction and summary of the media

With the development of the internet, our traditional concept of earning money has been broken. Now, as long as you have a little talent, or special features, you can show it to others. Many people have the heart to do it, but I don't know how to get started. Today I will give it to everyone. Share how newcomers get started to make short videos from the media. The choice of platform is actually the platform we have shared before, we have done it from the media: Baidu Baijia, UC big fish, Penguin, today's headlines, these four platforms, these four platforms are not the same as each game, some people may Will think of four platforms, if I can make a video can be sent to four platforms at the same time? The answer is yes, and the title can be opened without changing it, and this is not the kind of video handling. The field chooses empty package https://www.kongbao163.com First of all, our first step is to register the account and choose the field to be done. When we set the nickname picture, in fact, many times our nickname contains us. The field can not be said to be called "food sharing", but the content is made of flowers. Regarding the choice of the field, many people say that I am fine and not good at anything. How to choose it. In fact, I

think there are several areas that are particularly popular, and those who can do it do not need professional skills. You don't need professional knowledge, you can call it the popular field. Relatively speaking, there are several such large and medium-sized public areas: Historical fields, food and entertainment, film and television, such as history, historical field, better writing, and materials are also easy to find, (as far as possible not to write modern history) There are also food fields. Now we often make foods on some videos. Some people may say that they will not cook. They will not eat and eat. They can do some snacks and food explanations. In terms of film and television, you can do some movie explanations, TV drama explanations, and life. You can do some life or tips and so on. Some people may think of entertainment gossip, which is particularly sensitive to gossip unless they have a good understanding of themselves. They are particularly interested in some of the celebrity scandals such as Weibo. It is not recommended that the field of novice operation is related to politics. Don′t discuss the national leaders in the history category, and write less in modern history, such as writing modern history and anti-Japanese, and not discussing topics. We are talking about state affairs. We are civilians. We are some people who eat melons, and we are doing it from the media. What aspects should we choose from: 1. Interest 2. Development First, we can't say how to choose the field. I want to make money. I must start from interest, such as choosing the historical field, but I am not interested in history, so I I don't recommend doing it. I don't like why I have to do it. It's like looking for a job like going to work. I don't like to be happy when I look for it. The mystery still needs to find this job. In fact, it is the same from the media. of. It is necessary to choose the field that you like to do, but this is also a premise that when you are alone, if you have a team,

you can give it to others. For example, if you choose the history class, you are not interested, you can give it to others. To do it, the pit can be interested in this aspect, find the material you are interested in, find the material, and write the copy. Development is not too restrictive, it is like the possibility of expanding the film and television category can only do this aspect, but if it is to do food, it is better to sell products, Taobao customers sell spices, sell stoves Selling pots and pans, etc., or in the maternal and child field, most of these fans are female fans. They are more precise than fans of film and television. They are not only women, but also mostly treasure moms. The strongest fan base. But if you are in the field of film and television, fans may be more dispersed. It may be the kind of powder, because you can't make a precise choice for your fans. For example, people who like to watch American movies and those who like to watch mainland movies are not. One type of person, some people like to watch emotions, but some do not like to watch such movies, which may also be people's preferences, so there is no way for such fans to classify. A developmentality is to consider what he will bring to you in the future, where to develop, how much he can zoom in, and consider the choice of areas from these aspects. In fact, we are talking about several platforms, Baidu Baijia, UC, Penguin. These three platforms are BAT, Baidu, Ali, Tencent, and all invested in the platform, but it feels that the traffic of today's headlines is the biggest. Today's headlines are still the most understandable reader is also the most fun. Therefore, when we are doing it, we all know that the headline has the function of the product number. Can we use these functions to see the change in the future? For example, when I am doing UC, I have to consider UC. Inside, Ali is below Youku, is it easier to get some bonuses from the content of Youku, because the bonus of UC is very

attractive, and it is very good, it is 10,000 per month. bonus. Then, how to do this to please these platforms, to do today's headlines, what is the headline support today? Some time ago, the country opened the 19th National Congress. When we talked about when we want to achieve poverty alleviation across the country, the national policy is to get rid of poverty. And our Internet must be linked to the rural areas and the three rural areas. If you cook a food, you are in the city. In the home, in the well-decorated kitchen to make a gourmet, he is called gourmet, and you go to the countryside to make a fish in a very broken place, called the three farmers, and to make a fish in the city is called food. Therefore, it is necessary to go and squat, and the things supported by the state and the things supported by the platform are going to be close. You have to please your platform, please your audience and please your readers. Do you still earn money from the media? Many people will want to be self-media now, is it competitive? Can you still make money? The Internet is just the time of development. Today's headline market valuation, 30 billion US dollars, let alone BAT, is just tens of millions of bonuses for the authors every year, and we can look at today's headlines and see There aren't a lot of avatars in the video. Empty package on behalf of https://www.kongbao163.com empty package network which is good https://www.kkbbww.com platform to check the seal, but also those grunge content, such as those used, intercepted, Therefore, the current video can not be used. The platform has no content at the beginning and needs content, so the previous use can be like, but the more developed the platform, the more quality content is needed. Let's say that we are doing original The video that the platform needs is original and original video. The platform supports original videos, so no matter when you enter the media, you can earn money, and

since the media is a cumulative, you accumulate not only your money, but also your fans, when you Fans accumulate in your hands, whether you import it to your WeChat or QQ, public number, Weibo, these are your wealth. Therefore, don't think that dozens of people play from the media, the competition is big, and the media is saturated. In fact, there is no, let alone someone comes in and there are people who go out, and there are too few people coming in, too little quality content. It is the same on all major platforms, and there are just a few high-quality content. It's hard to open the original, how long does it last? Many people who have done it since the media say that it's difficult to open the original, and that only the original media can open the original, you can have the benefits, you can have the product function, do Taobao, do e-commerce, you can drain, After opening the original, you can get the benefits of the platform. If you don't open the original, everything is white. Only when we open the original can we have the high income, high bonus, support, etc. So the original is the most important, then it is difficult to open the original? Not so difficult, we can look at the originality of our students. I insist that many people have said this. In fact, there are a few things that can be done, but this is all tired, but you don't know how long you insist. It's true that you don't have to do it from the media. Hours, I said that I am doing eight hours at home every day, and doing this thing that I am interested in. It's OK to make this video. I'll do it for a month, and I will open the original, and If you insist on it for ten days, you will have a profit. If you can't keep it for a month, you still have to play a chicken Internet. It is estimated that this kind of person will not do anything.

Questionnaire survey

Data analysis:

15 months of data analysis of Weibo's own microblog (in order to prepare this paper,

I really participated in a self-media operation)

Self-media use questionnaire

First, the basic information

1、Your gender *

• ·Male

• Female

2、Your occupation *

• • student

• • Staff

• • Freelance

3、your age *

• Under 18 years old

• 19 - 23 years old

• 24 - 30 years old

• 31 - 40 years old

• 41 years old or older

Second, the understanding of the media

4、Do you know about self media? *

• understand

• Don't understand

5、Are you registered to use self media*

• use

• Used, but not used now

• Never used

6、The reason you are not registering to use the self media is * [multiple choice questions]

• Poor writing skills

• Video production has no personality

• Fans pay too little attention

• Not so much energy

• I feel that I can't do the net red.

• Want to do but have no motivation to persist

• Unfamiliar rule

Depends on the first and second options of question 5

7、The self-media platform you registered to use is * [multiple choice questions]

• Sina Weibo

• Headline number

• Tencent Content Open Platform (Penguin)

• Hundreds of numbers

• Big fish

• Dafeng

• Beijing time number

• Other self-media platforms

8、Your use of information information class APP is *

• Sina Weibo

• Headline number

• Tencent Content Open Platform (Penguin)

• Hundreds of numbers

• Big fish

• Dafeng

• Beijing time number

• Other self-media platforms

9、The time when you use the information and information app every day*

•Within 1 hour

•1-2 hours

•2-3 hours

• More than 3 hours

10、The time when you use the information and information app most often every day

*[Multiple choice questions]

• After getting up in the morning

• During work

• lunch break

• Before going to bed at night

11、Are you interested in supporting the author when reading the self media?

• Yes•

  haply

• No

Third, the problem of self-media development

12、Since the advent of the media, has it changed the way you get advice*

• Yes

• No

13、What do you think is the role of the media in understanding your social and national real-time information?

• Have a big effect

• General role

• Nothing works

14、What do you think is the role of the media in recognizing society and the state?

• Have a big effect

• General role

• Nothing works

15、What do you think of the substitution of media from print media?

• Have a big effect

• General role

• Nothing works

16、 You believe that the biggest challenge from the further popularization of media development is *

• Many brands, uneven

• Repeated information, poor effectiveness

• Bad information is pushed more

• More advertising

17、 For paid reading of outstanding original works from the media, will you buy it? *

• Yes

• Maybe

• NO

• Uncertain

18、 In using self-media, would you care if your comments are being watched? *

• Care

• Dive often, don't care

• Have not thought

19、 Do you think that if you are doing it from the media, what are the difficulties you are afraid of?

• Worried that their original work cannot last

• Worried that they can't persist

• Worried that there are not many fans, no channels to add powder

• Worried that their ability is not enough to become a media person

• 20、 Which of the following initiatives from the media platform do you think is most important for the development of the media? *

  • Increase promotion to increase brand awareness

  • Effective mergers and acquisitions, low market share, focus on the platform

  • Increase capital investment and increase the treatment of self-media authors

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