Analysis of the Development of the Social Media Industry in the Context of the Internet

- Taking the Little Red Book App as an Example

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Abstract: When the 5G era comes, everyone is inseparable from the Internet, and the media industry has gradually entered the Internet era. Around the Internet, the media industry has undergone multiple changes. Some researchers believe that the Internet has played a role in promoting the development of the media industry, while other researchers believe that the widespread use of the Internet is not good for the media industry. In response to this issue, researchers hold their own opinions, and there is no unified explanation. The research topic of this essay is the media industry under the background of the Internet, and the SWOT model is used for analysis. The results show that although there are some problems in the development of the media under the background of the Internet, it is not impossible to solve. Once handled properly, the two are not mutually exclusive, but can achieve perfect integration, and the Internet will be a major catalyst for the development of the media industry.

Keywords: social media, digital technologies, Little Red Book, SWOT model

1. Introduction

The current era is one of rapid development of the Internet, and the advancement of Internet technology has also promoted the innovation, transformation and development of traditional media. Since 2000, the widespread emergence and rapid popularity of the Internet has led to the rapid development of new media, and has brought huge impact and challenges to traditional media such as radio and television. The comprehensive development of digital technology and network technology has accelerated the pace of social development, the growth of information media is very rapid and covers a very wide area. Digital technologies such as mobile smart phones and laptops have enabled users to access social media easily and frequently, and have greatly increased social media usage. Such as Facebook and Linked In, which connect with others with similar interests and backgrounds and allow profiles to be created; YouTube allows media such as pictures and videos to be uploaded and shared [1].

When the Internet era came, the media gradually stepped into the digital era, and the related industries began to change around digitalisation. Digital production and communication put more emphasis on content, which has an important impact on media development and promotes the future

media towards a stage of deep integration and development. With the rapid development of Internet technology, massive amounts of fragmented information are affecting everyone on all fronts. Compared to the limited processing capacity of the media in the early days of public opinion monitoring, today's use of big data technology, the accuracy of big data algorithms can be measured, the ability to link and analyze network content and a large amount of other information can be precisely controlled, and for complex and variable episodic factors, information can be obtained from a wider range, more areas and for a longer period of time from both online and offline, and by establishing a closer information network and using statistical means for comparison and analysis, more By establishing a tighter information network and using statistical methods to compare and analyze, we can more accurately grasp the characteristics of samples, observe changes in public opinion more quickly and accurately, predict the development trend of public opinion, and improve the effectiveness of public opinion management.

The current hot platforms such as Tiktok, Red book, Headline and major entertainment and news are the more successful works of the initial cross-border integration with the Internet and big data as the traditional media industry develops into the Internet era. These platforms bring a full range of free information content to people and thus gradually become mainstream media trunk stations with a high level of user activity and influence. The Internet relies on media information to attract users and earn their reliance and stickiness, while the media rely on the Internet to collect user data and accumulate user volume, which is the most basic media integration. When the media converge with the Internet, it will have an all-round impact on the media, not so much as a boost to media production and dissemination, but as a subversion of the concept of media content asset management and operation. Nowadays, the media industry is practicing a lot, which is improving the depth and breadth of media economics, and making media economics an emerging and promising discipline, using the theory of the economic discipline to further enrich and improve the theory of media content asset management and operation, and to guide the media to successfully achieve industrial integration and scale development.

Therefore, in this essay I would like to use the example of Red book app, which has a wide audience in China in recent years, to analyze the transformation and development of the media industry in the context of the Internet economy using the SWOT model. In this essay I will first analyze the development of the Internet on the transformation and development direction of the media industry, then use Little Red Book as a case for qualitative analysis, and finally, give a conclusion on what impact the Internet actually has on the media industry. Using Little Red Book as an example, the reasons and impact of the new media explosion will be analyzed. Thus providing a new way out for more platforms.

1.1. The Impact of the Development of the Internet on the Transformation of the Social Media Industry

When the Internet era came, the media gradually stepped into the digital era, and the related industries began to change around digitalisation. Digital production and communication put more emphasis on content, which has an important impact on media development and promotes the future media towards a stage of deep integration and development. With the rapid development of Internet technology, massive amounts of fragmented information are affecting everyone on all fronts. Compared to the limited processing capacity of the media in the early days of public opinion monitoring, today's use of big data technology, the accuracy of big data algorithms can be measured, the ability to link and analyze network content and a large amount of other information can be precisely controlled, and for complex and variable episodic factors, information can be obtained from a wider range, more areas and for a longer period of time from both online and offline, and by establishing a closer information network and using statistical means for comparison

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As network information technology continues to iterate and upgrade is also accelerating, the birth of new media technology supported by new hardware and software has led to the continuous development of big data derived from many uses, including the collection of big data, data cleaning and data use, some of the digital means of improvement and upgrading, also giving rise to innovation in marketing models, promoting the management of media content assets and operational upgrades. With mobile phones becoming the main tool for receiving information from the outside world after computers, online media readers are rapidly moving to mobile phones and the media is transforming and upgrading towards the next crossroads. As a basic internet with many users and content producers, the iterative upgrade of self-expansion also provides technical support and data resources for cooperation in the transformation of newspaper media. Combining traditional newspaper media with the Internet not only gives the newspaper media the advantage of news authority and public opinion influence, but also extends the appealing penetration of traditional media content by bringing into play the powerful technical functions of the Internet, realizing the integration from internal to external capital.

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2. Analysis of the Social Media Industry Development

2.1. Case Description

Red book app is a new media platform that was born out of the Internet. Founded in 2013 by Mao Wenchao and Qu Fang in Shanghai, China, it is dedicated to bringing the world's good life within reach. At Red book app, users mark their lives, plant and pluck products through short videos and illustrations. At the end of February 2019, Fast Company magazine, a leading American business magazine, released its list of "Top 10 Best Innovative Companies in China 2019". Three companies, Meituan, Alibaba and Red book app, were ranked among the top three. As of March 2019, Red book app has over 220 million users and continues to grow rapidly. Its success has attracted the attention of the public.

2.2. SWOT Analysis

Strengths -- the reason why new media is hot (the advantages of Red Book).
Strength 1: Continuous iterative dynamics. In 2014, China's cross-border e-commerce industry exploded in full force. With the advantage of its accumulated users, Red book app introduced the e-commerce company "Welfare Club" and transformed into a seafood e-commerce company. Unlike other vertical cross-border e-merchants, Red book app has given cross-border e-merchants the attribute of 'community'. Through the community, it collects tips from users around the world and provides detailed and reliable buying strategies for users who like to shop in the same situation. At the same time, a shopping mall is set up to support users to make online purchases for the products recommended by users. Since the debut of Red Book's brand account in March 2019, numerous major luxury brands (including YSL, Fendi) have gone into official collaborations with KOL, helping to create more interest in their products [2].

Advantage 2: Accurate positioning of user groups. At present, the most active user group of Red book app is mostly post-90s and post-95s. The characteristics of this group of young users are that their ideology and acceptance of new things are stronger than those of the middle-aged and elderly, which in a way can stimulate the desire to consume more, coupled with strong female consumption power, Little Red Book has gained more lucrative profits.

Advantage 3: A diverse selling model. Red book app is not selling because it sells, but rather a different approach, through sharing to drive food, wear, play and buy type of consumption. This sales model of sharing to drive consumption gives Red book app a strong shopping guide scenario. Combined with the strong female consumer power and the presence of larger categories and celebrities, the content and user attributes drive Red book app steadily to profit. With each advancement, Red book app is moving towards a direction closer to profit [3].

Advantage 4: Highly sticky quality content. While the traditional e-commerce traffic dividend has already entered a bottleneck, Red book is making great strides and is still creating new traffic dividends. Little Red Book focuses on a variety of fashion and beauty goodies recommendations. The majority of female users are happy to discuss and share with their friends during the beauty and skincare process, and are accustomed to revealing the beautiful things and good products, so Red book has precisely hit the pain point of these users' needs - "see, buy, use and share". The tagging of Red book makes the content more obvious, and the massive, high-quality content creates a basic "search scene" for Red book, so that even if you are not a core user of Red book, you may still use it for a specific point of need.

Advantage 5: Big data marketing improves accuracy and creates value for customers. With the increasing popularity of the Internet, new media and new technologies are widely used, and Internet technology has penetrated into all aspects of people's lives, bringing with it a new marketing concept - precision marketing. Mining people's views can disclose market research information, resulting in better commercial decision making [4]. However, effective methodologies and analytical approaches for dealing with the ever-growing data created by numerous social media apps are critical [5]. To enhance the precision of marketing is to build a personalized customer communication service system based on accurate positioning, relying on modern information technology means, and to complete the transformation from precision marketing to effect marketing. The integrated marketing concept of Red book comes from its constant construction of friendships and constant discovery of potential user needs, from recording to sharing and from sharing to communication, forming a huge flow that can allow the platform operator to build a circle culture while marketing is to create Internet trends by deepening various circles and penetrating diverse users.

Big data to precisely configure needs. Red Book has strong data algorithms capable of fast and accurate pushing. On Red Book, every browsing, liking and collecting behavior of users generates a large amount of underlying data. Through the analysis of these data, Red Book can more accurately analyze the real needs of users to ensure that the products sold can be highly respected by users. Ali is the best at selling goods, but relatively weak in social and content; while Tencent has excellent social attributes, but less e-commerce genes, Red Book has both quality content and the strongest e-commerce attributes in playing community.

Weaknesses -- the weakness of new media development

The new media also has some disadvantages. For example: the phenomenon of news reversal, the reduced credibility of online news and the great impact on the paper media. The immediacy of the internet and new media has facilitated people's access to information, which not only accelerates the creation of online public opinion, but also increases the incidence of public opinion and the uncontrollability of public opinion [6].

The phenomenon of news reversal. Reversal news belongs to news misrepresentation, which is false news that gets spread rapidly after satisfying the audience's beliefs or emotional outlets, and is more likely to form and influence public opinion than objective and rational facts. The main reasons for the phenomenon of news reversal are the rapid dissemination of information due to the advancement of digital technology and the increased difficulty in gate-keeping, the failure of the media management system and the low media literacy of the audience. In order to reduce the recurrence of reversal of news, it is necessary to impose constraints or regulation on the key factors in the communication channels. In the Internet era, the media, netizens and regulators are the three key factors, so targeted measures or suggestions should be taken for these three factors. With regard to the frequent occurrence of reversed news in the Internet era, we should learn from the experience and lessons of past incidents to improve the credibility of the media and maintain social harmony and stability.

The credibility of network news decreased. Trust in traditional print and broadcast news publishers is relatively high, while trust in news published on channels such as social media is low. According to further scientific information on the internet consumption of accurate and false news, fake news travels quicker and farther on social networking platforms. Algorithm-driven news distribution systems lower market entry costs while increasing news producers' and viewers' market reach. At the same time, they divide the duties of content editor and news dissemination curator. The latter became algorithm-driven, with the goal of increasing traffic and advertising income. This weakens trustworthy editors' function as quality mediators and fosters the spread of bogus news information. It has the potential to create a dysfunctional news market. Platforms for news delivery have lately recognized the necessity to address these possible flaws. Non-regulatory activities such as fact-checking, improved media literacy, and news media standards of behavior can also play a role [7].

Paper media have been hit hard. The emergence of new media has had a significant impact on the paper media." The 17th National National Reading Survey Report," issued on April 20, 2020, demonstrates that more than half of individuals prefer digital reading, with a steady growth from 24.5% in 2008 to 79.3% in 2019. Paper media has a high cost, imaginary, and interactive problems as compared to modern media. In such a context, paper media should take a position and figure out how to develop themselves based on their own advantages and market variables [8]. Thus, the transition of the press to streaming media requires a conceptual follow-up that will drive a change in the way of working.

Opportunities - convergence of Internet and Media Industries.

The development of the Internet promotes the transformation and development of the media industry. On the one hand, there is the demise of traditional media, and on the other hand, there is

the rise of new media. Rather than the Internet impacting the media industry, the Internet is an opportunity for the media industry to evolve. There is no doubt that the media industry will be reshaped in a new form under the influence of the mobile internet. Firstly, traditional media are embracing the Internet and the boundaries of media are expanding. Traditional media and emerging media are accelerating their integration in terms of content, channels, platforms and operations. In 2016, a number of excellent cases of integration of traditional and emerging media had emerged. Because in the competitive environment of the social Internet, 'content + community' is currently the best means to enhance user stickiness. This is exactly what Red Book has repeatedly emphasized in its positioning based on lifestyle sharing community, and rich content empowerment is a key factor for Red Book's success.

National policies play a guiding role, grasp the new trend of external integration and create a win-win situation together. The integration of the media and the Internet has been characterized by mobile, intelligent and socialization. The People's Daily's mobile client has expanded to 10 types of carriers, including newspapers, microblogs, WeChat, QR codes, mobile clients and online TV; CCTV has initially achieved deeper integration of content, channels, platforms, operations and management; the Central People's Broadcasting Station has put forward the development idea of "integrating the network with the station and bringing the station with the network"; and Guangming Daily has set up a 'fusion media' center. Guangming Daily set up a "media integration" centre. As the industry leader, Shanghai Newspaper Group has taken the lead in the transformation. According to media reports, in July, Shanghai Newspaper Group's sub-brand PengPai News (the paper newspaper) and Baidu's sub-brand Baidu Bajia announced a war path cooperation. The war path contract, PengPai News content fully stationed in the Bajia platform, and through the Bajia number for content distribution and data dissemination. Bajia and PengPai News reached a strategic cooperation, the two sides joined hands to launch a virtual anchor daily broadcast type morning and evening news column, and also based on AI technology innovation application, and PengPai News in content, technology, products, brand and other levels to carry out a comprehensive, multi-level cooperation. This 'Internet + Media' integration model is a win-win model of mutual empowerment, where the Internet relies on media information to attract users and earn their reliance and stickiness.

The COVID-19 has given Little Red Book a boost, the brick and mortar industry is seeing a surge in shop visits. Due to the impact of the epidemic, travel and the physical industry have suffered from poor business in recent years, and people have been forced to stay at home and limit their spending as a result, so once the epidemic improves, the physical industry and travel will definitely see a recovery. The first two years were two years of explosive growth for Red book app, but this explosion was without the deep involvement of the physical industry, so once the food and beverage, travel and other scenarios are completely back to normal, Red book's related categories can all see rapid growth, so 2022 will see very high growth in the Red book app shop exploration category. And, Red book is a typical small company friendly platform, there are many small companies around that live entirely on Red book traffic, and as long as the content is done well on Red book, users care very little about brands. So that's the biggest difference between Red book and other platforms.

Threats and challenges

Along with the rapid development of the Internet, the development of the media industry is also facing a number of challenges. As far as the media industry is concerned, the threat to traditional media is the most obvious. The current situation of traditional media: either in transition or on the way to transition. So is there no place for traditional new country scripts? Is Little Red Book really so magical? Let's just say that in every era and under different circumstances, major brands have their own needs. Press releases are not going to disappear, and Little Red Book will have a broad future. In contrast, traditional press releases fall into the category of 'general marketing', which

means that the marketing seems to be less targeted and can be put online for marketing and promotion by both traditional companies and traditional brands.

If traditional press releases are more inclined to use various marketing methods to give users an awareness of the brand, Red Book focuses on increasing users' trust in the brand. But either type of marketing is complementary to the other. Little Red Book notes increase the connection between the user and the brand, giving the user the most intuitive feel for the product through the process and experience of using it. Traditional press releases, on the other hand, use marketing to give users more awareness and a deeper understanding of the product and promote interaction between the user and the brand. Both Red Book notes soft copy marketing and traditional press release marketing have benefits, and the two marketing methods are synthetic with each other. Red Book's promotional notes can deepen and strengthen the connection between brands and users, and can give fans as well as consumers the most intuitive feeling of the product through the process of using it afterwards. Press release marketing, on the other hand, uses marketing to bring greater trust to consumers. The two types of marketing are used in combination to promote the image of the brand and the interaction between the brand and the consumer.

3. Conclusion

This essay scientifically and objectively analyzes the strength and weakness, opportunities and challenges of the Internet to the development of the media industry. Through the research, it is found that the development of the Internet is closely related to the transformation of the media industry. As little red book app as an example, it is found that the development of digital technology has a great impact on the development of the media industry, which promotes the development and transformation of the media industry. But there are also some problems, as mentioned in this essay, the phenomenon of news reversal, the reduced credibility of online news and the great impact on the paper media. Therefore, these problems still await the future development of the media industry to solve the problem, only by checking the gaps and filling can the Internet maximize the benefits of the media industry.

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