

# *The Relationship Between Self-Media Operation and Economy*

Tianyuan Chen<sup>1,a,\*</sup>

<sup>1</sup>*Department of Art, Northumbria University, NE1 8ST, UK*

*a. cty200192@outlook.com*

*\*corresponding author*

**Abstract:** Development of self-media is an important condition for media to take its place in society. By studying the relationship between self-media operations and the economy, a specific analysis of the pros and cons of the self-media industry, as well as the factors or impediments to economic development, is carried out in favour of promoting the development and balance of the internet economy. This essay will use literature analysis, data analysis, and other methods to carry out research. In the results, it can be learned that the operation of the self-media industry has great commercial prospects and is closely related to the development of the economy, while the economy is promoted while the development of the self-media industry is inhibited by uncontrollable factors, and the relationship between the two is a mutual check and balance.

**Keywords:** social media, business operations, internet celebrity economy, COVID-19

## 1. Introduction

The development of self-media is an important condition for media to take its place in society. In the internet age, self-media platforms are everywhere, and there is a relevant platform in any software that operates different content for dissemination to the public.

Self-media is a way for people or organisations to create content and share it on a platform, making it a win-win situation for both the individual or group and the self-media platform, and an upgrade to the content and value of previous social media accounts [1]. According to the exploration of the development of the operational content of self-media, its relationship with the economy is also revealed. According to a survey, the number of people using the internet in 2021 is 59.5 percent of the total global population, while the percentage of people using online social media is 53.6 percent of the total population [2]. Thus, it can be seen that self-media is operable in today's scale of social development. However, in addition to playing an important role in disseminating information, the development of self-media has also contributed to the spread of consumerism [3]. It is clear that self-media platforms have played a role in driving the rise of the economy, while the economy is a cornerstone for self-media, like the foundation of a house, providing the space for the smooth development of self-media, but also containing its development. For example, in the context of the economic downturn to carry out the bad business competition, the use of vicious events to attract attention, the quality of operational content and marketing goods, etc [4]. These problems will make the reputation of the self-media platform in which they are located decline, in addition to being subject to legal regulation and sanctions, the mode of operation will also be greatly impacted. Therefore, the

development of self-media and the economy are in a state of interaction, and the relationship between the two sides and how to achieve a win-win situation under the condition of checks and balances is the main content of this article.

This article focuses on the relationship between self-media operations and the economy, divided into three main points: the business operation model of the self-media industry, the role of self-media platforms in the economy, and the relationship between self-media and the economy. It also examines the above three points through data and extensive information.

## **2. Literature Review**

Self-media is further driven by the convenience of the intelligence of mobile devices, which will attract a large amount of capital into the market of the self-media industry through the huge number of users [5]. The business model in the self-media industry will drive the development of the online economy and promote the digital economy through integration with the industrial sector, and the relationship between the two is close and interactive. This article examines three main issues: the business model of self-media, the role of self-media in economic development, and the relationship between self-media and the economy. It is important to understand whether there is a check and balance between the digital age and economic development by analysing the operation of self-media.

### **2.1. The Business Model of Self-Media**

In the age of technological innovation and information exchange on the Internet, mass media dominates public consumption [6]. According to a survey, on August 1, 2022, the data of Jikun's live streaming platform, for example, 5.829 million people watched 96,000 live streams, of which 1.81 million people watched more than 20,000 streams with the purpose of consumption [7]. This is a sales tool on a self-media platform that can attract a large audience in order to further promote consumerism. However, it is the way in which self-media operates as a business within this e-commerce platform that is the subject of this paper. Today's self-media platforms have the performance of full open registration and have subsidies and advertising revenue on the platform, which is one of the means by which self-publishers attract authors. With a large number of quality authors, the platform conducts inflow sales and introduces a large number of advertisements for the platform's fans and users, thus achieving a steady increase in interest. However, the basic promotion model is far from enough, and the net-celebrity economy has become an important development direction for self-media operations. The precise communication of net celebrities has solved the limitations of traditional marketing to a certain extent [8]. Creating different popular personas through short videos and live broadcasts on self-media platforms to build up a fan base, thus pinpointing the purchasing needs of the audience and thus driving sales of goods, has a great guiding effect on the online economy. This shows that the benefits of self-media operations and marketing are the ability to increase exposure, generate potential customers (fans), build business partnerships, and increase sales [9]. Among these different styles of business operations, the self-media industry has a certain foundation in the economic development of the Internet era.

### **2.2. The Role of Self-Media in the Economy**

Self-media has a vital role to play in the economy, as it is a powerful and effective way to boost consumption and drive up the economy. According to statistics, during the Double 11 period in 2021, 165 live-streaming rooms generated over 10 million dollars of water, with two anchors on the Tiktok platform with a huge fan base completing online sales with 1.15 billion yuan and 8.5 billion yuan respectively [3]. The intuitive data shows that the business sales model of self-media platforms has a direct impact on Chinese mass consumption, achieving economic mobility and industrial

development with rising per capita consumption, which has a favourable relationship to the social economy. Self-media is a low stepping stone through which everyone can earn a profit, and as the internet grows and more and more accounts appear in the public eye, the publication of advertising and account content has a great appeal to consumers growing up on the internet. The operating model based on personal preferences and needs introduced through the self-media platform has given a great boost to consumerism, and the purchasing power of the public and the successful investment of many advertisers have directly contributed to the development of the economy. On the other hand, the strategic partnerships between the self-media media and many companies have boosted corporate brand image and marketing, resulting in an economy driven by the public and companies. It is clear that the self-media industry is growing and has valuable potential for economic and social marketing through the operation of e-commerce [2].

### **2.3. The Relationship Between Self-Media and the Economy**

The contribution that self-media platforms make to the economy is clear, however, this is not a comprehensive view. In times of economic downturn due to uncontrollable factors (e.g. epidemics), resulting in reduced public consumption and purchases, and lack of capital circulation, the disadvantages of self-media business operations are reflected in the expansion of the industrial economy, where the huge marketing volume of some goods leads to a decline in the quality of goods and brand premiums, which directly leads to a decline in the reputation of the self-media platform and an increase in negative impacts. The currently limited regulation of online platforms makes it difficult to curb this vicious competition, thus making the whole industry of self-media receive influence [4].

The economic repression of vicious competition and other behaviours of self-media platforms has led to the shrinking of the industry. However, the online consumption of self-media output can lead to a class division in the social economy while driving economic development. People's perceptions of consumption are changed by the propaganda of e-commerce, and undesirable behaviours such as herd consumption and impulsive consumption emerge among them [3]. The precise promotion of self-media platform operations solidifies people's consumption hierarchy and may have an intuitive effect on economic stratification, which is not conducive to the development of China's social economy. This shows that the relationship between self-media business operations and the economy is one of checks and balances, promoting but also having a negative output. The relationship is one that needs to be examined more in this article. The majority of academic research has focused on the benefits of social media for business circulation, corporate planning, branding, and the economy, but less research has been done on the checks and balances between self-media and the economy. The aim of this article is to identify the friction between the current advantages of self-media platforms and the economy and to better realise a win-win situation for both platforms and the economy.

### **3. Method**

This essay will focus on the relationship between self-media platforms and the economy, and the research methods will be divided into the following two, namely: the literature research method, and the data analysis method. Its main research method is the data analysis method, supplemented by the literature research method. The first is the literature research method, by establishing the value and role of the self-media platform, through google scholar and the school library, etc. to carry out a large amount of information, the specific operation mode of self-media, the development history of self-media and the rise of the online economy. We collected the relevant information, read a lot of literature and made a specific analysis of the real value and theoretical concepts of self-media, and organised them. The development of the economy will be closely followed and in-depth thinking will be carried

out around the relationship between the two, proposing the idea of checks and balances between self-media platforms and the economy, and making suggestions for the subsequent development of both. The data analysis method will be carried out through the Statista website to find relevant data, the specific direction of the search revolves around the number of users of the self-media platforms or the degree of Internet share, the sales or profits of the self-media platforms operating through e-commerce, and the data on the decline of the economy during the epidemic. Through comparative analysis and qualitative analysis, the relationship between the self-media platforms and the economy will be clarified to provide arguments for this essay.

#### 4. Results

The operation model of self-media has the same characteristics, most of them is to create an account and then attract the audience through the high quality and unique content of the creative team or individual, and on the basis of a certain number of fans, use the power and resources of the company to accomplish some marketing methods to achieve the profitability of the fans [10]. Self-media has a unified but efficient marketing approach, which has a driving effect on subsequent profitability. And the development of self-media is in line with the development of the times. With the integration of the internet and different video streaming platforms, new consumer habits and interests have emerged, anyone can be a producer and receiver of information, and the choice and accessibility of audiovisual content are gradually growing in potential [11]. The scale of self-media has gradually become larger thanks to the advantages of online and mobile networks. This article will be followed by a specific analysis with examples of data.

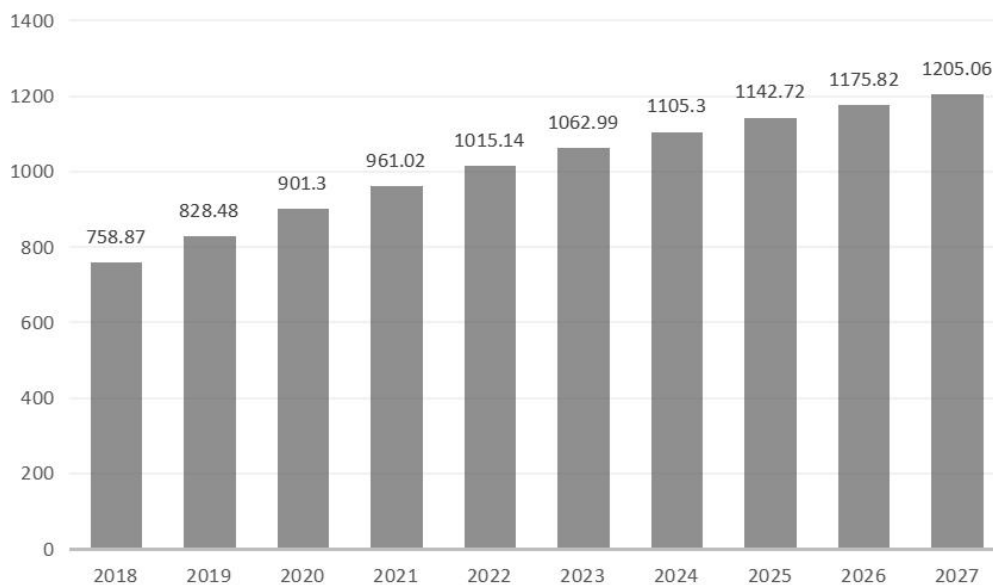


Figure 1: Number of social media users in China from 2018 to 2022 with a forecast until 2027(in millions).

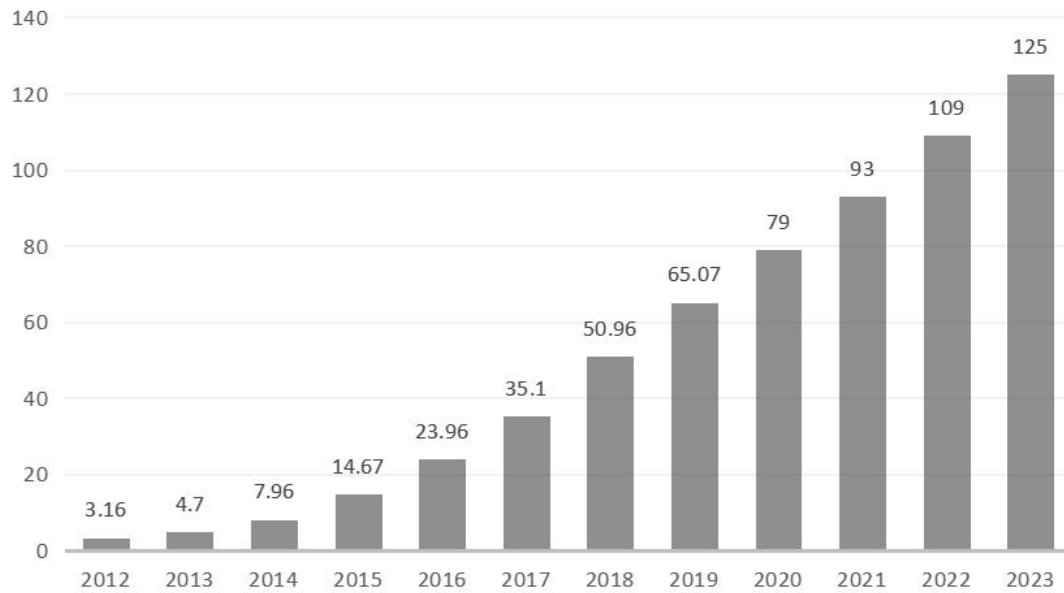


Figure 2: Social media advertising revenue in China from 2012 to 2020 with a forecast until 2023(in billion yuan).

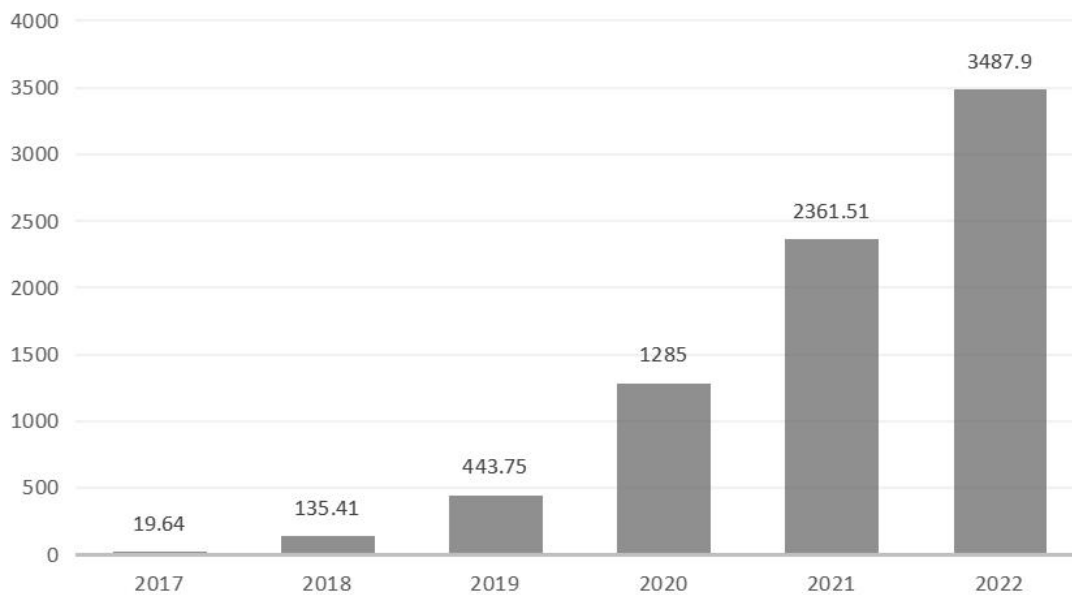


Figure 3: Gross merchandise value of livestreaming e-commerce in China from 2017 to 2021 with estimates until 2022 (in billion yuan).

Figure 1 shows the number of users of social media in China from 2018-2022 and the forecast for the number of users by 2027. According to the icons, it can be clearly seen that the number of users is on a clear rise from the year 2018 and even exceeds the number of 10 million in 2022. Social media is part of the self-media platform, which is the main operating module of self-media. This shows that self-media occupies a larger position in the current market and has a great advantage over the Internet.

Figure 2 shows the advertising revenue of social media in China from 2012 to 2020 and the forecast for 2023. In the chart, it can be seen that the revenue before 2017 when self-media was not yet emerging was very little, but after the rise in 2018, combined with figure 1, it can be concluded that

as the number of users of self-media platforms increases, the larger the audience, paving a large fan base for the platform, through the platform's marketing of accounts and The inclusion of advertisers has led to a linear rise in advertising revenue, which is indicative of some of the profitable content and the level of an economic drive of the self-media platforms.

Figure 3 shows the total value of live e-commerce in China from 2017-2021 and forecasts for 2022. The data in the chart represents the trend in the profitability of self-media platforms in terms of live webcasting, and it is clear that after advertising revenue, live webcasting is the second rung on the ladder for self-media to drive the economy.

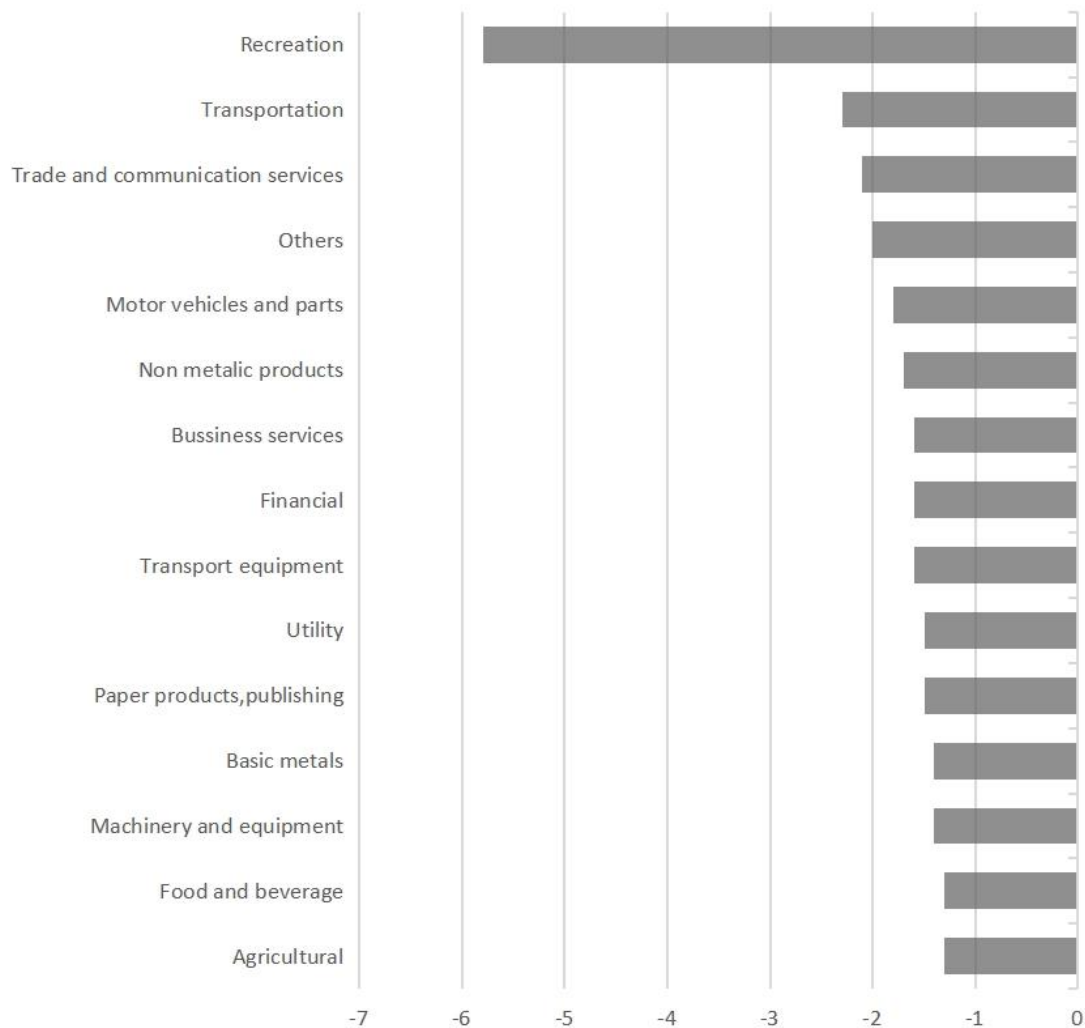


Figure 4: Estimated percentage point change in economic industries causer by the outbreak of coronavirus COVID-19 in China in 2020.

Figure 4 shows the impact of the COVID-19 outbreak on China's economy and the percentage of various industries in 2020. This chart visualises the economic crisis of the entertainment industry in the face of the epidemic. It can be seen that the social economy under uncontrollable factors has a certain impact on the self-media platforms. The economic downturn during the epidemic led to a slump in the self-media industry, which received a certain blow to its reputation and operational model

due to various factors such as vicious competition and the failure of brand quality. This means that the self-media industry is not untouched, and its relationship with the economy is mutually influential and interactive.

## 5. Discussion

In response to a study on the relationship between self-media operations and the economy, this article analyses the data to conclude that there is a close relationship between self-media and the economy. As an emerging form of media, self-media is growing at a very rapid pace and has a profound impact on the economy as a whole. Self-media provides people with the opportunity to start their own businesses.

With the continuous development of self-media platforms, more and more people are starting to take up self-media as a career. This has provided a new opportunity for people to start their own businesses, and many have successfully commercialised their brands through self-media. Self-media has had a significant impact on the advertising industry, with traffic and conversion rates gradually increasing, causing more and more companies to shift their marketing budgets to self-media platforms. This has made self-marketing increasingly popular, and to a certain extent has contributed to the rapid development of the self-marketing industry. This shows that the impact of self-media on the economy is far-reaching, and at the same time brings new opportunities and challenges to the economy. The crisis that has emerged in the self-media industry due to the economic downturn caused by the epidemic of uncontrollable factors is a test for self-media operations.

In contrast to Yanqiu Zhang's article "The Economic Potential of Self-Media"[2], the operation and development of self-media is constrained by the uncontrollable nature of the economy while contributing to the economy. This is something that has been mentioned in this article but not examined in others. The impact of the economy on self-media is far-reaching, as the rise of self-media is closely linked to the economic situation. As the economy prospers, people's spending power increases and so does their demand for news, information and entertainment. The rise and development of self-media has also been driven by this demand and has developed rapidly. At this time, a large number of self-media platforms and self-media creators have emerged, and competition has gradually intensified. However, the advertising market is also gradually expanding. For many self-media platforms, advertising revenue is one of their main ways of making money. As a result, the size and changes in the advertising market have a direct impact on the profitability and growth of self-media platforms. The last point is that, as noted, in an economic downturn, consumers' spending power will decrease and demand for news, information and entertainment will also decrease. This will have a direct impact on the traffic and advertising revenue of the self-media platforms, and the development of the self-media platforms will be affected to a certain extent.

Overall, the economy has a very important impact on self-media. The development and changes in the economy directly affect the profitability, development and future direction of the self-media platforms and self-media creators. In summary, the relationship between the operation of self-media and the economy is closely intertwined, and there are mutual checks and balances, and the two need to complement each other and develop together.

## 6. Conclusion

This article explores the relationship and role between the two in the context of the development of the self-media industry and its pros and cons, in conjunction with important elements of the social economy. In a number of research methods, it is found that the business operations of the self-media platforms and the economy have a mutually supportive relationship, with the two sustaining each other and developing together. Self-media drives the economy, and as the economy grows, so do the

industries. In the case of the self-media industry, changes and innovations in the industry have an impact on both self-media platforms and self-media creators. For example, new self-media models, new ways of making money and new self-media content will all affect the development and future direction of the self-media industry. In the internet age, where social media occupies the upper hand, there is a need to rely on a balanced development of the economy. In this is the main conclusion reached in this thesis.

For this situation, in the future the self-media platform should refer to the market trends of the economy while promoting consumption and pulling the economy forward, and the combination of the two to drive social development in order to effectively gain more benefits. However, the limitation of this article is that there are few examples of the uncontrollable factors affecting the operation of self-media in the economy, and there is a lack of clear and concrete research arguments, which will be further searched for in future studies. In the next study, we will look beyond China to the rest of the world. The relationship between the self-media industry and the economy around the world will be further explored and analyzed.

## References

- [1] Liu, Y. and Zhang, H. (2017). *Modelling and Optimisation of self-media Profitability Models*. *Chinese Journal of Management Science*.
- [2] Zhang, Y. (2021). *The 'Self-media's' economic potential*. [online] *elib.bsu.by*. Available at: <https://elib.bsu.by/handle/123456789/294184> [Accessed 26 Mar. 2023].
- [3] Yu, D. (2023). *The Impact of Self-media on the Spread of Consumerism*. [online] *www.atlantispress.com*. Available at: <https://www.atlantispress.com/proceedings/iclahd-22/125984530> [Accessed 20 Mar. 2023].
- [4] Feng, M. (2020). *An Exploration and Analysis of the Internet Celebrity Marketing Mode under the Self-Media Platform*. *2020 International Conference on Computer Communication and Network Security (CCNS)*, pp.117–120.
- [5] Wang, X. and Yang, Z. (2022). *Research on the Youth Group's Expectations for the Future Development of self-Media while in the Digital Economy*. *Frontiers in Business, Economics and Management*, 3(3), pp.43–48.
- [6] Luo, J. (2023). *Research on the Relationship between Internet Celebrities and Internet Celebrity Economy*. *Proceedings of the 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022)*, pp.1400–1407.
- [7] *Live Streaming Traffic Plaza, Douchacha, August 1st, 2022*. From: <https://www.douchacha.com/liveSquare>.
- [8] Beibei, L. (2021). *Analysis on the Marketing Mode and Economic Development Trend of Internet Celebrities in the Era of We Media*. *Industrial Engineering and Innovation Management*, 4(2).
- [9] Jagongo, A. and Kinyua, C. (2013). *The Social Media and Entrepreneurship Growth (A New Business Communication Paradigm among SMEs in Nairobi)*. *International Journal of Humanities and Social Science*, 3(10).
- [10] Song Mingrui, *Analysis of Internet Celebrity Marketing Strategy Based on Customer Transfer Value [j]*, *Modern Business*, 000(30):22-23.
- [11] Sobral, F. A. *Rethinking Television in the Self-Media Age*.