

Analysis of Live Broadcast Chaos and Corresponding Solutions Under the Epidemic

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Abstract. The sudden epidemic in 2020 has swept the world, affecting the economy, politics and other aspects of most countries in the world. In such a period of economic downturn, the live broadcast industry has risen rapidly and has become a major emerging industry. Because it not only meets the requirements of epidemic prevention, but also meets people's social needs, it has developed rapidly. Followed by a series of problems such as tax evasion and tax evasion by anchors and low industry atmosphere. This article aims to investigate the problems existing in the current live broadcast industry and propose corresponding solutions. In today's economic context, on the one hand, we need to fully justify the advantages of live broadcasting, and on the other hand, we must strictly control its illegal behavior. Make rectification in a timely, effective and appropriate way.

Keywords: Broadcast; Related problems; Solution.

1. Introduction

1.1 Background

In 2020, the sudden Covid-19 swept across China and then affected the whole world. In order to actively respond to the sudden and urgent influenza epidemic, various countries did their best to achieve the overall goal of controlling the epidemic and realizing dynamic clearing target. In this process, it will undoubtedly consume huge financial and material resources. Whether it is in the medical services provided to the public or in the development of vaccines and special drugs, a certain degree of pressure has been exerted on the government's finances. At the same time, due to the strong infectious ability and fast infection speed of the Covid-19, in order to effectively suppress the spread of the epidemic, many areas in countries have implemented static closed management, which will affect the normal operation of many enterprises and various aspects of economic activities. As a result, the development of the live broadcast industry has been stimulated. Due to the stay-at-home, fun and entertainment nature of the live broadcast industry, it has been loved and sought after by the general public. In this case, certain problems also arise. This article discusses the problems faced by the live broadcast industry and the rectification measures under the background of the Covid-19.

1.2 Related research

Xia and Song analyzed the existing legal issues in live broadcasting, and analyzed the underlying reasons for the chaos, that is, the imperfect legal system and inadequate supervision, including legal regulation from the individual anchor and the live broadcast platform. Thus, a basic method to change the chaos of live broadcast is proposed [1]. Zhang and Chen discussed the general history of the development of live broadcasting. At the same time, they mainly introduced the content of live broadcasting, and described the new strategies and changes of live broadcasting after the outbreak of the epidemic. Introduces new breakthroughs made in publishing live broadcasts in order to adapt to the epidemic era [2]. Zhang explained the six characteristics of the current situation of live broadcast, and then analyzed the internal motivation for the rapid development of live broadcast in the epidemic environment. This leads to possible problems existing in the live broadcast, so as to propose solutions to each problem [3].

Tai introduced the economic benefits of live streaming to people in the context of the epidemic. Especially for some merchants and manufacturers, live streaming is an extremely effective way to resume production and operation. At the same time, it also pointed out that due to the rapid

development of the live broadcast industry, some problems will inevitably arise, and strategies on how to deal with these problems are also pointed out [4]. Zhao explains the relationship between network anchors and consumers by citing the halo effect, revealing the characteristics of its virtuous circle. Taking the challenges faced by small and medium-sized foreign trade enterprises in the context of the epidemic as the background, it shows that compared with large enterprises, the impact of the epidemic on small and medium-sized foreign trade enterprises is huge. However, the characteristics of live broadcast provide it with an alternative way of survival. At the same time, it explains how small and medium-sized enterprises should deal with new challenges from the selection of live broadcast platforms and the selection of suitable network anchors [5]. Through the deep excavation of the live broadcast phenomenon, Wei revealed the underlying psychological logic behind it. First of all, it introduces the persuasiveness of the host during the live broadcast. Starting from the introduction of the host's language strategy and style, coupled with the specificity of the live broadcast environment, it explains why consumers are more likely to buy goods during the live broadcast. Then, the audience identification in the live broadcast is introduced, and the reasons for consumers to buy products in the live broadcast are shown in the form of a questionnaire, which reflects the nature of information identification and symbolic consumption. Finally, the characteristics of modern people are mentioned, that is, the interaction between the anchor and the audience and the two-way balanced dialogue. Here's why live streaming is so beloved [6].

Wang and gao discussed the reasons for the rise of online live broadcasts by exploring the social relations and behavior habits of modern people, that is, due to the strong dependence between people and the ubiquitous bow-headed people. Starting from the characteristics of modern people's society, we analyze the essence of live broadcast with the basic logic of catering to its characteristics, and finally point out the possible threats of live broadcast. For example, social tensions, excessive consumption, and the risk of dissemination of anomie [7]. Yan et al. from the new farmers' live broadcast sales of agricultural products under the epidemic situation as the breakthrough point, summarizes the new farmers' live broadcast status. Different from ordinary live broadcasts by online anchors, farmers live broadcasts often face some specific problems. Yan pointed out the problems of bringing goods live in farmers, such as insufficient technical requirements, low logistics efficiency, lack of supervision and lack of their own brand. And put forward corresponding solutions for each problem [8].

Li et al. take the current situation of live broadcast as an entry point to analyze the chaos in live broadcast. Through the combination of questionnaire survey and WeChat electronic questionnaire, questionnaires were distributed in Shanghai to investigate the consumption participation of citizens in the context of e-commerce live broadcast. From the perspective of gender, age level and anchor level, the problems existing in different aspects and levels are analyzed. At the same time, it also analyzes the chaos of the connotation of the live broadcast operation mechanism. Finally, suggestions for the development prospects of the live broadcast industry are put forward [9]. Through statistics, starting from the number of netizens in China and the scale of live broadcast users, Li et al. shows the huge scale of the network platform, thus illustrating the necessity of effective and reliable supervision. Li mainly discusses the relevant functions and responsibilities of the government for the online live broadcast platform. It expounds the aspects that the government should strengthen and the measures that should be taken [10].

1.3 Objective

Through the investigation and statistics of the live broadcast industry under the background of the epidemic, this article explores the preexisting problems of the live broadcast industry. The second part starts from the special nature of live broadcast, the future development trend of live broadcast and the rapid rise of the live broadcast industry, and analyzes the reasons for the chaos. It reveals the common problems and status quo in the current live broadcast industry. At the same time, after raising relevant questions, the third part provides corresponding solutions and solutions for each existing

disorder and problem. Appropriate and reasonable suggestions are given from the perspectives of countries, platforms and individuals.

2. Characteristics of the live broadcast industry

2.1 Develop rapidly

According to the China Internet Network Information Center (CNNIC), in the first half of 2021, the number of Chinese netizens reached 1.011 billion, an increase of 21.75 million from December 2020. Among them, the number of online live broadcast users reached 638 million, accounting for 63.1% of the total netizens; the scale of e-commerce live broadcast users was 384 million, accounting for 38% of the total netizens. These figures show the growing number of Internet users. Since the outbreak of the epidemic in 2020, closed management, staying at home and becoming a normal living state. Under such a background, the sales of some merchants are greatly restricted, and offline shopping cannot become a long-term development strategy under this background. Under the pressure of survival, some brands and manufacturers have gradually shifted from offline sales to online sales, and have achieved considerable economic benefits. This situation has stimulated the online transformation of different industries, so the live broadcast industry has experienced rapid expansion and development.

2.2 Covers a wide range

The outbreak is global, so it affects not just one aspect, but many industries. As large as the tourism industry of a country and a city, as small as the convenience store at the door of the community, all of them cannot operate normally due to the epidemic to a certain extent. Therefore, from helping farmers to sell unsalable agricultural products, to food and clothing, they have all entered the live broadcast industry. The rise of the live broadcast industry during the epidemic has involved all aspects. In today's era of the Internet, almost anything you want to buy can be bought on live broadcasts. Because of its high cost performance and good benefits, live broadcast has also attracted the love of different people in various industries. Therefore, whether it is from the industry involved in the live broadcast or from the audience of the live broadcast, it has a very wide range of coverage.

2.3 Surge in demand

The extremely high infectivity of the virus has led to the fact that staying at home has become a normalized living state for citizens. Psychological research shows that humans are social animals, so most people tend to communicate with others. Especially in China, people prefer lively market life. When the lockdown is at home, there is an urgent need to satisfy one's inner needs by communicating with others. Live streaming has exactly that effect. In the real-time interaction of the anchor, basic social needs can be met. At the same time, some consumers also regard waiting for express delivery as their spiritual comfort and spiritual sustenance. Therefore, under the special background of the epidemic, the demand for live broadcast has become very strong.

3. Problems existing in the development of live broadcast

3.1 Exaggerated propaganda, capital intervention dominates consumption behavior

The rise of the live broadcast industry is due to its low price and high cost performance. Compared with offline purchases, anchors often rely on their fan influence to gain the ability to negotiate with merchants and get a greater preferential mechanism. However, among them, there are always problems such as selling fake and shoddy products, and buying ducks to get chickens. According to reports, in the first half of 2020 alone, the Shanghai Consumer Insurance Commission received 30,200 complaints related to online shopping, a year-on-year increase of 39.1%, mainly focusing on the performance of online merchants, and the deviation of functions and publicity. Some

unscrupulous anchors do not fully understand the product before selling the product, and only rely on the lighting in the live broadcast room, the high-pitched voice of the anchor, and other assistants in the live broadcast room to set off the atmosphere to achieve the purpose of closing the deal. Even a big anchor like Li Jiaqi has the embarrassing experience of showing non-stick fried eggs but sticking to the pan everywhere; another example is in November 2020, the product of cubilose brought by a well-known anchor on a certain platform is actually sugar water; "Eco-agricultural products" were broadcast live as a publicity stunt as inspected pork and other products. The emergence of these phenomena shows the lack of regulation of live broadcasting. At the same time, in the live broadcast industry, capital is the dominant force. As long as a certain brand gives more money and is willing to invest in advertising, it can be recommended by the whole network, which will cause a large number of consumers to follow suit. Due to its huge profitability, this phenomenon is not uncommon, and we urgently need certain supervision to solve this problem.

3.2 There is a gray area, and the red line is constantly touched

In the live broadcast industry, the most important thing for anchors is their influence and fans. Therefore, in order to attract more fans and get more network flow, some network anchors can be said to be doing everything possible, using various means to attract attention. For example, in order to attract fans, some dance anchors deliberately placed the cameras in sensitive positions, coupled with certain purposeful actions, to attract the attention of some curious audiences; another example, a platform anchor, in order to attract network flow and cater to popular trends, going to Chain clothing store tries on children's clothing, but does not compensate for damage to clothing. All of these are constantly touching the limits of the public's tolerance. In this era when network flow can be monetized, the surge of fans is a symbol of their income, so there is no shortage of these bad phenomena. However, because the regulatory authorities and national government legal agencies do not have standardized requirements for the behavior of live streaming, there are many gray areas in the live streaming industry. Side-kick behavior has become widespread. Some people even change the packaging and name of the drugs banned by the national government to sell. This is not only an unethical behavior, but also may seriously affect the health of consumers. Therefore, we should strictly prevent such phenomena from happening.

3.3 There are financial problems such as data fraud and tax evasion

In the webcasting industry, network flow is closely related to profit income. High popularity can often bring high attention to the platform, and platforms with high attention can attract more users to watch, consume and invest. This is a virtuous circle of mutual benefit and win-win situation. However, in recent years, more and more anchors have been exposed to create virtual users through special platforms, in order to falsify their own data to show that they have a lot of fans. Since this method can benefit both the anchor and the platform at the same time, they have set up virtual accounts, bought zombie fans and other improper means to create key data (following, viewers and sales, etc.) Artificial fraud chain makes the data used by this application to detect the gold content of the anchor and the platform lose its due value, and makes the entire online live broadcast market fall into a vicious circle of not paying attention to the quality of the content and only focusing on the network flow. Recommended on the homepage of the platform, they will pay their own money to buy robots on the intermediary platform to increase the popularity of the live broadcast room. For example, in the live broadcast with a famous Chinese comedy obviously participating, only 110,000 of the 3.11 million users who watched online are actually real. The rest are fake robot users. In addition, due to the rise of the live broadcast industry in recent years, related legal issues have emerged one after another, especially tax issues. For example, the well-known anchor Weiya, once considered one of the top anchors in China, was exposed to serious tax problems last year and was fined 1.3 billion yuan. Such a huge amount caused an uproar on the Internet, causing a lot of The anger of netizens and phenomena cause us to reflect even more. There should be appropriate methods to regulate such behaviors in live webcasts.

4. Effective and feasible solutions

4.1 Set up reasonable complaint channels and actively handle complaints

The reason why the live broadcast industry is full of chaos is that some anchors rely on their own fan traffic to earn illegitimate income and will not face corresponding penalties. It is this mechanism of doing bad things without punishment that leads most streamers to opportunistically. The phenomenon of illegal products that fail to pass the inspection of the sale of counterfeit goods emerges one after another. Therefore, a reasonable back-office feedback channel should be developed. Taking China's Taobao as an example, the platform is the largest online shopping platform in China, and the reason why it has always been loved by people is because of its good after-sales service. 7-day unsatisfactory returns, complaints about non-compliance with merchants, and leaving bad reviews are all people's shopping feedback, and this feedback can well affect the behavior of future buyers. It is precisely because of the existence of such punitive behavior that merchants dare not act recklessly. Because once they violate the normal rights of consumers, its bad impact will immediately reflect on their sales. The same is true for the live broadcast industry. If there are appropriate complaint feedback channels and reasonable penalties for relevant businesses, the occurrence of non-compliant behaviors will be greatly reduced.

4.2 Standardize the behavior of anchors and set up industry access thresholds

In recent years, China's short video software has emerged in an endless stream, and the two platforms that dominate the market are TikTok and Kwai. However, in today's era, everyone can pick up their mobile phones to shoot and share videos anytime, anywhere, or open a live broadcast room and become a host by themselves. This convenience makes the threshold for live broadcast extremely low, and anyone can participate. It is also because of this that the inappropriate behavior of some anchors to attract traffic often occurs. In order to solve such problems, it is a practical way to join the industry review mechanism. Once the censorship system is added, it will first ensure that each anchor has undergone a certain screening when entering the industry. Secondly, in the entire process of engaging in the industry, it should be reviewed from time to time. For example, inspection agencies generally check the behavior of anchors on a regular basis, and if they find violations, they will be severely punished. From the anchor's behavioral restraint and punishment, it can greatly purify the network anchor environment and improve the overall quality of the anchor, thereby spreading positive and healthy energy to the audience.

4.3 Formulate industry-specific legal guidelines and strictly check income

Due to the rapid development of the live broadcast industry in recent years, the relevant provisions, laws and regulations that match it have not been perfected. It is precisely because of the lack of explicitly prohibited regulations that many anchors are opportunistic and obtain illegal and illegal income through improper behavior, because they will not be punished accordingly. Touching the red line with a gambling mentality is a common phenomenon in the live broadcast industry. In order to change this phenomenon, the state should speed up the formulation and improvement of relevant laws. Only the prohibition and permission under hard conditions can make the anchor understand what can be done and what cannot be done. At the same time, only formal legal provisions can clearly define border-wiping behaviors. In addition, data fraud can also be improved. When such behavior is clearly prohibited, coupled with strict censorship and severe punishment, traffic can truly serve fans, and the authenticity and reliability of traffic can be improved.

5. Conclusion

This article reveals various problems that exist in live broadcasting, such as false propaganda, data fraud, counterfeiting, and tax evasion. All the problems, both for consumers and for the platform, undoubtedly have this huge threat. Through the analysis and investigation of these problems, it shows

its influence on various aspects. At the same time, in response to different issues, some measures that can be changed according to personal views are put forward, such as setting up reasonable and effective complaint channels, raising the entry threshold and setting up relevant laws.

In recent years, live broadcasting has been showing the characteristics of rapid development, high participation, low entry, and large scale of economic benefits, so it has attracted many netizens to participate first. However, at the same time, the relevant industry constraints and legal norms have not been developed and established at the same time, so it is inevitable that many bad phenomena will occur. In the face of the sudden epidemic and the rapidly developing live broadcast industry, our country and government should firstly provide positive and correct guidance, and use clear legal provisions to regulate the behavior of practitioners; secondly, the live broadcast platform should play a supervisory role, whether it is for the anchors. Supervision or responding to the reasonable demands of consumers should establish efficient channels to achieve the role of supervision; finally, the live broadcast industry is for the whole people, so everyone should improve their self-awareness and quality, regulate and restrain themselves, and purify Network space, so that the live broadcast industry can develop healthily.

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