

# A SWOT Analysis of Internet Celebrity Economy Via We-media

Zhen Jia

Longhu Jinglin Tianxu, Fengcheng 7th Road, Zhangjiabao Street, Weiyang District, Xi'an City, Shaanxi Province 710016, China

## Abstract

**In the Internet Plus era, many new economic forms have been derived from the combination of the Internet and many traditional industries in the process of its development. Internet celebrities have gradually appeared in the eyes of the public, and the new economic form of Internet Celebrity economy has emerged. The new business model behind the Internet Celebrity economy is affecting people's way of life and stimulating the development of social economy. However, the development of the Internet Celebrity economy has double-sided nature, the opportunities and challenges in the development process are also quite complex. This paper will use SWOT analysis method to analyze the Internet Celebrity economy, and put forward some feasible suggestions for the development of the current Internet Celebrity economy.**

## Keywords

**Internet Celebrity Economy; SWOT Analysis; We-media; Internet Plus.**

## 1. Introduction

With the rapid development of the Internet and self-media platforms, the Internet Celebrity economy is showing strong growth momentum, which will make important contributions to the diversified development of the economy and society. However, as a new economic form, there are many uncertainties in the development status, future trends, and social impacts of the Internet Celebrity economy, which deserve serious discussion and research. This article will mainly research the current status of the Internet Celebrity economy developed on self-media platforms and the new e-commerce models behind it, focusing on the advantages and disadvantages of the development of the Internet Celebrity economy. When proposing suggestions and strategies for the development of the Internet Celebrity economy in China, it will appropriately summarize the development process and successful experiences of foreign we-media, aiming to provide a more comprehensive and systematic analysis of the Internet Celebrity economy developed on we-media platforms in China.[1]

## 2. The Status Quo of Internet Celebrity Economy Via We-media

The integration of the Internet with traditional industries has led to innovative development, presenting a rich and diverse range of development models. The media industry has also leveraged the Internet to enrich its business models, resulting in the emergence of more and more we-media, which has given birth to the Internet Celebrity economy.

### 2.1. The Status Quo of Internet Celebrity Economy Via We-media in China

"Internet celebrity" refers to a person who becomes famous through online media in the Internet era, generally referring to someone who posts something or a certain behavior from their real life on the Internet, thereby attracting the attention of many Internet Celebrities. The Internet Celebrity economy is a new e-commerce model, which was proposed in 2015 as a new type of internet economic form. [2] It is a targeted and precise marketing method with purpose,

mainly referring to the use of public influence and popularity by the Internet celebrity themselves or the controllers behind the Internet celebrity to obtain economic benefits through certain monetization channels.

Currently, China's Internet Celebrity economy is booming with a strong momentum, stimulating the development of the Chinese economy. The year 2015 marked the infancy of the domestic Internet Celebrity economy, with a single promotional method mainly consisting of combining images and texts, mostly published on Weibo and Taobao online stores, what's more, monetization channels were extremely limited, mainly through e-commerce sales. Most of the initial Internet Celebrities were online store owners who made a profit through the Taobao platform. For example, Zhang Dayi, an internet celebrity on the Taobao, established her women's clothing store "My Favorite Wardrobe" in 2014, achieving annual sales of over a hundred million yuan for a single store. On Singles' Day of 2016, the store even made it to the top ten best-selling women's clothing stores on the Taobao. Besides Taobao, an account named "TCgirls Love Roasting" on the Weibo platform published various humorous short videos. These videos were short in duration and interesting in content, deeply loved by Internet Celebrity, she is papi. In June 2016, papi won the "Top Ten Video Celebrity Award" at the Super Red Person Festival on Weibo. Since then, more and more internet celebrities have emerged, with video content covering various fields such as food, tourism, beauty, and fashion.

The development of we-media platforms such as Kuaishou, Tiktok, has provided support for the development of the internet celebrity economy. Among them, Tiktok are particularly noteworthy. Tiktok is a social software, essentially a music short video community focused on young people. [3] The platform has rich and diverse video content, with a wide age and geographical span of audiences, and high usage, which has greatly promoted the development of the Internet Celebrity economy in China.

## **2.2. The Status Quo of Internet Celebrity Economy Via We-media Under the Internet Plus Times**

The innovative development of the Internet combined with numerous industries, especially traditional media, has directly driven the growth of the internet celebrity economy. In recent years, we-media entrepreneurs have proposed the concept of Big data precision push based on the point-to-point communication form of mass media, which is a point-to-point communication form that provides personalized information recommendations for users through big data technology and algorithm technology. [5] This communication method is highly targeted and precise, which can better cultivate user loyalty, help internet celebrities push content to potential users after publishing videos, attract fans, increase attention, and increase economic benefits.

At the same time, TikTok, the overseas version of Tiktok, has made Tiktok one of the most popular applications among locals in many overseas regions through its strong technical strength and good product experience. According to statistics from App Annie, a third-party market data agency, TikTok holds a leading position in markets such as Vietnam, Japan, Thailand, the Philippines, Malaysia, and Cambodia, repeatedly topping the local App Store or Google Play charts. YOUTUBE, as the representative short video platform in the United States, is known as the world's largest video website. According to the 2011 global video website ranking released by COMSCORE, YouTube maintained its top position with a market share of 43.8%. In addition, there are many new media such as Monocle competing vigorously, and the organic integration of numerous resources will greatly enhance the development of the internet celebrity economy on a global scale.

### **3. Analysis of Internet Celebrity Economy Via We-media Based on SWOT**

#### **3.1. SWOT**

SWOT(strengths, weaknesses, opportunities, threats), is a general research analysis method, which is based on the internal and external competitive environment and competitive conditions. That is to say, all kinds of main internal advantages, disadvantages and external opportunities and threats closely related to the research object are listed through investigation. With the idea of system analysis, all kinds of factors are combined for analysis and drawing a series of corresponding conclusions. By using this method, we can make a comprehensive, systematic and accurate study on the research object, and then make corresponding development strategies, plans and countermeasures according to the research results.[6]

#### **3.2. SWOT of We-media and Internet Celebrity Economy**

##### **3.2.1. The Strengths of Internet Celebrity Economy Via We-media**

Firstly, the video content on we-media is innovative and diverse, meeting the needs of the audience. For example, the ancient-style blogger Li Ziqi created a series of short videos focusing on food in the countryside and mountain streams, which not only attracted the attention of a large number of domestic netizen but also brought excellent traditional Chinese culture to the world. Her original short videos won the YouTube Silver Medal Award after three months of operation overseas. She mass-produced the Chinese-style delicacies featured in her videos and opened a Taobao store for sales, achieving impressive sales. Secondly, we-media are highly interactive, enabling effective communication between internet celebrities and consumers. [7] The live streaming function, private messaging function, and comment sections and bullet comment posting functions set up on the video publishing page on the platform directly bring the audience and platform bloggers closer together. Users can express their opinions and suggestions about products and video content in a timely manner, and internet celebrity bloggers can also receive users' feedback intuitively and clearly in the first place, making timely and appropriate improvements to content and products. Finally, self-media platforms have a wide audience range, from the elderly to children, all of whom are the target audience of short video platforms, providing a broad foundation for the development of the Internet Celebrity economy.

##### **3.2.2. The Weaknesses of Internet Celebrity Economy Via We-media**

As a new economic mode, Internet Celebrity economy certainly have its negative sides, so there will be some problems in the process of development. For one thing, with the continuous development of the Internet Celebrity economy, a lot of Internet Celebrities emerged. In brief, the large number of followers attracted by Internet Celebrities after they become popular will imitate the content of the videos they post, this not only affects their behavior, but also potentially alters their thoughts and values, which is particularly important in the Internet environment where content is mixed. For another, due to the lack of supervision of online platforms, the phenomenon of substandard product quality has emerged repeatedly, which has caused many Internet Celebrities to lose their credibility. Consumers have serious doubts about the quality of products promoted by Internet Celebrities, which has seriously affected the development of the internet celebrity economy.[8]

##### **3.2.3. The Opportunities of Internet Celebrity Economy**

The digital economy in the Internet era is thriving, and the Internet Celebrity economy, as an important component of the digital economy, has also enjoyed the huge dividends brought by the technological revolution and industrial transformation. In the new media environment, the pattern of information dissemination is constantly being reshaped, and the ways of information dissemination are becoming more diverse and enriched, providing a good opportunity for the

self-optimization and development of the Internet Celebrity economy; the continuous emergence and development updates of we-media platforms have provided a broader platform for the development of the Internet Celebrity economy; the era of fragmentation has promoted the development of short videos as a form of dissemination, and also contributed to the widespread popularity of we-media platforms, thus providing a vast market space for the Internet Celebrity economy.[9]

#### **3.2.4. The Threats of Internet Celebrity Economy**

Firstly, the Internet Celebrity economy lacks the constraints of relevant laws, regulations, and regulatory mechanisms in its development process, leading to numerous negative phenomena such as spoofed vulgar videos, false information, false marketing, and the spread of death culture. According to the results of the "Woodpecker 2019" special action to crack down on black industries announced by the ByteDance Security Center, as of December 31st, 2.03 million Tiktok accounts suspected of fraudulent clicks and cheating were banned, and 17,089 Tiktok accounts suspected of promoting black industries were banned. Secondly, internet celebrities' negligence in quality control of the products they sell has led to a proliferation of incidents involving substandard product quality. Lastly, some members of the public lack trust in social media platforms and have doubts about product quality, which to some extent hinders the development of the Internet Celebrity economy.[10]

### **4. Advice on the Development and Improvement of We-media and Internet Celebrity Economy**

The development of social media platforms has ushered in the "era of opinions", where everyone has a microphone, allowing diverse interests to be expressed and clashed. However, the ensuing focus on traffic and the novelty-driven operational methods of social media platforms have also brought many negative impacts, leading to a chaotic landscape on these platforms. Issues such as the resurgence of "yellow journalism" in the digital age—characterized by sensationalist headlines, curiosity-driven content, and profit-driven motives—have emerged. The online live streaming industry is frequently plagued by issues like "self-defamation", "vulgar promotion", and "rewarding minors". Some internet celebrities engage in unscrupulous profit-seeking activities. [11] The root cause of these problems lies in the severe lack of self-regulation on social media platforms, numerous issues in operational strategies, monotonous operational methods, lax content production control, and weak social awareness. Urgent action is needed to address these issues.

Firstly, strengthen industry self-discipline. As online communication platforms, social media platforms should have a stronger sense of responsibility, taking on the duty to establish new orders and norms, always adhering to journalistic professionalism, and effectively fulfilling functions such as supervision, promotion, and public opinion guidance. The content industry is the core and backbone of the new media industry, making it crucial to intensify content regulation. When producing content, internet celebrity bloggers should adhere to the principle of "Content is king," ensuring that the content they disseminate is both authentic and objective. They should pay more attention to the selection process to find appropriate and reasonable content integration models, and pursue commercial interests while comprehensively considering social and public interests. For instance, the internet celebrity named Zhang Dayi will solicit relevant clothing opinions from fans on Weibo before launching new products in the store; food blogger named Wang Rong sells products in her live streaming room that are for daily consumption, and also are posted on her short video account. Beauty blogger Li Jiaqi will test and showcase the lipsticks, foundation make-up, and other beauty products he recommends in his live streaming room, thus achieving successful product promotion.[12]

Secondly, perfecting the relational laws as soon as possible. The legal system related to the internet and we-media platforms is not perfect, lacking continuity and systematicness, resulting in many issues not being regulated in a timely manner. Currently, the laws regarding we-media are mainly normative documents, the laws and regulations concerning we-media infringement issues are relatively vague, not targeted, and lack operable detailed rules. Therefore, to better govern we-media platforms, it is particularly important to improve the construction of the relevant legal system.

Lastly, strengthen social supervision. Previously, Beauty blogger Li Jiaqi was suspected of false advertising during a live broadcast selling hairy crabs, netizen promptly raised questions about the quality, defending consumer rights and restoring the truth of the incident. In internet governance, society acts as a third party to compensate for "government failures" and "market failures". [13] The regulation of we-media and internet celebrity economy needs to leverage the self-purification role of society and the market. The government should actively guide and encourage the establishment of we-media self-purification platforms, such as the "National Rumor Busting" platform launched by Weibo in collaboration with the Ministry of Public Security. It can also draw on foreign practices to widely establish various national and regional internet industry self-regulatory organizations at all levels, urging network operation service enterprises to fulfill their legal obligations and social responsibilities. In addition, the audience and consumers of we-media platforms should actively supervise, which can be achieved by posting experience posts on we-media platforms, providing feedback in the video comment sections of internet celebrities or ringing the consumer hotline, jointly maintaining a good and healthy network order.[14]

## 5. Conclusion

Nowadays, the development of the Internet Celebrity economy is becoming increasingly perfect in terms of content, mechanisms, and technology. The overall internet celebrity economy is showing an upward trend both domestically and internationally. With the continuous improvement of China's economic and social development level, consumption upgrades, demand-driven changes, and industry transformations are all injecting sufficient vitality into the development of the Internet Celebrity economy. Furthermore, the innovative development of internet is driving the iterative upgrading of information technology and providing stronger platform support for the development of the Internet Celebrity economy, effectively promoting the optimization and upgrading of the product ecosystem. Internet culture is a testament to the progress of the times and an inevitable result of long-term social development. As a form of internet culture, the Internet Celebrity economy is developing with its unique characteristics, and this new economic culture has even broader development space in the future.

## References

- [1] Hyun Jung Park. (2019). The Effects of Match-ups on the Consumer Attitudes toward Internet Celebrities and Their Live Streaming Contents in the Context of Product Endorsement. *Journal of Retailing and Consumer Services*.
- [2] Gardner, Jacob., & Lehnert, Kevin. (2016). What's the New about New Media?How Multi-Channel Networks Work with Content Creators. *Business Horizons*. 59, 293-302.
- [3] Ritterbush, Jon. (2009). *Journalism.org: Pew Reseach Center's Project for Excellence in Journalism*.
- [4] Featherstone, Mike. (2000). *Consumption Culture and Postmodernism*. Yilin Press
- [5] GaoXin. (2018). *Opportunities and Challenges of Mobile Short Video in Wemedia Era*. Atlantis Press.

- [6] GongXiaojun.(2013).SWOT Analysis-as a General Analytical Method for Strategic Research. Journal of Xidian University(Natural Science.1,49-52.)
- [7] LiuGuohua,ZhangPeng.(2017).Internet Celebrity Economy - The new Logic of People and Business in the Mobile Internet Era[M]. Beijing:New World Press.
- [8] LiuTianjiao,QinYi,YangJing.Research on We-Media Entrepreneurship Model in the Internet Era. Modern Business, 2, 168-170.
- [9] LiPingping, HuMin, QinMin, LuoMenghan. (2019). Analysis of Internet Celebrity Marketing Model and Development Trend of Internet Celebrity Economy in the Era of Social Media.10, 13-14.
- [10] LiChengwei.(2019).Analysis and Research on the Advantages and Disadvantages of E-commerce Short Videos and Live Broadcasts in the Age of We-Media.23,191-192.
- [11] LeiYing.(2017). Analysis of the social causes of the "Internet Celebrity Phenomenon" from the Perspective of New Media.JournalismProbe,02.
- [12] WangYufeng, LiuYifan. (2019). Artistic Expression of Short Food Videos on We-Media Platforms. China Radio & TV Academic Journal,8, 30-33.
- [13] WangXiaomin.(2019). The Current Development Status, Challenges, and Future Trends of Short Videos under the Internet Celebrity Economy. The Lowe Part of Journalist Observation:5,64-65.
- [14] ZhangXiaoqing.(2018).Research on the Current Development Status and Trends of Internet Celebrity Economy in the Era of We-media.Journal of News Research.Z.W. Zhang, J.N. Wang: Crane Design Manual (China Railway Press, China 1998), p.683-685. (In Chinese)