Research on the Interaction Mechanism between Netizens and Fans from the Perspective of Sociology: Analysis based on a Short Video Platform

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Abstract: Today's psychology of star hunting is not only in the obvious "rice circle," but also in the TikTok star of the live broadcasting platform such as jitter. For the current era of fast consumption, the popularity of short film and video culture is inevitable. Social networks have stimulated the personalization and motivation of Internet users, and the needs of Internet users have become more and more exquisite and artistic. This paper discusses the causes of online red and the interactive process between online red and its fans, and discusses the production mode, possible harm and Countermeasures of online red.

Keywords: Short video platform; Internet celebrity; Star-chasing psychology; Imitation

1. Introduction

A short video platform is a short video creation software, which has an international version at present. The software was launched in September 2016 and has been downloaded and installed more than 24 billion times by August 2021. As a new business operation mode on the Internet under the market economy environment, online red economy should be considered on the basis of observation and analysis, so as to promote its compliance with institutional rules in the legal sense and norms in the ethical and moral sense. For the current era of fast consumption, the popularity of short film and video culture is inevitable. Social networks have stimulated the personalization and motivation of Internet users, and the needs of Internet users have become more and more exquisite and artistic. Short video content has a concise and direct cultural and artistic atmosphere, which can reasonably make the use of Internet technology occupy the scattered time of users. Short video can also meet the visual consumer market in time, and is compatible with other videos. The comparison between Internet content is irreplaceable.

2. Production mode of short video platform net red

From the perspective of culture and art, the popularity of short videos is mainly created and marketed in a practical way, that is, short videos imitate personal actions or descriptions in the crowd based on the potential of imitating certain things to develop or open popular emotional hot spots, and then submit short videos one by one, so that they can quickly enter the public cultural agenda in a short time. The success of

this production model shows that the "imitation" system has played a full role in the interaction between social development and cultural development. Chang Jiang and Tian Hao [1] believe that individual imitation behavior is an important prerequisite for the production and dissemination of short videos. The main reasons for the popularity of online celebrities are mainly related to the behind the scenes promoters behind online celebrities, the accidental popularity of online celebrities and the active promotion of online celebrities themselves.

2.1. Team planning
The planning team will manage the account and exercise substantive control over the content of the account. Boosting online red incubation depends on the capital promoters behind it, which are often online red incubation companies, social groups, online Red organizations, etc. From the selection of video promotion platform, the screening of creative themes to the packaging of incubation objects, the selection of push time and so on. In a series of main creative lines, Wanghongda people complete each specified task step by step. In short, the boosting online red incubation mode has impacted the online red industry by renewal and iteration, and the old modes relying on self-packaging and self-incubation have been gradually abandoned. Some old online celebrities that failed to transform in time are also dying out in the business model.

2.2. Accidental popularity
Ding Zhen's popularity as an Internet celebrity promoted by the Internet economy in the new era is both unexpected and inevitable. First of all, thanks to Ding Zhen's unique external image, pure and simple eye shape, coupled with his clean temperament. These factors make him unique in the aesthetic overflow of Internet short video culture, which is the primary premise for him to explode. Secondly, behind Ding Zhen's popularity, there are also capital incubation factors in short video interaction. This unexpected + boost short video promotion mode is also the main way for many online celebrities to become popular rapidly. In short, the unexpected + boost mode makes the online hot money become an incubation mode, which is gradually industrialized and large-scale.

2.3. Personal growth
Compared with the above two kinds of online red hatching promotion, the rise and growth of the third kind of online red is more iterative. The rise of this kind of online popularity often relies on a unique perspective to record the themes of daily life and gradually obtain interest groups. Of course, it does not rule out that some online celebrities rely on some pushing companies in the process of gradually accumulating fan groups. Generally speaking, the rise of this kind of online popularity mainly relies on life records, professional perspective records and other forms, and gradually obtains the recognition of fans. At the same time, they also make profits by doing some product publicity and commodity consignment through the interaction of fans. Due to the verticality of the content, this kind of online popularity is the most difficult to die out in the replacement of Internet fan groups, and its online popularity lifeline is also relatively long-lasting.

3. Interaction mechanism between short video platform netred and fans
Huang Xiaoyin and Qiu Zihao [2] think that the scene of the visual and auditory co-occurrence of the shaking platform brings new ways of listening to music to TikTok, and mobilize the emotional interaction. For netizens and fans, they get to know each other on the platform because of interest. Short video platform users can spread their personal creativity and ideas by publishing short videos and live broadcasting, and interact with followers by leaving messages and language barrage in live broadcasting, which has the development trend of social pan entertainment. Due to the large amount of video, it is relatively more

difficult to find the required resources. With the application of computer intelligent algorithms, the short video platform has formed a relatively complete database. Collect, organize and analyze user data information through the platform or system, and skillfully correlate algorithms. Intelligent algorithms make short video users more addicted to this competitive imitation and humanized platform. By analyzing the user's search words, personal favorite content, viewing dwell time, etc., push to the target user to increase stickiness.

From the perspective of fans, it is mainly the transaction generated by trust. This kind of transaction is mainly that users trust network experts and purchase relevant products according to the recommendation of network experts. Secondly, it is the trading behavior generated by personal interest. Such transactions are mainly based on the user's subjective purchase intention, but the recommendation of network experts is also a little sticky. Finally, the transaction due to low price. Most people with goods tend to focus on price advantages and use relatively cheap goods to attract users. While most users have transaction behavior, they are often based on the advantage of cheap commodity price. Zhang Zhian and Peng Lu [3] believe that mainstream media are gradually adapting to the characteristics of ultra short video platform through long-term technical adjustment, and are gradually forming a "mixed emotion communication mode" in content production mode.

4. Problems caused by the interaction between netizens and fans in the platform

Due to its own commercial attributes, the commercialization of user services is the ultimate destination of webcast platform. Taking short video platform users as an example, the platform absorbs a large number of users and drives the resale of goods through the incubation of online red. In addition to undertaking certain service fees, the network platform can help to form a complete industrial chain of online commercial products in the form of product fees from individual users' commodity purchase and live broadcast profit sharing. The gathering of fans' popularity has brought a lot of economic benefits to the live broadcasting platform, and the output value of the live broadcasting industry is huge. Although the form of webcast can leverage the aggregation of online industries and form a relatively perfect industrial chain, at the same time, the excessive expansion of service revenue brought by webcast will also produce many problems.

In the process of interactive communication between online celebrities and users, the transactional behavior will also bring many positive and negative effects to a certain extent. From the perspective of the commercial benefits brought by the whole interactive behavior, the birth of the internet live broadcasting and short video industry has also driven the upgrading and transformation of a number of related industries. For example, in the past, the perspective of commercial advertising turned to the short video industry, which introduced the transposition of the position of commercial publicity. In addition to driving business behavior, in the dissemination of mass culture, the push of news and entertainment, and even industry regulatory services, they have turned to the field of short video internet. A series of permutations have formed a large circle of culture, social networking, resources and services. But on the other hand, the prosperity of online red culture, especially in the interaction between ordinary people and online red groups, will also be misled by some scenes, words and deeds. For example, some extreme remarks and some untimely values have impacted the general public's outlook on life in an unprecedented situation. Especially for young people, they lose themselves in the subtle influence of such values. In particular, in the pursuit of ideals and beliefs, many young people are popular. The impact of these cultural values also makes the interaction between Wanghong and the public have implied value changes. Of course, there are economic interest disputes, false publicity, illegal acts and so on from the short video industry.

Due to the limitation of time and content, some hot short video imitators do not know the causality of content. If the behavior of imitation is improper, it can easily lead to personal or psychological injury, especially in some professional videos. In the past one-way online video sharing, the video content was

reviewed by specific personnel and appropriate logo reminders were set. However, with the rise of short video, real-time network sharing and information transmission, viewers' interpretation of the content depends on their own knowledge and experience. There may be a certain gap in the understanding of values between the receiver and the disseminator, resulting in moral anomie in understanding some problems. Some video creation is only the creator's entertainment and personal joke, but viewers often misunderstand this joke and make subjective judgment and Imitation Based on their own value transmission. This behavior will also have a negative impact on individuals and organizations. The short videos on the platform convey these fragmented information in an intuitive way. The updates of scenes, themes and characters in the content draw people's attention, and the increasing interest in pushing also makes people gradually addicted. With this increase in concentration, people's attention will gradually be swallowed up, or lose the ability of logical thinking with repeated observation.

5. Strategies for short video platform interaction
5.1. Content category supervision
With the continuous pursuit of short video platform, people's focus also has a single field gradually expanded. The entry of various industries, product exhibition, webcast and the diversity of short video content also bring a variety of regulatory problems. For example: How to carry out targeted supervision of short video content and how to supervise it have become the key to solve the problem. Considering that the short video platform has large traffic, complex content and time-consuming and laborious management, the service platform should do a good job in content audit. Classified management and supervision of sections in different fields, orderly investigation and placement of homogeneous short video content. In the process of content category supervision, in addition to the provisions and rules for uploading content, we should give play to the guiding role of the platform.

5.2. Supervision of live broadcasting threshold
In the early stage of the development of short video platform, the development of live broadcasting industry has become famous. However, there are no clear provisions on the threshold setting of live broadcasting. With the rising popularity of the live broadcasting industry, the threshold of webcast is getting lower and lower, and many minors have joined the ranks. The increasing investment of commercial capital also dominates the development direction of short video. The rise of the Internet industry is more profit oriented, constantly lowering the threshold of participants. Under such circumstances, the confusion of the live broadcasting industry has exacerbated the chaos of some cyberspace. The setting of live broadcasting threshold helps to shield the live broadcasting chaos that is difficult to restrict from the source to a certain extent. Of course, when setting threshold access rules, they should be established according to groups. Such as the authentication threshold of personal we media and the audit requirements for commercial service marketing numbers. In particular, the live broadcast for minors should be strictly controlled.

5.3. Live broadcast quality training
The short video live broadcasting platform has a more convenient information transmission channel and a wide audience. Therefore, the key to give full play to the advantages of the live broadcasting platform is to improve the personal quality of the live broadcasting subjects and advocate their favorite high-quality culture. The quality improvement training for network celebrities can further shape a good network culture, promote the professional ability of the live broadcasting industry and bring more cultural output to people. In addition to the promotion of the platform and relevant industry education, it is more important to make the broadcasters consciously and independently participate in the quality improvement study. Infiltrate this ability and responsibility into life and transmit it to viewers in the form of live broadcast.

5.4. Punishment for illegal reporting

Supervision has always been a sharp weapon to limit and avoid some violations. However, with the rise of the Internet short video industry, the scope of regulatory services has been infinitely enlarged. The transmission of thousands of network videos and information will flood in cyberspace if you are not careful. Therefore, the supervision of relevant departments, platforms and industries alone is far from enough. In view of this, it is necessary to set up a violation reporting system. It is a more effective way to restrict sharers from a quiet network world through some administrative punishment regulations. The establishment of a long-term mechanism depends on the reports of fans and ordinary viewers and the punishment of relevant units. For the sharers, we also need to popularize the necessary legal knowledge to enhance the creator's consciousness. Relevant departments should also strengthen supervision, publicize the adverse effects of violations, and let sharers set an example. Make warnings to prevent violations.

6. Summary

One of the most important reasons for the rapid development of short video platform is that this platform respects the value needs of ordinary people. The main user group of short video platform is under the age of 35, and the current young group is often the only child. The demand expression of such youth groups is just captured by commercial capital. The popularity of short videos can also see the unique personality traits behind this generation of young people, hoping to be found and express themselves. Short videos not only promote people to express their self-worth cognition and express their self- talents, but also let them gain self-confidence.

As the business platform of short video platform, performance is its main attribute. The trade-off between performance and user experience is one of the main contradictions in creating short video platform. In order to keep the short video platform running, the business process is very important. However, the competition in the short video industry is very fierce, and the short video marketing is still in its infancy. Due to the imperfect advertising model, the content and advertising are mixed together, which affects the effect of products and the mood of users. Most enterprises are still in a wait-and-see state of the market. By combining the particularity of short video distribution with the principle of commercial implementation, the future short video platform is expected to change the simple way of displaying advertising in commercial activities. By combining the advantages of product functions and short video platform, establish a healthier and more sustainable communication concept on the basis of advertising content quality assurance. Creative cooperation with enterprises to create history, decoration and historical content, rather than direct advertising. On this basis, online and offline sales channels have been created, and sales points have been set up in various places to strengthen contact with friends without disturbing them. Therefore, the consumer experience should not be used to exchange business achievements, but as an opportunity for consumers to participate in business activities.

Disclosure statement

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