Research on Changes of Advertising and Marketing Affected by New Media

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Abstract. As many of changes on advertising and marketing affected by mass media influenced us much, how to make use of media has been crucial for modern society. This paper found that new media platforms increasingly dominate the distribution of information. Therefore, new media is so popular, mainly because of new media platforms, which is the subject of our discussion in this article. This paper believed that in such an era of rapid information dissemination, once some undesirable content appears on the public media, as it is likely to cause a series of chain reactions.

Keywords: Media, Advertising, Marketing, Changes.

1. Introduction

"Media" simply means the media that spread all kinds of information, while it has highlighted open questions about how the Internet and social media (Zhuravskaya, Petrova & Enikolopov, 2020). Before I do that, I'd like to talk about the transition between the old and the new media industries, while the definition of alternative news media shall been put aside (Holt, Ustad Figenschou & Frischlich, 2019). The reasons for this are as follows:

New media have changed the way news is produced and distributed. With the development of society and the progress of The Times, people have changed from the traditional media era where editors "checked" news, "selective" production and "monopoly" distribution; To the era of portal websites, in which editors and machines automatically "integrate" and conduct "mass aggregation" and "centralized distribution" of news; Then in the era of social media, professional media and "we media" carry out the "vertical and personalized production" of news, and then social media platforms rely on big data for accurate matching and distribution. In other words, people have changed from getting news through newspapers and radio to the linkage between the news industry and the we-media platform.

New media have changed advertising and marketing. Each of us is a consumer, advertising and marketing permeate each of our lives, and each of us can't bear to live without advertising and consumption. First of all, new media advertising marketing pays more attention to precision, relying on big data to achieve precision marketing, so that everyone can meet their own personalized, real-time and scenario-based consumption needs through accurately matched advertising information. On the other hand, new media advertising pays more attention to its own creativity in marketing strategy, and the advertising content is more close to reality and ideological expression. Such advertisements are easier to arouse people's deep thought and emotional resonance, and such brands are more favored by consumers.

New media have changed the way people socialize and their social life. The famous Canadian communication scholar Michael Luhan has long put forward the theory of media technology: media is an important driving force for social development. The new media has changed the way of human understanding of the world, shaped human social relations and behavior patterns, and thus affected the development and change of the whole society. The emergence of the new media industry, as well as the new media platform derived from it, because of its low technical threshold and rich reward mechanism, countless people rush into such a new job. In addition, people are becoming particularly fascinated with the expansion from the pure offline acquaintance social to the online offline combination of "semi-familiar social". People are no longer simply receiving information, and each person can be the publisher of information.

2. Objective

It is surely that you may have heard of Tiktok. Yes, nowadays, it seems that Douyin has become an indispensable thing in people's life. But do you know how Douyin stands out from other companies and becomes a giant in the industry when new media platforms are saturated? Let's start by talking about the development of Douyin. In 2017, Kuaishou took the lead in the penetration rate of the short video market, and its market penetration rate is far greater than the combined penetration rate of all other similar apps. Kuaishou is so powerful, why did Tiktok enter? How does Douyin seize the market from 0?

Figure1. Detailed Information Quoted from Baidu Tieba

As can be seen from the development course of Kuaishou in the figure above, from 2013 to 2016, Kuaishou has been settling in this field for three years. By February 2016, the user has exceeded 300 million. Under the premise that Kuaishou is so strong, Tiktok entered at this time, which is enough to show that the Tiktok team is very optimistic about the field of short video, and at that time, the leader of short video Kuaishou is not indestructible, it also has some problems.

During the mid-twentieth century, cross-cultural communication between China and the West emerged as a spiritual phenomenon. In today's era of globalization and advanced technologies, social media has assumed a crucial role in facilitating cross-cultural interactions. Various research areas have emerged in this domain, including the establishment of digital boundaries, the relationship between social media and globalization, and the clarification of social media content. These studies employ quantitative research methods or field surveys to analyze different types of social media platforms. In contrast to Western scholars, some Chinese researchers have explored the current trends in social media and cross-cultural studies from a macro-theoretical and national system design perspective, project conceptual research, or media measurement. However, microscopic analysis of events or social media remains scarce. This paper aims to identify existing issues in social media research and discuss relevant cases with examples.

As an influential marketing strategy in Asia and other parts of the world, Key Opinion Leader (KOL) marketing requires a tool that ensures effective resource allocation for strategic communication plans. Nevertheless, the relationship between social media and cross-cultural communication is complex, resulting in multi-dimensional interactions between humans and technology, culture and technology, and monoculturalism and multiculturalism. Additionally, "cyber-culturalism," cross-cultural conflicts, and prejudices have also emerged, necessitating the creation of new barriers in cross-cultural communication. Especially, there has been an existing body of knowledge on antecedents of social media opinion leadership since 2021. Over time, as instrumental,

linguistic, spatial, and temporal barriers in intercultural communication are alleviated, the emergence of the "Network Society" with its "location logic" and "timeless logic" has become apparent. This research explores how intercultural communication can transcend political, cultural, and economic barriers imposed by traditional structures in the new society. It emphasizes the evocation of emotional resonance, individual rights, self-expression, and mutual cultural identity.

3. Analysis

There are at least three stages of Tiktok's development: The first stage of Tiktok development: Focus on functional development and establish product tone:

V1.0.0 -- V1.4.0 is the first stage of product development. This stage mainly focuses on the improvement of the product's own shooting function, and also pays attention to the market response. The initial phase of Tiktok's development took an unusual path: releasing a new version every 10 days. At this point, most of the iterations revolved around improving the product's functionality. How do you make your shots better? How to make the product easier to use? How do you make users more immersed? So keep experimenting, get feedback, optimize and adjust. Therefore, there was no large-scale promotion at this stage, and basically no external operation activities. However, the fun and interesting features of the product were quickly recognized by the public, and the forwarding of stars made Tiktok officially enter the public vision.

The following chart shows the ranking trend of Douyin in App Store from September 26, 2016 to April 28, 2017 (data source: 7Mai Data). After half a year's exploration, by April 27, 2017, Tiktok had entered the 58th place in the free list, and the 9th place in photography and video.

Figure2. Chart No.1 Quoted from Qimai Data

The second stage of development: focus on communication operation and promote user growth. Tiktok will enter the second stage (v1.4.2-V1.6.7), (Data reference: Appstore Annual download rankings) which will focus on product dissemination and focus on expanding market share. Cultural tolerance and multicultural integration on social media differentiate cross-cultural communication in the virtual world from the traditional realm. As social media reshapes the paradigms, mindsets, and practices of cross-cultural communication, it converges and collects media information at an accelerated pace on a global scale. With the advent of translation software and language learning resources, language barriers are gradually diminishing for diverse cultural groups. As intercultural communication increasingly occurs directly through the media, images become more abundant and disseminated at a faster pace.

The following chart shows the ranking trend change of Douyin from April 28, 2017 to December 23, 2017.

Figure3. Chart No.2 Quoted from Qimai Data

From the operation action, it can be seen that at this stage, Tiktok also began to explore ways to monetize. Not only has the live broadcast function been launched, but also three original brand advertisements of Airbnb, Harbin Beer and Chevrolet have been inserted. Because it is in line with the tonality of the products, the brand advertising mode has been a great success. In an interview with reporters, Wang Xiaowei, head of Tiktok products, said that Tiktok, which was established a year ago, was eager to promote commercialization because of the magnitude of the product, and the average daily VV (video playback) had passed one billion in August. At the same time, Musical.ly was acquired, and Tiktok's potential strong enemy was gone.

In the second stage, Douyin harvested a large number of users, found a viable business model, and eliminated the threat of potential rivals. It all went very well. However, even with such achievements, there is still a big gap with the leader of the short video field. Kuaishou takes the route of rural areas surrounding cities, and already has users accounting for the majority of China's population. As of November 2017, the daily active users have exceeded 100 million, the total registered user data has exceeded 700 million, and more than 10 million new videos are generated every day, far ahead of Tiktok, and firmly occupies the top position in the field of short video. After receiving 350 million US dollars of financing from Tencent in July 2017, Kuaishou's future development momentum will also be more rapid. Moreover, at this stage of development, Tiktok's internal products also have serious problems: after the surge in users, the video quality is uneven, and there are many disharmonious factors in the comment section. At this time, the user group has also expanded from the original set of post-90s and post-00s to other age groups. This is a departure from Douyin's original image of fun, fun and young people. Public opinion began to accuse Douyin of being fast.

The third stage of development: strengthen supervision, build a harmonious community, attack Kuaishou. In the third stage (V1.6.8-1.7.8), (Data reference: Appstore Annual download rankings) the main task will be to improve the reporting function and build a harmonious community while continuing to provide high-quality videos and explore ways to monealize. Unwilling to be limited to the field of short music videos, Douyin is attacking Kuaishou to further expand the number of users.
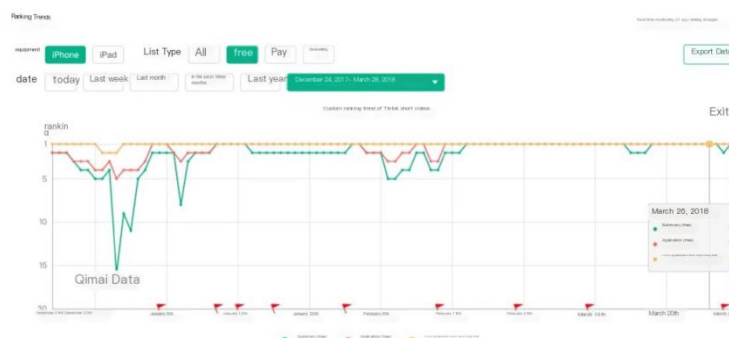

Figure4. Chart No.3 Quoted from Qimai Data

As can be seen from the picture above, Tiktok became extremely popular in China during the Spring Festival of 2018. However, the more popular Tiktok is, the larger the number of users and the stronger the stickiness of users, the more problems it faces in terms of content quality. Although Douyin has made great efforts in content supervision, including improving review and reporting functions, launching an anti-addiction system, and blocking and checking bad accounts, the APP still has many problems.

After the State Administration of Radio, Film and Television (SARFT) ordered Toutiao to permanently shut down its "content jokes" and other vulgar audio-visual products, a large number of users flocked to the App. Comments that unify the profile picture and the style of content jokes quickly occupy the comments section of popular videos on Douyin. Douyin had to close the comment section and remove all comments, as well as suspend its live streaming function and video watermarking.At this point, Douyin suffered the most serious crisis since its launch. Without this difficulty, there is no way to discuss issues such as expanding users, squeezing fast hands, and commercial realization.

At the same time, in addition to the strong rival Kuaishou, Tencent's micro vision re-entered the short video field. On April 10, Tencent's short video product "Micro Vision" released a major update, adding three new functions including one-click beauty. Tencent also announced that it has more than 100 original content creators working with it, and the maximum monthly income of a single master account has exceeded 120,000 yuan. In addition, according to a project prospectus circulating, Tencent has offered 3 billion yuan to subsidize micro-vision creators. At this time, Tiktok can be described as internal troubles and foreign troubles.

After that, Tiktok has developed from a small studio in the market to such a huge multinational company today, which is popular not only in China, Singapore, Malaysia, Asian countries, but also in Europe and America. However, from the overall analysis, Tiktok now has its own development advantages and also has hidden dangers that need our attention, as it has been affected much on social media by Covid-19 since 2020 (Tsao et al, 2021).

The development advantages of "Douyin" short video APP. Some people say that apps like "Douyin" are like the spiritual opium of modern times. Audiences will not only be immersed in many video recommendations, but also form an invisible trend of cloning. For example, if a highly trafficked user posts an interesting video, users who have seen the video will imitate the content and shoot similar videos. In this way, the video will be spread and spread, and a default trend will be formed among the public. Thenovelty of interactive marketing communication is to get rid of the one-way information input mode of traditional media and take the audience as the media. Let the broad audience become the disseminators of each other's short video works, thus forming a unique cultural trend of "Douyin", which also gives "Douyin" a constantly updated development opportunity.

4. Findings: Disadvantages of the development of "Douyin" short video APP

That may be brought by the ultra-low threshold group access mechanism. As a short video publishing platform with almost no threshold, "Douyin" also has many drawbacks in its own operation model. For example, in 2018, a video posted by a little girl inadvertently recorded her mother taking a shower behind her back, and such a video was allowed to be released to the public after approval. Existing studies on "KOLs" primarily focus on interpreting the concept, particularly exploring the new dynamics of key opinion leaders in the context of new communication forms. These studies have enriched the understanding of key opinion leaders beyond the original scope. In the era of mobile Internet, Wang (2021) argues that vloggers have become new key opinion leaders, significantly influencing users' lifestyles, interaction patterns, and consumption behaviors. To unveil the identity characteristics, influence paths, and influencing factors of these new key opinion leaders, this paper systematically reviews and analyzes relevant literature.

It begins by interpreting the two expressions of mobile key opinion leaders and celebrities. Subsequently, it examines existing research, theoretical frameworks, research methods, and statistical

analyses from the perspectives of users and bloggers. Finally, it builds a model depicting the behavioral path and influencing factors of mobile key opinion leaders' influence, drawing insights from the existing literature. The study explores the connotation and impact of new key opinion leaders in the mobile social era and offers future research directions and trends in related fields. Zhu & Cui (2018) analyze the rise of short videos from technological, social, and content-related perspectives, considering external environments, internal logics, and challenges in terms of innovation and development. The rapid growth of short videos is attributed to technological advancements and user demand, resulting in fragmented, diverse, and context-specific content. The role of online opinion leaders where they disseminate messages influence us much (Gomes, Marques & Dias, 2022).

Looking at its competitors, it is the same reason that there are too many threats from competitors in this field. In the process of upgrading and developing products, any little mistake or lag behind may lead to its own being far behind by the same type of software. To sum up, in addition to the relative maturity of the short video market in the environment as we said before, as well as the characteristics of ease of use and populism of short video, the success of Tiktok and precise market segmentation to identify the user audience; Strong headquarters financial support can not be ignored.

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