

A Study of the Attribution of Online Discourse in the Realm of Social Media Development

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Abstract: With the rapid development of social media, netroots are gaining more and more weight on the Internet, and the network discourse is gradually tilting towards the hands of netroots. The Netroots 3.0 era appeared netroots to meet the majority of netizens' multiple psychological needs. Same their own influence can also bring a lot of benefits to society, such as the emergence of the netroots economy, promotion of the development of the social economy, the emergence of life with the form of goods for the economic development of the full power added. However, there are also some netroots who behave unrulily. The study of the attribution of network discourse is very necessary and has great significance for the benign development of society. This paper adopts the data analysis method and case study method, through listing, comparing and analysing, to summarize the influence of network discourse right holders in tourism, culture and other aspects. Finally, it concludes the advantages that the influence of netizens can bring and the governance of misbehaviour.

Keywords: Online discourse, netroots, influence on social media.

1. Introduction

Since the 21st century, social media has begun to appear, and in these two decades, social media has developed rapidly. Because of this, the development of Netflix and the Netflix economy has also become more and more rapid. Netroots can also be called the holders of online discourse. The netroots economy is based on netroots through the accumulation of fans in the form of bringing goods, video promotion, and other forms of cash. Such a profit model eventually evolved into a systematic and complete business model, thus forming the netroots economy [1]. In China, around 2005, a group of Netroots appeared on the Internet through gimmicks and became famous in the online community by means of "picture + text". This period is called "Netroots 2.0", and after 2008, people in various fields have been displaying themselves on microblogs, WeChat, and other platforms in the form of "video+picture+text+live streaming", and "Netroots 3.0" has become a trend. "Netroots 3.0" officially appeared. Compared with the second generation, the third generation has richer ways of realisation, showing an industrialised and commercialised development model. Their development history is actually a microcosm of the development of Internet technology. Internet discourse holders are those who have a great degree of personal influence on social media platforms and, at the same time, are able to be favoured by a large number of fans in their own areas of expertise. As new media trendsetters, they are able to accurately grasp the psychology of the audience, and through the packaging and management of their personal IP, they are able to gain sufficient attention resources

in the Internet environment. In other words, online discourse holders are those who share and express themselves on online platforms and then gain the attention, love, and recognition of netizens, thus forming their own influence and a fixed fan base, and who are able to quickly transform their personal traffic into economic benefits. There are two main elements for online discourse holders: the first is to have sustained exposure on online platforms, and the second is that they should have appropriate interactive feedback with their audiences. Online discourse holders cater to the multiple psychological needs of people in modern society, such as the psychology of curiosity, the psychology of following the crowd, and the psychology of catharsis.

From the viewpoint of the development of online discourse right holders, their influence is getting bigger and bigger, and they have even become indispensable in some fields, so analyse the direction of their influence and how to use their influence correctly. As a node in the social network, the greater the weight of the network discourse right holder, the stronger the dissemination ability. Nowadays, online discourse holders are also a cultural phenomenon, which can carry out cultural propaganda on the Internet; they can also bring economic benefits, and they are also opinion leaders who can guide public opinion. In short, they, as a group, are not only a product of the development of social media but also a promoter of cultural expression and economic and social change. However, some of them are unable to make proper use of and exert their influence, and some of their misbehaviours have brought extremely negative impacts on society, such as malicious speculation, creating public opinion, spreading rumours, and so on. Netroots culture is harmful to the physical and mental health of netizens, especially young people, poisoning their minds, wearing down their will, hindering their growth, and becoming a major "tumour" that hinders the healthy development of netizens [2]. The purpose of the study is to determine how to deal with such behaviour.

hundreds of millions of people are active on the Internet every day, and if some people have the right to speak on the Internet, they must guide the majority of netizens correctly. And dealing with those who have bad traces of network discourse rights holders, which is of great practical significance for optimising the network environment and promoting the benign operation and development of society.

Secondary data analysis method: collect data on the number of fans, the number of comments, the number of retweets, and other data on the holders of online discourse rights on the Shake Voice platform, and go for comparison and analysis.2, Case study analysis method: collect and collate the hot events of online discourse holders on the Shake Voice platform and compare and analyse them.

this paper first discusses the network discourse right holders in five aspects: culture, tourism, law enforcement, charity, and product sales, then discusses some demonstration behaviours in the aspect of product sales, and finally analyses how to guide network discourse right holders how to use it correctly, as well as how they can develop in the future, and what kind of contribution they can make to the network environment.

2. The DouYin Platform of Blogger, Categorized According the Role of Influence

2.1. The Attribution of Online Discourse in Tourism Promotion

(1) Kaifeng Wangwu, 5,879,000 followers on the DouYin platform. Opened a live version of "Non-sincere Do Not Disturb" in a scenic spot in Kaifeng, Henan Province, to create a matchmaking scene; many singles from all over China came to Kaifeng from thousands of miles away to participate in this activity. Forty to fifty pairs of marriages can be facilitated in a year. The topic's heat increase in Jitterbug reached 47,083,000 people watching. For several consecutive days, it was steadily in the top few hot searches. Kaifeng Wangwu promoted the development of cultural tourism in Kaifeng through this activity. According to the data of Tongcheng Travel, as of 26th March, the ticket bookings of the scenic spot where Kaifeng Wangwu is located have more than tripled in recent weeks

compared with the previous year. Hotel bookings in Kaifeng have increased by 44 percent compared to the same period last year, and ticket bookings to Kaifeng have also increased significantly. Not only that, Kaifeng catering was also packed during the peak period.

(2) The official account of Hangzhou Culture and Tourism, with 121,000 fans on the DouYin platform, used the song "Girls" as the BGM of the culture and tourism promotional video, with 48,000 likes, 8,145 comments and 16,000 retweets. Among its 308 works, the video ranked second in terms of likes. The song "Girl" was made into a personal IP by Netflix Tong Jincheng, with 9,796,000 followers on the DouYin platform. The song carries Tong Jincheng's own traffic on DouYin, and the blogger's fans are also active in the comment section of the Hangzhou Wentian video, bringing traffic to this Hangzhou Wentian video as well as to the account itself.

(3) The Wuhan Literature and Tourism official account invited Dong Yuhui, with 27,442,000 followers on the DouYin platform, to shoot a bar tourism promotional video, inviting the general public to come to Wuhan to see the cherry blossoms. The video received 176,000 likes, 17,000 comments and 24,000 retweets. Compared with other video works of the Wuhan Culture and Tourism official account, this video has significantly more attention than others.

(4) The official account of Xinhua News Agency, in conjunction with the official account of Show Me China, invited Dong Yuhui to act as the experienced officer of the Show Me China programme for the Kashgar period, and shot two promotional videos; the first video work received 719,000 likes, 35,000 comments, and 38,000 retweets; and the second video work received 170,000 likes, 11,000 comments, and 16,000 retweets. With nearly one million likes, the two video works brought considerable attention to Kashgar Cultural Tourism and fuelled its development.

(5) CCTV News interviewed the director of the Department of Culture and Tourism of Heilongjiang Province: what kind of policy was adopted for the fire in Harbin this year. One of the director's answers was that their culture and tourism department used Internet thinking, mentioning the use of head bloggers related to culture and tourism to attract traffic and promote. From the director of this answer, it can be seen that the network discourse belongs to most in the hands of the netroots, using their own traffic for the cultural tourism boost.

In fact, these examples can be summed up in the net red travel card to the public influence. Whether it is "Kaifeng Wangpo" or "Show Me China" and Dong Yuhui's cooperation, both are designed to attract tourists to come to the network card. In the process of punching cards, consumers appropriated the value of consumption in the consumer market to construct the meaning of self-consumption, that is, through participating in punching card consumption to obtain a kind of short-lived happiness and enjoyment, as well as the distinction between the group to which the self belongs to and the social status, to realise the construction of the self-social identity, that is, appropriating the meaning of consumption to construct the meaning of general self-worth [3].

2.2. Online Discourse Attribution in Cultural Propaganda

(1) Li Ziqi, with 48,048,000 followers on the DouYin platform, has released a total of 772 works on the Jieyin platform, with a cumulative total of 220 million likes. With the help of modern communication media, Li Ziqi has created a three-dimensional and vivid picture of rural life by playing the audiovisual function of short videos, showing a unique rural landscape, a leisurely and comfortable rural lifestyle, and the human warmth that flows silently [4]. She is also the first non-legacy promotion ambassador of Chengdu, exporting Chinese traditional culture to the international level and showcasing the charm of Chinese traditional culture, which has been praised and recognised by CCTV. As an owner of online discourse with a large number of fans, inspire people in modern society to aspire to a better life. It confirms the poetic imagination of modern people for the countryside and satisfies the curiosity of overseas audiences for traditional Chinese culture [4].

(2) Northeast Rain Sister has 22.865 million followers on the DouYin platform. The main content of her video works is to film the daily life in the Northeast countryside and talk about Northeast folklore, with over 100 million views of her videos, and most of her video likes breaking a million, with a total of 190 million likes accumulated. The image of the Northeast countryside is the embodiment of the "soft power" of the Northeast countryside, which is to accelerate the construction of a strong agricultural country, promote the modernization of agriculture and rural areas of the "intangible assets" [5]. Northeast rain sister video comment area in most of the north and south netizens interaction, northern netizens for southern netizens to explain the content of the video. However, there are still a small number of netizens who have a bad filter on the Northeast. The image of the Northeast countryside needs to be re-understood and viewed correctly [5].

2.3. The Attribution of Online Discourse in the Promotion of Universal Law

(1) Hou Da - Luo Xiang said that the criminal law, 10,941,000 fans on the DouYin platform, a total of 49 works were released, with a total of 2,724,000 likes, and the number of likes of each video work exceeded ten thousand. He is not only a Netflix blogger with 10 million fans on the Shake Voice platform. He is a law professor who teaches his students to do their best to be the "light of the rule of law". He is also a professor of law who teaches his students to do their best to be the "light of the rule of law" [6]. His videos are all about promoting legal awareness and explaining legal knowledge to the general public. In this aspect of legal awareness, he makes reasonable use of his online voice.

(2) Xiao Xue, with 6.72 million followers on the DouYin platform. In the middle of 2023, yellow rumours about the blogger spread on the Internet, and a lot of people appeared in her comment section during that period of time, cyber-violating the blogger. Instead of choosing to directly and mindlessly dislike those untruths, the blogger produced a long video work that tells the full story of the whole process from being cyberbombed to properly defending her rights. The video work has up to 3.51 million likes, 614,000 comments and 1.584 million retweets. The video has attracted support from female netizens in the comment section, who also said that they had really learnt how to defend their rights correctly when they encountered this kind of incident in her video.

2.4. The Attribution of Online Discourse in Charity

(1) 2023 Zhuozhou Floods: On 29th July 2023 in North China, because of the influence of Typhoon Dusu Rui, which led to heavy precipitation for more than 72 hours. It triggered Zhuozhou flooding, a meteorological disaster event, a large number of netizens donated money and posted videos on social media platforms, calling on netizens from all over the country to help Zhuozhou through the difficult times. Among the DouYin bloggers, Crazy Little Brother Yang donated 20 million yuan, and the Guangdong couple and the Guoyue couple also donated 10 million yuan each. Compared with the stars, Huang Xiaoming donated 1 million yuan, Wu Jing donated 1 million yuan, and Lin Zhiling and Xie Nan donated 500,000 yuan each.

(2) 2023 Gansu Earthquake: On 18 December 2023, a 6.2 magnitude earthquake occurred in Jiesshishan County, Gansu. Similarly, DouYin bloggers from Jitterbug made donations, with Bai Bing donating 20 million yuan, and Crazy Little Brother Yang donating 12 million yuan. Compared with the stars, Bai Jingting donated 1 million yuan, the Times Teenagers donated 1 million yuan, and Chen Qiao En, Qi Wei, Zhang Yixing, and Wang Su Taki donated 500,000 yuan respectively.

(3) The online discourse of Netroots has gradually increased in recent years, so the role of Netroots in some emergencies has become significant. But on the contrary, in the 2008 Wenchuan earthquake, it is not difficult to see that there are netroots donations, and those who donate are all stars, such as Chow Yun-Fat donating 50 million yuan, Jay Chou donating 42 million yuan, Jet Li donating 40 million yuan, and Stephen Chow donating 30 million yuan, and so on.

2.5. The Attribution of Online Discourse in the Sale of Internet Products

(1) Northeast Rain Sister, 22,865,000 fans on the DouYin platform, a variety of northeastern agricultural products are shelved on the Jieyin homepage window, the number of people following the purchase has reached 3.14 million people, and 6.1 million pieces of goods have been sold. The word-of-mouth rating is as high as 4.9 points. Northeast Rain Sister not only promotes the rural culture of Northeast China, but also makes a certain contribution to the sale of Northeast China's agricultural speciality products.

(2) DouYin account "with Hui walk" is the netroots DongYuHui with goods company live account, DouYin platform has 17,412,000 fans. The account is open more than 12 hours a day, the account window with the number of buyers reached 7.484 million, the number of goods sold reached 29.5 million, with the word-of-mouth rating of 5.0 out of 5.0. 23 January 2024, Dong Yuhui "with Hui peer" live broadcasting with the "People's Literature", sold 81,000 sets [7].

3. The Benefits Brought by the Rational Use of the Right to Speak on the Internet

In social media, the saying that traffic is king has always had high supporters. It can also be analysed from the data above. The personal IP of Netroots has a lot of traffic on the Internet, and the Netroots themselves have a large number of fans as a foundation. The content promoted by Netroots in the video will be accepted by most of the netizens, and Netroots have played an important role in culture, tourism, and general publicity.

4. The impact of misbehaviour of online discourse attributors

4.1. Overnight fame leads most young people to develop a wrong view of their careers

The development of social media has produced Internet celebrities, who have accumulated a great deal of wealth for themselves by accepting rewards for live broadcasts, bringing goods on air, and charging xxfees for inserting advertisements into their videos. When young people see that the network industry has such a strong ability to attract money, they will have the idea that they can make both money and fame by engaging in the network industry. Resulting in a large number of young people flocking to the network broadcasting industry, not interested in other positions in society, that earning money is the first task, leading young people to produce a wrong outlook on the profession.

4.2. Netflix's wealth-showing behaviour brings the public a wrong view of consumption

After accumulating a large amount of wealth through live broadcasting, Netroots themselves will show their abundant material life in their own videos. They show their big houses, luxury cars, brand-name watches and all kinds of luxury consumption behaviour. In their videos, they transmit the concepts of "exquisite" and "light luxury". Under the influence of this powerful materialistic view, people pay attention to eating well, wearing well and playing well, but neglect the pursuit of spiritual consumption, and appear to pursue the brand-name comparison, luxury consumption, and some people even do whatever they can to satisfy their materialistic desires [8].

5. Conclusion

Through the analysis, it can be concluded that if the network right of speech holders are correctly used, they can bring great benefits to the benign operation of the network environment and the peaceful and stable development of the society. In terms of tourism, culture, legal knowledge promotion, etc., the role of online discourse right holders is even higher than that of official media. However, there will also be a bad side, the holder who does not correctly use the right to speak on the

network will also have an impact on the network environment, society and the country. Network public opinion, hype, propaganda bad social atmosphere, etc. Nowadays, the proportion of young people using the Internet is very large, and if it is affected, it will have an impact on the future development of the country. So use it wisely.

Limitations of this paper: the article only selects the case of DouYin, and in the future, other platforms can be added to compare with DouYin. The aspects of tourism, legal literacy and cultural propaganda listed in this paper are selected from a broader perspective and can be more detailed.

The future: Social media will only become more important in people's lives and will have more impact on people's lives. In the future, if you want to further explore the ownership of the right to speak on the Internet, you can conduct research from the aspects of network environment supervision, network quality education, and social media platforms' supervision of the right to speak on the Internet. In general, the ownership of the right to speak on the Internet will be more diversified and complicated. Continuous in-depth discussion and research can effectively promote the healthy development of the Internet era and promote the healthy development of cyberspace.

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