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**ANALYSIS OF THE APPEARANCE, DEVELOPMENT AND INFLUENCE
OF SELF-MEDIA FROM THE PERSPECTIVE OF COMMUNICATION**

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INTRODUCTION

"Science and technology are becoming increasingly important cornerstones of national prosperity and national wealth. In the Internet information age, science and technology are influencing our learning, work and life with their tremendous penetrating power. As the American social activist Franklin said: "Just like a newborn baby, the truth of science will inevitably develop in the struggle, spread widely, and be invincible". It is therefore only through the media that science and technology can be disseminated to a wide audience in order to make various connections with people's behavior and develop through constant revision, thus promoting a country's economic development and social progress. Due to the limitations of traditional media communication technology, new media as a new vehicle for science and technology communication has become a powerful tool for science and technology communication and provides a new way of communication for the progress of science and technology.

Self-media is a new media model that has emerged in recent years and is gaining momentum. The term "New Media" was used in many places in the report submitted by E. Rostow to the then US President Richard Nixon in 1969, and has since become popular in American society. Since then, the term "New Media" has become popular in American society and has gradually spread around the world, with "New Media" becoming a hot topic worldwide. New media has not only influenced people's lifestyles, but also provided the technology to support new economic models. In the new media, the three types of communication - interpersonal, group and mass communication - are converging and multifunctional, most notably in the Internet. Due to the integration of media, the new media's information dissemination has the characteristics of high speed, high quality, super quantity, diversity and wide range. There is no longer a clear distinction between the identity of the disseminator and the audience of information; everyone may be both the producer and the disseminator of information, and at the same time act as the receiver of information. Media do not appear spontaneously and in isolation, but gradually emerge from the changing forms of the old media, each new medium taking one of the old media as its own content. The emergence of new media changed the way in which mass communication had previously functioned as wide-scale, one-way, central-edge transmission or distribution, and electronic media transcended the definition and definition of contexts underpinned by the physical environment. The introduction and widespread use of a new communication medium can reconfigure a range of contexts, change people's lives and thoughts, and demand a new set of social and economic behaviors.

With the advancement of computers and the development of various types of social software, self-media has begun to take root in various countries. For the creation and development of self-media is inseparable from technological progress. In

a sense we can say that self-media is the result of the new media and the economic background of the new era together. With the improvement of the national economy, the people have more and more money inside their pockets. When people have solved their practical needs for external materials in order to survive and develop in a certain natural and social environment, they tend to pursue those needs that can satisfy their psychological and spiritual activities. When people are no longer worried about clothing, food, housing and transport, they will pursue more important spiritual needs. When the economy meets this condition, it is not enough, without the support of technology, whether it is new media or self-media there is simply no way to develop. When economic strength and technology and technology development to a certain level, quantitative changes produce qualitative changes, and the new thing - self-media - is created.

In the early days of the emergence of self-media there were no economic seeds yet. All attempts at self-media were still in their infancy. There was no clear understanding of self-media, and even now no country or institution can give a socially acceptable definition of "self-media". There was no standard definition, just as there was no standard definition of the word 'journalism' given by different institutions or experts. This, of course, has to do with the social context and economic development of the time. The emergence of something new always takes time to integrate. The new media had only just emerged, and countries and institutions were investing money and experience in promoting the advantages of the new media and broadening its social and economic services at home. The awareness and development of self-published media played a limiting role. When the new media gradually became integrated into the political, economic, cultural and living aspects of society, self-published media finally had its chance to develop.

The emergence of the internet has shortened the distance between people and their wallets as well as between people and other people's wallets. When social software with multiple functions emerged, some economically-minded people started to explore the economic functions of developing social software. Of course, there are some who have discovered the economic function of social software by accident. This essay aims to understand the history of self-media and to explore the economic model behind it. The further development of self-media has opened up many professions. More and more young people are also willing to join and try to make money with self-media. This new industry has gained a lot of momentum in recent years and has even had a significant impact on many traditional industries. This online economy in the form of self-published media, WeChat merchants, etc. is constantly challenging traditional brick-and-mortar shops. The outcome of the war between online and physical shops in the near future will depend on policy conditions and the future international economic situation, whether one side will annex the other or both will develop in harmony.

This article not only aims to provide the public with background information on self-media, but more importantly, to explore the modus operandi behind the self-media economy. It will make the self-media economy less mysterious. It also provides the public with some new economic ideas to get closer to other people's wallets, while at the same time beware of falling into the elaborate scams designed by others for your wallet.

Of course, there are two sides to everything, in the economic aspects of self-media, especially marketing has this other media incomparable advantages. 1, gather users: self-media in the process of marketing will have more social or interactive, however they are also able to attract a large number of users, which has broadened the user base for self-media. 2, effective communication: in the process of self-media marketing, this type of communication Basically, it is also a kind of soft marketing. Self-media people can communicate better, faster and more accurately with customers on a one-to-one or one-to-many basis through the self-media platform, which greatly enhances the economic efficiency. 3, easy to operate: the progress of technology has made the development of software functions more and more abundant. The prevalence of networks, computers and smartphones has also increased greatly. Compared to traditional marketing, they will have a highly professional character, and the platform of self-media will be more open. But self-media also has its drawbacks. The lack of regulation of self-published media can easily cause confusion in the online information environment, and it is not possible to combine elements of most people's preferences to win the hearts of the public. Most of the time, self-published media cannot investigate facts in a timely manner, which can easily lead to a proliferation of rumors, and self-publishers have little self-control and can easily mislead readers with their personal emotions.

The research methods in this thesis are mainly empirical, information research methods, case study, quantitative analysis, literature research and survey methods to conduct an in-depth study of this topic.

A comparison of global data is used to analyze the possibilities and necessity of self-media development. Combined with the results of the questionnaire, a reasonable analysis of the local social media development and the current state of self-media can be made.

This thesis is therefore not only about the emergence and development of self-media, but also about the hidden laws of economic operation behind it.

MASTER'S THESIS SUMMARY

KEYWORDS: NEW MEDIA, SELF-MEDIA, MODERN COMMUNICATION, SOCIAL APPLICATION, FLOWS, STREAMING, SPEED OF INFORMATION DISSEMINATION, SELF-MEDIA ECONOMY, INFLUENCER, CAPITAL INVOLVEMENT.

Analysis of the appearance, development and influence of self-media from the perspective of communication: resume of the Master thesis / Zhang Yanqiu; faculty of philosophy and social sciences, department of social communication; Guluk M.A. Candidate of Historical Sciences, associate professor.

Object of the research – The emergence and development of self-media, the current state of self-media.

Subject of the research – The economics of self-media, and how it works behind the scenes of self-media operations

Thesis' aim – Clarify the rules of self-media operation and then discover its realization value.

Basic results.

The development of new media has created countless fortunes around the world. New media as a form of media has emerged in this new era. New media is a form of communication that uses digital technology to deliver information and services to users through channels such as computer networks, wireless communication networks and satellites, and through terminals such as computers, mobile phones and digital televisions. From a spatial perspective, 'new media' refers to the counterpart of 'traditional media', which is supported by digital compression and wireless networking technologies and can be globalized across geographical boundaries through its high capacity, real time and interactivity. The most direct source of financial gain for self-publishers is through traffic or other traffic sharing, followed by soft copy advertising, which is how self-publishers gain more than 70% of their profits, depending on the number of followers, activity and popularity of the self-publisher, and other ways of gaining financial gain such as fees, e-commerce and bounties. Self-media continues to challenge traditional media, with new forms of self-media, such as anchors, becoming the backbone of news and information dissemination. The development of self-media is irreversible, and what platform managers and government departments need to do is not to stop this behavior, but to better regulate behavior and improve policies. We should be more tolerant and open-minded in our approach to self-media.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

КЛЮЧЕВЫЕ СЛОВА: НОВЫЕ МЕДИА, САМОСРЕДСТВА, СОВРЕМЕННЫЕ КОММУНИКАЦИИ, СОЦИАЛЬНОЕ ПРИЛОЖЕНИЕ, ПОТОКИ, СТРЕМИНГ, СКОРОСТЬ РАСПРОСТРАНЕНИЯ ИНФОРМАЦИИ, ЭКОНОМИКА САМОСРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ, ИНФЛЮЕНСЕР, УЧАСТИЕ В КАПИТАЛЕ.

Анализ возникновения, развития и влияния самосредств массовой информации с точки зрения коммуникации: резюме магистерской диссертации / Чжан Яньцзюй; факультет философии и социальных наук, кафедра социальной коммуникации; Гулук М.А., к.т.н., доцент.

Объект исследования - появление и развитие само-медиа, современное состояние само-медиа.

Тема исследования - Экономика СМИ-самостояния, и как она работает за кулисами деятельности СМИ-самостояния.

Цель диссертации - Уточнение правил работы с самосредствами массовой информации, а затем раскрытие их реализационной ценности.

Основные результаты.

Развитие новых медиа создало бесчисленные богатства по всему миру. Новые средства массовой информации - это форма коммуникации, которая использует цифровые технологии для предоставления информации и услуг пользователям по таким каналам, как компьютерные сети, беспроводные коммуникационные сети и спутники, а также через такие терминалы, как компьютеры, мобильные телефоны и цифровые телевизоры. С пространственной точки зрения "новые средства массовой информации" относятся к аналогу "традиционных средств массовой информации", которые поддерживаются цифровыми технологиями сжатия и беспроводными сетевыми технологиями и могут быть глобализированы через географические границы благодаря своей высокой пропускной способности, реальному времени и интерактивности. Самым прямым источником финансовой выгоды для самоиздателей является трафик или иное распределение трафика, за которым следует реклама в электронном виде, в результате чего самоиздатели получают более 70% своей прибыли, в зависимости от числа последователей, активности и популярности самоиздателя, а также другие способы получения финансовой выгоды, такие как гонорары, электронная коммерция и щедроты. Развитие само-СМИ необратимо, и что необходимо сделать руководителям платформ и правительственным департаментам, так это не остановить такое поведение, а лучше регулировать его и совершенствовать политику.

CHAPTER 1

THE RISE OF NEW MEDIA AND SELF-MEDIA

With the development of the Internet, the process of globalization is accelerating and the world is becoming more and more united. The advent of the information age has brought unprecedented opportunities for the development of new media and self-media, and new technologies have provided technical support for the development of new media and self-media. The development of new media and self-media has influenced all aspects of people's lives, improving the quality of life and enhancing the timeliness of social news and information. This section mainly elaborates on the current situation of the development of new media and self-media, as well as analyzes the development trend of new media and self-media.

1.1 The emergence of new media

New media is a form of communication that uses digital technology to provide information and services to users through channels such as computer networks, wireless communication networks and satellites, as well as terminals such as computers, mobile phones and digital TV sets. From a spatial perspective, "new media" refers to media that can be globalized across geographical boundaries, supported by digital compression and wireless network technology, and using its large capacity, real-time and interactive nature [21, p. 207].

"The term 'new media' was first coined by Peter Carl Goldmark in the USA as a term for the medium of communication, and is a term used by P. Goldmark for LPs (the long-playing microgroove 33-1/3 rpm) and phonograph discs. vinyl phonograph disc) and EVR (Electronic Video Recording), he was also a key participant in the development of the NTSC standard for color television and was director of the CBS (Columbia Broadcasting Company) Institute of Technology. After he published a plan in 1967 for the development of EVR merchandise, in which he first coined the term "new media", a man called E. Rostow, who was chairman of the President's Special Committee on Communications Policy in the United States, presented the plan to the then President's Committee on Communications Policy in 1969. In his 1969 report to then President Richard Nixon, he also used the term "New Media" in a number of ways, and from then on, the term "New Media" became popular in American society and gradually spread around the world. Since then, the term "New Media" has become popular in American society and has gradually spread around the world, and "New Media" has become a hot topic worldwide [49].

New media in a broad sense includes two major categories: firstly, the changes in media forms caused by technological progress, especially those based on wireless communication and network technologies, such as digital TV, IPTV (interactive network television), mobile phone terminals, etc.; secondly, with the change in

people's lifestyles, vehicles that already existed before but are only now being used to disseminate information, such as in-building TV and in-car TV, etc. New media in a narrow sense refers only to the first category, media forms that have emerged based on technological advances. In fact, new media can be seen as a product of new technology, with the latest technologies such as digitalization, multimedia and the internet being the necessary conditions for the emergence of new media. Since the birth of the new media, the form of media communication has undergone a radical change, such as underground reading and large screens in office buildings, which transplant the content of traditional media into a new communication space. This change includes several technological elements: firstly, the emergence of digitalization has led to a large number of traditional media joining the new media. This change is mainly presented as a technological change in the media, whether it is the digitalization of content storage or the digitalization of communication, which has significantly increased the efficiency of media communication. Secondly, media forms have also diversified due to the birth of new technologies, with Internet TV, Internet radio and e-readers all transplanting the content of traditional media to new media platforms [22, p. 67-68].

The concept of new media can be understood from the following four levels.

The technological level: it is the use of digital technology, network technology and mobile communication technology.

The channel level: through channels such as the Internet, broadband local area networks, wireless communication networks and satellites.

The terminal level: using television, computers and mobile phones as the main output terminals.

Service level: providing users with integrated information and entertainment services such as video, audio and voice data services, connected games and distance learning [26, p. 163-164].

1.2 Development of new media

New media cannot emerge without technical support and economic power. Since the birth of the Internet, this life of the information age has been thriving. In its infancy, the entire online system was not as developed as it is today, and all areas were still in their infancy of exploration. There was no social media, no software of any kind, and it hadn't even really reached the masses yet, let alone linking the internet to finance. But with this huge technological revolution, the technologies are changing rapidly. Not only have the technological requirements of the new media been met, but the growing economic trends have also laid a solid foundation for the emergence of new media [15, p. 58-60].

Traditional media, of course, have their own distinctive features. Traditional media are relative to the online media that have emerged in recent years. Traditional

mass communication, i.e., media that regularly disseminate information or provide an educational and entertainment platform to the public through some kind of mechanical device, mainly includes media in the traditional sense such as newspapers, outdoor, communication, radio, television and the internet other than self-media. The biggest difference between the audience of traditional media and new media and self-media lies in the breadth of the audience. The entry of online media into the field of communication has inevitably created a powerful shockwave for traditional media. According to a recent study by Editor&Publisher, about 1/3 of those who read online electronic news have lost interest in traditional media, television viewing has fallen by 35%, radio listening by 25% and newspaper purchase by 18%. newspaper subscriptions. The aggressive development of online communication has brought enormous influence and pressure on the traditional media [60].

Among the three traditional media, newspaper news is mainly text-based, and journalists can only adopt a single, linear reporting style when reporting complex news events, which requires abstract overviews of objective news practices and inevitably falls short of the objective truth; restricted by space and lack of personalization, it cannot fully meet the reading needs of the audience; restricted by publication time, the speed of updating newspaper news can only be measured in "In this information age, newspapers lag far behind the Internet in terms of timeliness and news content, although they can supplement important news information with "extras". Printed newspapers are cumbersome to store, and retrieving and searching is even more tedious.

Radio news is mainly transmitted by sound, which is fleeting and not easily remembered and preserved; visually, it lacks visual and vivid images; radio is a linear mode of transmission, so listeners can only listen to the radio in the order it is broadcast, and it cannot be repeated; the frequency of radio waves emitted by radio stations is subject to interference from weather, receiving direction and other radio waves of similar frequency, which affects the audience's listening effect.

Television has a combination of sound and picture, but it is still not rich enough, while the Internet allows the transmission of news in a combination of text, graphics, pictures, sound, video, animation and other forms; television news is strictly limited by the time of the programme, and can only disseminate the corresponding content of information within the specified programme time, and, like radio, television is a linear mode of transmission, which cannot be repeatedly watched. The three main media are also limited by the time available to them [32, p. 23].

In addition, all three media are one-way in the process of information dissemination, i.e., news organizations disseminate information to their audiences without any feedback from the audience, who can only passively receive information and lack the means to publicly express their opinions on it [9, p. 33-34].

The evolution of new media can be divided into the elite media stage, the mass media stage and the personal media stage, according to the changes in the subject and audience groups of new media.

Elite media stage

During the early days of new media, only a few groups of people had access to new media and used it to disseminate information. The term "elite" first appeared in France in the 17th century and refers to a select few or outstanding individuals who surpassed the majority in terms of intelligence, character, ability and wealth and played a vital role in the development of society. The early users of new media were a minority group in the media audience, with an avant-garde sense of media communication and access to more advanced and richer media resources, and were the first beneficiaries of the new media.

Mass media stage

When the new media became widespread, it entered the mass media stage. To date, new media, mainly mobile media such as mobile phones, have become available to a wide audience, and the use of new media to convey knowledge and information has become a norm in media communication. The development from elite media to mass media is inseparable from the decline in communication costs brought about by the advancement of media technology. New media has become a kind of mass media with cheaper communication costs, more convenient communication methods and richer information dissemination content, and the content and form of its communication has even changed people's way of life and their understanding of the nature of media to a certain extent.

Personal media stage

Along with the continuous development and popularity of new media technology, individuals who did not previously occupy media resources and platforms, and who have media expertise, began to gradually express their opinions and views through the Internet and show them to audiences through platforms, which is a sign of the arrival of the personal media stage [1, p. 25-26].

Science and technology diffusion is the process of knowledge sharing between different individuals through the diffusion of scientific and technological knowledge information across space and time". The media is an important carrier of science and technology communication, and media communication is a necessary condition for the progress of science and technology. From the era of primitive communication to the era of new media, science and technology have always been presented to the public in different forms, and with the continuous development of media technology, the degree of sharing of science and technology communication has also changed. In the primitive communication era, people mostly used physical, verbal language supplemented by simple tools to communicate and spread information. At this stage, technological communication existed as a transfer of human experience and

technology for survival. The need for technological exploration arose in people's brains in order to survive better, and people built new tools or discovered new methods such as knotting ropes and burning wolf smoke to keep in touch through primitive, archaic groping and experimentation, and these media belonged to the early in vitro media. The evolution of technology was facilitated to some extent by oral communication. At this stage, due to low productivity and underdeveloped language, it was susceptible to the influence of society, class, region and the target audience, and without a fixed medium to record it, the message was prone to deformation and distortion. Although the level of technological communication was not high at this stage, it made an extraordinary contribution to human society, and to this day, oral communication remains the most basic, common and flexible form of communication for human beings. We can refer to this period of technological communication as the 'nurturing stage of technological communication' [33, p. 40].

The invention of writing brought about a major change in the dissemination of science and technology, and mankind entered the era of handwritten (written) science and technology dissemination, inscribing words, drawings and symbols on stone tools, rock walls, bamboo slips and other media to complete the transmission of science and technology, such as the ancient Egyptian hieroglyphic reliefs, and the Code of the Han Dynasty. Writing can be regarded as the first in vitro symbol system mastered by mankind, which is characterized by more accurate transmission of information and long preservation time, greatly promoting the evolution of science and technology dissemination. The invention of printing enabled mankind to master the technology of writing and reproduction, bringing shortcuts to the spread of science and technology. At the stage of printed science and technology dissemination, newspapers were introduced, and some scientific and technological information and scientific and technological news were diffused to the public using newspapers as a carrier. (From the point of view of the spread of agricultural books and calendars from the Sui dynasty in ancient China to the world, the Chinese printing press made a great contribution to the spread of science and technology worldwide.) From the 20th century onwards, science and technology developed rapidly, people paid more and more attention to the field of scientific research, and the spread of science and technology entered the age of electronic media. The 21st century has ushered in an era of new media, where science and technology are being shared to an unprecedented extent through the power of the internet, with new media services such as email, portals and web TV [10, p. 122-123].

The ever-changing development of new media technology is changing the way science and technology is communicated and has a profound impact on our communication behavior and approach. The level of information shared by science and technology communication in the new media environment is high. Because new media is based on the Internet, the content of science and technology communication

in the new media environment is often not subject to the same strict content review, screening and processing as traditional media before being disseminated to the public. factors, allowing for the maximum dissemination of information. The inclusiveness and freedom of publishing information on the Internet has precisely contributed to the sharing of information.

This is accompanied by the diversification of communication forms. The ubiquitous nature of new media determines that science and technology communication can be carried out in a variety of forms such as network television, email, blogs, microblogs and WeChat, and can integrate information such as graphics, text, sound and video. And the communication is time-sensitive. The most important thing about science and technology information is its timeliness. To prevent scientific and technological information from losing its value, it must be disseminated as quickly as possible, so that people have enough time to digest the information. New media based on communication networks are often able to distribute the information they obtain in the first instance [50].

Information can be shared on a technical and channel level through technologies and channels including search engines, various websites (portals, videos, news, social networking sites, forums, etc.), IPTV, online newspapers, online books, online journals, blogs, podcasts, etc. The Internet has become one of the most important ways for people to gain access to scientific and technological knowledge, thanks to its advantages of being fast and easy. Through the Internet, users can not only access domestic science and technology information, but also interconnect with servers around the world to share the latest science and technology information from abroad. For example, the famous Chinese science and technology website GoShell.com takes science and technology as the theme of its website, and uses the latest science and technology research and achievements or science and technology tips as the object of dissemination, which features a friendly interface, a large number of visitors, a wide range of popularity and fast dissemination.

Digital media is defined by the Ministry of Science and Technology in the "2005 White Paper on the Development of Digital Media Technology in China" as "the whole process of using the modern network as the main communication carrier and distributing it to terminals and users for consumption through a perfect service system". The definition emphasizes that the network is the biggest feature that sets digital media apart from the past. In today's society, users are more willing to receive pictures than to read text directly, as pictures are more intuitive and compelling than text, while scientific and technological information is difficult to understand, making digital media a more favored means of communication for people to access scientific and technological information. For example, IPTV network set-top boxes are promoted for home users, who can access video resources online in collaboration with them.

Today, the popularity of mobile class terminals and wireless routers has played a decisive role in the development of mobile. The main representatives are mobile media, including mobile newspapers, mobile journals, mobile books, mobile TV, etc. With the rapid development of 3G and 4G communication services, the mobile class of new media has rapidly occupied the market and gradually become a global media communication platform. The dissemination of scientific and technological information through mobile media has become an irreversible trend. For example, many academic research platforms are disseminating science and technology information to the general public in the form of WeChat public numbers. One Scholar, developed by the Digital Media Technology of Renmin University of China, is a representative of these platforms. One Scholar relies on the academic journal group of the NPC Information Centre and other resources, takes academic results themselves as the evaluation carrier, and other national resources are integrated and data mined to meet the scientific and technological information needs of researchers. One Scholar pushes science and technology information dissemination to users according to the academic field they choose in its interface, which is convenient, fast, timely and personalized [52].

Not only that, the role of new media in science and technology communication is also multi-faceted. Supporting national strategies and creating an atmosphere of innovation. Science and technology innovation is the inexhaustible driving force behind the development of a country and a nation. At the 12th session of the National Committee of the Chinese People's Political Consultative Conference (CPPCC), President Xi pointed out the need to implement an innovation-driven development strategy, to take the path of independent innovation, and to change "I want to innovate" to "I want to innovate", which in fact means to collect the people's ideas and pool their wisdom, encouraging them to contribute their wisdom to society. The new media provides a platform for public innovation, and the inclusive and shared nature of science and technology communication in the new media environment makes the public more willing to exchange their opinions with each other, creating an active and enthusiastic innovation atmosphere, which is conducive to the establishment of a private think tank. Enriching communication channels and opening up communication fields. Compared with traditional media, new media communication channels are richer and more diverse, such as email, digital newspapers, mobile TV, WeChat, blogs and portals, which can meet the information needs of different user groups and integrate multimedia technology with interactivity, making it more interesting and bringing the psychological distance between media science and technology communication and the public closer. The personalized classification of the science portal makes science and technology communication not only the dissemination of some of the latest scientific and technological research results, but also makes users pay attention to scientific knowledge in health, language

and society, opening up the field of communication and improving people's quality of life [55].

Disseminating scientific and technological knowledge to improve the quality of the nation. According to the results of the eighth survey on the scientific literacy of citizens in the Principality, the proportion of citizens with basic scientific literacy in China reached 3.27% in 2010, which is equivalent to the level of major developed countries and regions such as Japan, Canada and the European Union in the late 1980s and early 1990s. The reason for the result may be the weak infrastructure of science and technology communication. Traditional media are not yet popular enough for science and technology, and the power of new media is urgently needed to increase the popular coverage and the level of interest of citizens in science and technology knowledge. Popular science websites offer solutions to the public, digital media programmes use popular language to make obscure science and technology knowledge more accessible to the public, and mobile media create a good environment for science and technology communication, so that the public can feel the subtle influence of science and technology everywhere, all the time.

1.3 The Definition of Self-Media

With the growing development and progress of the Internet, more and more people are becoming extremely interested in the Internet, especially in these two years, the continuous development and growth of self-media has allowed many people to see the first opportunity to start their own business, and also allowed many people who were originally very ordinary to start their own business journey and achieve a great leap in their self-worth in a short period of time.

Self-media emphasises the mode of communication, allowing each user to spread their own information independently through social networks. Unlike traditional media, micro-media does not rely on the centralisation of information. These self-media do not go through the rather complicated steps of collecting and collating information from various places and in many different ways, and then consolidating, selecting, editing, typesetting and publishing it, as is the case with newspapers and TV news. Users of self-media can use social media platforms to share information and communicate with other users or followers as if they were running their own business. Users of micro-media can use media platforms to share and communicate information with other users or followers for profit while running their own social networks [8].

According to a report by the American Press Institute's Media Centre, Shayne Bowman and Chris Willis provide an accurate definition of 'self-media', namely that with the enhancement of digital technology and the globalisation of knowledge systems, a trend has emerged whereby citizens can offer and share their stories or news. The way in which it is disseminated will be more important than the

information itself. Thus, the trend in our media comes at the right time.

In 2006, Time magazine chose its Person of the Year. Interestingly, however, there was no picture of the celebrity on the cover. Instead, there was a large "you" and a personal computer. Time magazine's editors explained that the Person of the Year was "you" - every user and creator of online content. This is a fairly accurate prediction, as it not only marks the emergence of new forms of communication and new operating models, but it is with the help of increasingly emerging media that our generation is maximising the impact of our personal abilities and messages.

The relationship between social media and self-media is that self-media is a subset of social media. Self-media focuses on ordinary people as audiences, communicators and users. For example, news media is published by professional journalists and academics, so it is definitely not self-media. However, the online system of news media belongs to social media. Any social networking platform that allows one to express one's views is social media, while only platforms used by independent publishers can be called self-media.

It is not easy to get a thorough understanding of the concept of self-media. This is because the definition of self-media varies from industry to industry and even from country to country, and in many countries there is not even a form of self-media yet or the concept of self-media has not yet been developed. In this project, apart from the traditional self-media such as blogs and Renren, the emerging rise of live streaming platforms, video platforms, proxy platforms, online shops and so on are all rich places for self-media in the new era.

Let's take China as an example, a large number of grassroots netizens have emerged on self-media platforms, who have not only gained a large number of fans, but most importantly: they have earned a large amount of income through self-media platforms. They have not only gained a large number of followers, but most importantly: they have earned a lot of money through the platform.

China has given a very precise definition of self-media, which refers to the way the general public disseminates their own facts and news to the outside world through the internet and other means. "Self-media". is a way for the general public to provide and share their own facts and news after being connected to the global knowledge system through digital technology. It is a general term for new media in which private, civilian, universal and autonomous communicators deliver normative and non-normative information to an unspecified majority or a specific single person by modern, electronic means.

In layman's terms, self-media is personal media. It is a new form of media that is different from traditional media. In other words, everyone can be a media outlet if they want to be. On the one hand, it means that everyone can make their voices heard and express their views through the Internet. On the other hand, it means that self-publishers have more space and autonomy to speak. This is something that was

unimaginable in the traditional media era. The concept of self-media is in fact relative to traditional media. So what is traditional media? We are most familiar with television stations, radio stations, newspapers and magazines, all of which belong to traditional media. Compared to traditional media, self-published media is more personal and personalised, and it is easier for ordinary people to make money through self-published media, and easier for them to make a comeback and achieve class crossing, which has attracted waves of self-published media people to go crazy for it. If the traditional media is a cold white beauty, then the self-media is a gentle and lovely little girl next door, it does not have the high threshold, high standards and authority of the traditional media, instead it is a new face of popularization, common people, personalization, and is slowly known by the public until finally completely fascinated. To put it more simply: the articles and videos we usually see on the Today headlines app, the articles we see forwarded by others in our circle of friends, the videos and live broadcasts we see on the Racer short video platform, the audio programmes we hear on Himalaya (a social software specialising in radio), etc., they are created by countless self-publishers. So Shake, YouTube, Instagram, etc., we call them: self-media platforms [20, p. 44].

Self-media can be divided, in the sense, into two concepts: broad self-media and narrow self-media.

Self-media in the narrow sense refers to media that creates content with a single individual as the main newsmaker and has an independent user number.

In the broad sense, what distinguishes self-media from traditional media is the channel of information dissemination, the audience and the feedback channel. In this way, the "self" of self-media is no longer narrowly defined, it is distinguished from the third party itself. Whereas the traditional media used to see themselves as observers and communicators, in the case of self-media we can understand them as 'self-talkers'. Thus, in a broader semantic context, self-media is not only about individual creation, but also about group creation and corporate microblogging (WeChat, etc.).

1.4 The Appearance of Self-Media

As the Internet continues to grow in popularity around the world, the development of the Internet and mobile Internet has gradually matured and unlimited traffic has even started to appear in some countries. China's three major operators, China Telecom, China Unicom and China Mobile, have all joined the unlimited traffic family. Countries such as Belarus, the US and the UK also have their own traffic packages, making the frequency and usage of mobile phone mobile networks rise dramatically. As the barriers to accessing the internet continue to drop, internet products are filling our lives. Popular demand products like Google, Baidu and other internet search engine products are not direct profit-making organizations, but are

used to increase website traffic and gain public trust by providing free services to the public, thus broadening their range of services. At the same time, mobile users are increasing, even becoming as much as twice as many as PC users. More and more people are demanding simplicity, speed and fun, and from fragmented reading to short video viewing, self-media has grown in leaps and bounds around the world.

The development of society has provided the innate environmental conditions for the development of self-media, and as the internet continues to develop and progress, more and more people are interested in the internet, especially in recent years, the growing group of self-media has allowed many people to see a head start in entrepreneurship, and has allowed many ordinary people to start their own entrepreneurial journey through this channel, and be able to achieve a great leap in self-worth within a short period of time. This has allowed many ordinary people to start their own businesses and make a great leap in their self-worth in a short period of time.

Self-media, also known as "citizen media" or "personal media", is a general term for new media that transmits normative and non-normative information to an unspecified majority or a specific single person by means of modern and electronic means, mainly through personal communication. In the age of self-media, everyone has a microphone in their hands and can be a purveyor of news, leading to a greater degree of freedom of the press and a change in the media ecology.

Self-media is personal media, a new form of media that distinguishes itself from traditional media. Anyone can become a self-publisher if they want to, and they can express their opinions and views through the Internet, and self-publishers have more space and autonomy to speak. In this era of mobile internet, it also makes the operation of self-media easier. The WeChat public platform is defined as self-media from the beginning, so on this basis, everyone is a self-media, many people are easily up once they are rooted down, this is the benefit of the bonus period [29, p. 45].

This is the benefit of the bonus period. The scope of self-media is wide, there is no rigid time and space limitations; plus more freedom than part-time jobs, earn more money; these are the reasons why more and more people do self-media, self-media platform is also an opportunity to show their own, self-media content in a variety of forms, can be more effective to show the individual, to achieve the effect of voice can not be achieved, many people through their own talent to get fans Many people use their talents to gain followers and attract traffic.

The vigorous promotion of merchants is also the driving force behind the development of self-media. Merchants have invested a lot of advertising and expenses in order to promote their personal videos and live broadcasts, and when you produce a small video that can attract traffic, you can not only get a reward from the platform, but also operate a shop on your own platform and earn promotion fees, which attracts more people to join and can meet the personal needs of merchants as

well as create revenue. There are also many tests and risks when engaging in self-media, such as the risk of legal ethics, personal quality, and the increasing standardisation of platforms. While there are great business opportunities, it is important to improve one's own quality and taste and to improve the quality of the content of one's work.

Let's take a look at the time when new media, self-media and social media emerged. From the point of view of the time of emergence, the concepts of self-media and social media have only been widely discussed in recent years, and the concept of new media has emerged much earlier than that of self-media and social media.

The term "New media" originated from a 1967 commercial development plan by P. Goldmark, director of the CBS (Columbia Broadcasting System) Institute of Technology. The term "New Media" was also used in several places by E. Rostow, Chairman of the Presidential Commission on Communications Policy, in his report to President Nixon (1969). This is how the term New Media became popular in the United States and quickly spread around the world.

The concept of "We Media" was first coined by columnist Dan Gillnor at the end of 2002, and in July 2003 veteran American media personalities S Bowman and C Willis launched a joint project called In July 2003 S Bowman and C Willis published an online research report called "We Media (Self-Media) ".

The concept of "social media" first appeared in 2007 in the book "What is Social Media". search engines and e-commerce.

Let's take a closer look at the links and differences between new media, self-media and social media. The first is the most widespread and pervasive of the traditional media. Media is the medium through which information is disseminated. The four traditional media are: television, radio, newspapers and magazines. This concept is the cornerstone of our starting analysis. In conjunction with the classic 5W model of communication, we can look at the following diagram to describe the traditional media.

The "5W" model, which comes from the same initial "W" as the five elements, describes the five basic elements that make up the communication process and is extremely influential. The "5Ws" model is: Who (Who) → What is said (Says What) → Through which channel (In Which Channel) → To whom (To whom) → With what effects (With what effects) (Figure 1.1).

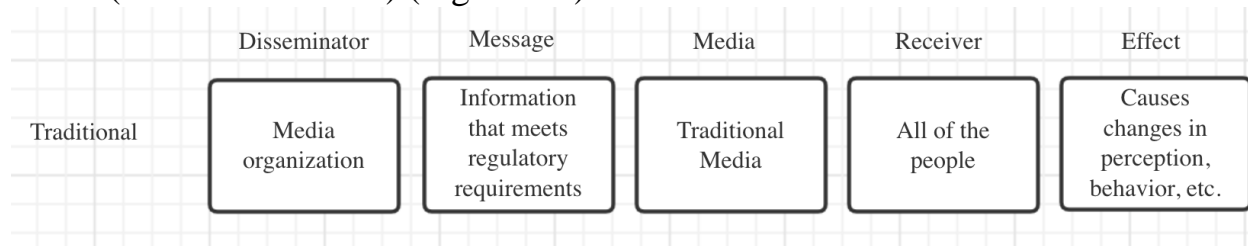


Figure 1.1 - Traditional media communication model

In the traditional media era, only authoritative organizations had media

credentials, and they disseminated information through traditional media (TV, radio, newspapers, magazines, etc.) to anyone.

This is not the case with new media. There are many definitions of new media, which are still inconclusive, so let's look at two more authoritative ones: UNESCO's definition of new media: "A medium for information dissemination based on digital technology and using the Internet as a carrier." Wired magazine's definition of new media: "communication by all to all." These two definitions reflect: two of the most central changes in the new media compared to traditional media are that the medium of communication has changed from traditional media to a new Internet-based medium, and that the communicators have changed from authoritative media organizations to all people. The second feature was not emphasised in the early days of the new media, however, and it was only with the rapid development of self-media that ordinary individuals as communicators gained widespread attention. When "digital" is added to traditional media, they become "new media", e.g. digital TV, digital radio, digital newspapers, digital magazines, etc.

And then we come to our topic: self-media. There are many definitions of Self-Media, the most authoritative being the following: an online research report entitled "We Media", jointly published by S Bowman and C Willis, a veteran American media personality, states that "We Media (Self-Media) We Media" is a way for the general public to begin to understand how they provide and share their own facts and news, enhanced by digital technology and connected to the global knowledge system. The focus of this definition is on the 'general public', the core of Self-Media. Whereas traditional media made a clear distinction between communicators and receivers, a 'top-down', 'peer-to-peer' approach to communication, self-media breaks down this inequitable approach to communication by emphasising that the general public can also be communicators, that the boundaries between communicators and receivers are blurred and that communication is transformed. The boundaries between communicator and receiver are blurred, and the mode of communication is transformed into "peer-to-peer". By definition, self-media is a special kind of new media, and it defines the new media's communicators in a more strict way. They become self-media when the communicators of new media are limited to "individuals", e.g. personal blogs, personal homepages, personal journals, etc.

This last can be used as a complement to new media and self-media - social media.

The concept of social media is the most recent and controversial, so we have chosen two of the early authoritative definitions for reference: Antony Mayfield in his book "What is Social Media" defines social media as a new type of online media that gives users a great deal of space to participate, and Dion Hinchcliffe believes that the definition of social media should follow some The basic rules are: communication in the form of dialogue, not monologue; participants are individuals, not organizations;

honesty and transparency are core values; people are led to initiate access, not pushed on them; and distributed structures, not centralised. The difference between social media and other new media is that social media mimics real-world human relationships in the web, and transposes and amplifies real-world messaging on the Internet, allowing individual voices to be spread farther. And, it is also spread by individuals, not organizations.

So, we can understand social media as a special kind of self-media, which emphasises that the recipients are changed from all people to social network-based communication. When a social network is created for the recipients of self-media (this social network can be based on acquaintanceship, on interests, etc.), they become social media, e.g. Weibo for interest-based social networking, WeChat for acquaintance-based social networking, Zhihu for knowledge-based social networking, etc.

The relationship between new media, self-media and social media can be described in the following diagram: new media is the broadest concept, self-media is a special kind of new media, and social media is a special kind of self-media (Figure 1.2).

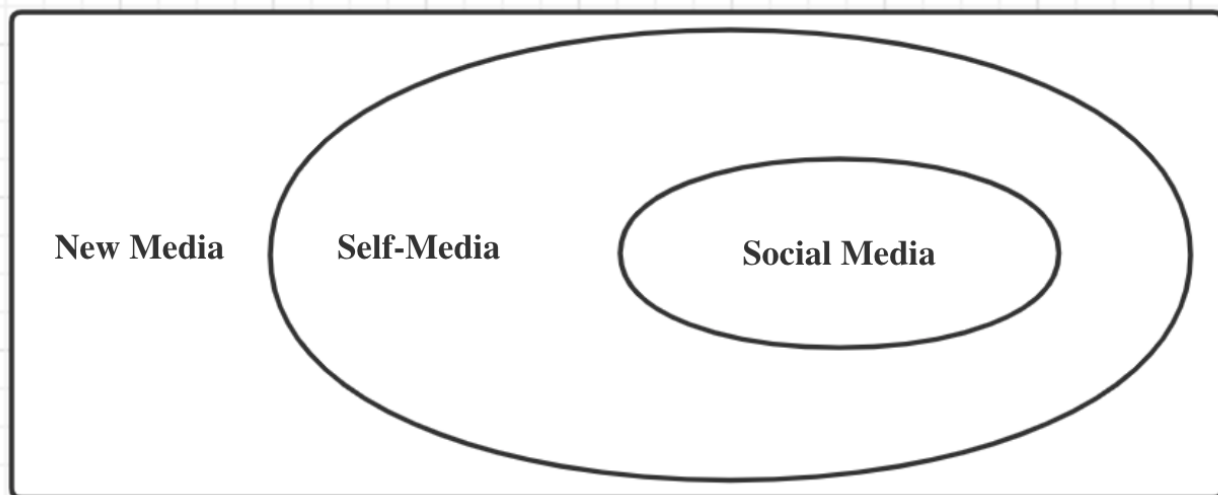


Figure 1.2 - New media, self-publishing, social media concept diagram

1.5 The Development of Self-Media

Shein Borman and Chris Willis, two Americans, clearly introduced the concept of "We Media", which translates as "Self-Media" in Chinese, and defined it in a very strict way. It was only then that the concept of "self-media" really came into the public eye.

The development of self-media has gone through three stages.

The first stage is the initial stage of self-media, it is represented by BBS. BBS (Bulletin Board System) was first used to publish stock market prices and other types of information, when BBS even file transfer function is not available, and can only be run on Apple computers. Early BBS and general street and campus noticeboards of

the same nature, but through the computer to spread or get the news. Have been to the personal computer began to popular after some people try to transfer the BBS on the Apple computer to the personal computer, BBS only began to gradually spread. In recent years, due to the efforts of enthusiasts, BBS has been a great expansion of the function of the BBS more for large companies or small and medium-sized enterprises, open to customers to communicate the platform for newcomers to the network, BBS - is used to communicate on the network where you can publish a topic, so that we can come together to discuss, you can also propose a problem, we come together to solve, etc., is a platform for people to share their language and culture, with real-time, interactive. With the development of the times, and the proliferation of users, this primary stage of self-media, represented by BBS, began to take shape [4, p. 34].

The second stage is the embryonic stage of self-media, mainly represented by blogs, personal websites and YouTube. In this stage, computers were basically popular all over the world. The computer gradually became a tool that people could not live without. At the same time, with the advent of smartphones, the inherent shortcomings of traditional mobile phones were greatly compensated. Mobile internet users were exploding, which laid the foundation for the emergence of self-media. When people started using smartphones, it also provided business opportunities for software developers. For the most part, traditional mobile phone functions are very limited, and the functions that users use their phones for the most are call functions and SMS functions. The scope involved was very limited and at best, it was group text messaging. But with the advent of smartphones, a dazzling array of features began to appear, with photo functions, voice chat, video chat, entertainment functions and even the ability to make movies and clips on the phone. The emergence of rich and diverse software has greatly enriched the functions that traditional mobile phones could not match. It also gave technical support for the emergence of self-media.

The third stage is the era of awakening of self-media awareness, mainly represented by the WeChat public platform and Instagram client. At present, the development of self-media is in the transition period from the embryonic stage to the era of self-media awakening. However, since the birth of self-media is only more than ten years old, these three stages actually exist simultaneously, except that at this stage, Weibo, WeChat public platform, YouTube, Instagram and Facebook are the main body of self-media, while the others are relatively weak.

In China, there are four main stages in the development of self-media.

In 2005, Blog entered China and began to be recognized at the public level. By the heyday of the Blog in 2008, there were 100 million blogs in China.

In 2009, Sina tried its hand at microblogging and leveraged its powerful media properties to push it to become one of the top Internet applications in China at that time; in 2011, Sina Weibo reached its peak, and even though it is not as brilliant as it

used to be today, it still claims to have 60 million active users daily [30, p. 544-548].

In 2011, Tencent launched WeChat, which started out as a communication tool for people to communicate; in 2012, WeChat launched its public platform (public account), which immediately triggered a large number of organizations and individuals to set up their own accounts, and in a sense, blogs, which had been defeated by Weibo, were reborn on the WeChat public platform.

Today, there are 8 million WeChat public accounts, equivalent to one public account for every 160 Chinese people, and there are a large number of individual self-publishers in WeChat public accounts [54].

If we consider blogs in 2005 as the starting point of self-media, China's self-media has been going for ten years, and if we push back to the earlier personal websites, it is nearly twenty years (but the early personal websites cannot reach the amount of millions in any case), but the rise of self-media, and vaguely show a hundred flowers of commercial set, is indeed the WeChat public account catalyst.

Many people believe that new media and self-media are having an impact on traditional media, but rather than calling it an impact, we should call it an opportunity. The moment people first looked at the world through the internet, it made a difference to the way users access information. It was like a small step on the moon, but a big step for humanity. At any time the technological and information revolution has advanced and the mobile internet has emerged, widening access to information, but the true value of traditional media has not changed.

Whether it is new media, traditional media or self-media, the core content is actually the same, i.e. creating content, expressing opinions and guiding public opinion, the key lies in who can do it best, which has nothing to do with the form. Whoever does a better job will have more influence. In terms of creating content, expressing opinions and guiding public opinion, traditional media and new media each have their own strengths and weaknesses. New mobile media and self-media are fast, as the song "WAP" by top American rapper Cardi B was released on August 7, 2020 through Atlantic Records and broke the record for the largest 24-hour all-female collaboration on YouTube. The record for the biggest 24-hour debut on YouTube. In less than a day, it quickly became a global hit. Secondly, the top 10 YouTube videos in terms of views as of September 2019 are: No. 1, Luis Fonsi - Despacito ft. - Baby Shark: 5.2 billion views, No. 3: Ed Sheeran - Shape of You: 4.7 billion views, No. 4: Wiz Khalifa - See You Again ft. Charlie Puth : 4.5 billion views, No.5: Masha and The Bear - Recipe For Disaster (Episode 17): 4.2 billion views, No.6: Mark Ronson - Uptown Funk ft. Bruno Mars: 3.8 billion views, No.7: PSY - Gangnam Style: 3.6 billion views, No.8: Justin Bieber - Sorry: 3.2 billion views, No.9: LooLoo Kids - Johny Johny Yes Papa: 3.2 billion views and No. 10 : Maroon 5 - Sugar: 3.1 billion views. This shows that new media and self-media is no longer limited to a small number of areas. Wherever the internet can reach, there is an audience. But there is a

downside to new media and word media, and that is the lack of creativity. It is too easy to have homogenised types of products and information, and it can also cause problems such as information overload, false information and false reporting. Traditional media, on the other hand, has an advantage in terms of in-depth reporting, public opinion guidance and creative ability, but the speed of dissemination and coverage is somewhat lacking, which provides an opportunity for the two sides to combine, and there is a lot of room for integration between the two sides [38].

Thus combining new media, self-media and traditional media, may become a new mode of information delivery. The internet is in the air, and to get on the ground, it must be combined with influential local traditional media, as they have an advantage in terms of proximity to content. In terms of sales, local media have a very strong sales network in the area and are very capable of serving local enterprises or markets with advertising, which is also a very good combination. Through the integration of the two sides, they can expand their respective user base and communication power. The differences between traditional media and new media in terms of business and cultural styles also provide room for the integration of the two sides to operate, and the mobile internet is fast. However, the new media products are not as rigorous as traditional media. If both sides adapt to each other and cooperate with each other, a better linkage effect can definitely be achieved.

CHAPTER 2

THE “SELF-MEDIA’S” ECONOMIC POTENTIAL

You may be very curious as to how a social media account, a live streaming software and a video website alone can achieve the dream of making millions of dollars a year. That's the beauty of self-media. It is also one of the reasons why many young people are so obsessed with social media these days. The ability to cash in on the economy of self-media comes first and foremost from the support of technology. Convenient electronic devices, a wide range of applications, increasingly fast wireless networks and a growing number of users have all contributed to the boom in self-media. This chapter is dedicated to dissecting the inner workings and making the ability to cash in on self-media less of a mystery. It also provides a sound analysis and forecast of the economic trends of self-media [14, p. 123].

2.1 The basic state of global self-media

Nowadays, there are many self-media platforms everywhere. Major news portals, mobile news platforms, search engine companies, video sites, social networking software, etc. have opened their own " self-media platforms", marking their own " anchor ". The birth of self-media is a triumph of the sharing economy. Self-media people or organizations create content and share it on platforms, benefiting both the individual or group and the platform, which is an "upgrade" to the content and value of previous social media accounts.

In essence, self-media platforms are similar to blogs and other platforms, but with a higher threshold than blogs, YouTube and WeChat. The reason is that everyone can register to apply for blogs, YouTube, and public numbers, while self-media numbers require the accumulation of certain credentials and conditions. Therefore, self-media numbers should be "mobile numbers" (what we call official accounts, or accounts with a high number of followers and attention under capital operation), which are positioned as big names. The content produced by these "big numbers", either by individuals or by institutions, is an organic supplement to the content sections of the major news and entertainment platforms, which can push more corresponding "fresh resources" to the reading habits of "thousands of people". Fresh resources". However, different platforms have different "personalities", and for the management of self-media numbers, some are strict in (high application threshold) and lenient out (relatively lax in publishing content audit), lenient in (low entry threshold) and strict out (strict in publishing content audit, or sad trial operation period) or strict in and out (both entry and content management are strict). However, the overall trend today is that platforms are looking to attract "fresh" self-publishers with material, and the barriers are relatively lenient [53].

2.1.1 2021 Global Mobile Traffic Data Overview

The digital media figures for 2020 are astonishing. In the decade between 2010 and 2020, the internet has undergone a radical change. The social networking era has marked another new milestone. As we begin a new decade, it is no longer difficult to imagine that it will be dominated by digital, mobile and social media. For they are now integrated into the world of civic life. According to the latest data, which has been updated for the period up to January 2021, we will compare and analyze the specific figures for the world, China and Belarus in detail in the sections that follow.

2020 is unlikely to be a 'good' year for the record books, but it has certainly been an interesting year in the digital sphere. Many people first became aware of and connected to the Internet because of COVID-19, but for most existing users it was the acceptance of new digital tools and new technologies. As a result, the past 12 months have seen significant growth in major media figures, usage numbers, hours spent online, e-consumption and many other indicators.

Social media has delivered some of the most impressive numbers, with users growing by more than 13% since the 2020 report. Nearly 500 million users joined social media last year, bringing the total number of users worldwide to 4.2 billion by early 2021.

However, it's not just the number of users that has grown. Mobile users worldwide now spend more time on their phones than watching TV, clearly positioning the smartphone as today's 'first screen'.

E-commerce is another area that will grow rapidly in 2020, with many people moving their shopping online to mitigate the health risks of COVID-19. This has simultaneously created a natural space for self-media to grow. More than three quarters of global internet users say they buy something online every month, adding trillions of dollars in e-commerce revenue to the value of these purchases in 2020 alone. And with this shopping trend, self-media is the main reason for this increase in transactions. They could be from celebrities and internet celebrities selling their products online, most notably the famous American actress Rihanna's Fenty Beauty, and Jeffree Star's cosmetics. The number of Instagram followers of these two celebrities has risen by 0.6% compared to the number before the epidemic, don't underestimate this small number, which translates to about 1,000,000 people. So you can see the potential value of self-media, right? It also includes the fact that China's live streaming platforms have been so hot that the daily turnover can be counted in billions. Coupled with the fact that agricultural products could not be transported properly during the epidemic, the Chinese government and CCTV have been working with major platforms and anchors to help these people sell their goods through live webcasts as quickly as possible. This has greatly increased the total amount of online transactions [23, p. 166].

At the same time, internet connections are speeding up to meet the growing

global digital demand, with average mobile connections now almost 50% faster than this time last year. The demographics of digital audiences have also changed. Over the past 12 months, users aged 65+ have been the fastest growing audience for Facebook, while women aged 55 to 64 are now more likely to shop online than men aged 16 to 24. Aspects of digital have also become more politicized over the past year; some countries around the world have seen the internet blocked completely, while others have opted for more targeted platform restrictions. Issues relating to personal privacy and political sovereignty could add to the complexity of the ongoing coronavirus pandemic in 2021, leading to another year of a more fluid and uncertain 'Internet Plus' [49].

As of January 2021, the total global population is 7.83 billion, of which 56.4% is urban. The total number of mobile network users, including mobile phones, is 5.22 billion, representing 66.6% of the total population. The total number of people using the Internet is 4.66 billion, or 59.5% of the total global population. And the number of active social media users online is 4.20 billion, representing 53.6% of the total global population. Here we have a huge finding when comparing the figures with those of January 2020, where the total registered global population and the number of people using mobile networks such as mobile phones grew by 1.0% and 1.8% respectively, while the number of global internet users grew by 7.3% year-on-year, with the number of active social media users having increased by 490 million (13.2% year-on-year) leading the way in 2021.

2.1.2 Global, Chinese and Belarusian social network data comparison

There are too many people with top global traffic. Rather than being very lucky, they are very financially savvy. They quickly caught the social media money-making bug before many people discovered the glitter of self-media and have been on top of their game ever since. Without a huge user base, they would have been scrap metal. Even if they were gold, it would be very difficult to catch fire the way they are now. So let's compare the global data, the Chinese data and the Belarusian data to see how important the user base is in the self-media world.

- Population comparison.

Global: At the beginning of 2021, the world population is 7.83 billion. The UN reports that this figure is currently growing by 1% per year, which means that the total global population has increased by more than 80 million since the beginning of 2020 [42].

China: In January 2021, China's population will be 1.44 billion. 5.2 million (+0.4%) more people will be living in China between January 2020 and January 2021. 48.7% of China's population is female and 51.3% male. 61.9% of China's population lives in urban centers and 38.1% in rural areas [40].

Belarus: In January 2021, the population of Belarus will be 9.45 million.

Between January 2020 and January 2021, the population of Belarus decreases by 4,772 people (-0.05%). 53.4% of the population of Belarus is female and 46.6% of the population is male. 79.7% of the population of Belarus lives in urban centers and 20.3% in rural areas [41].

Because of its population base, Belarus seems to have lost out on the starting line. The larger the population base is, the greater the chances of getting online in the modern social base. The more online life and social networks are active, the more human contact will unnaturally increase. What's more, in the last year the birth rate in Belarus has reached negative values. This is an unwanted scenario, both from an economic and social point of view [18, p. 113-114].

Mobile connections

Global: 5.22 billion people use mobile phones today, which corresponds to 66.6% of the world's population. Since January 2020, unique mobile subscriptions have grown by 1.8% (93 million), while the total number of mobile connections has increased by 72 million (0.9%) to reach 8.02 billion at the beginning of 2021.

China: 1.61 billion mobile connections in January 2021. 8 million more mobile connections (+0.5%) between January 2020 and January 2021. 111.8% of the total population in China's mobile connections in January 2021. However, it is important to note that many people have more than one mobile connection, so the number of mobile connections could exceed 100% of the total population.

Belarus: In January 2021, there were 11.5 million mobile connections in Belarus. Between January 2020 and January 2021, the number of mobile connections in Belarus decreases by 172,000 (-1.5%). in January 2021, the number of mobile connections in Belarus is equivalent to 121.7% of the total population [47].

Mobile network connections are another important condition for realizing the realization of self-media. People are no longer looking for the mobile network as it was when it first appeared. As the economy grows and technology innovates, people need better mental pursuits, so faster and more stable mobile networks are what everyone is looking for. The 5G technology war is now hotly contested. Then 5G technology is already a reality in many parts of the world. People are taking another big step forward into the information world of the future. From the rapid jump in internet speeds to the emergence of smart home appliances. It seems like everything can be internet-enabled. This is perhaps the beauty of the internet.

According to the survey, Belarusian locals have a positive attitude towards the current network operators and internet speeds, and were asked whether they would reduce the number of times they use social media and the amount of time they spend on it because of internet problems. The majority of people do not let internet problems affect the amount of time they spend on the internet and social media. Interestingly, 98% of the foreigners surveyed (100 in China, 10 in the UK, 10 in the US and 2 in Korea) had complained about the local internet. The reasons given for

their dissatisfaction were that the network was often down, poor or no mobile network signal in some areas (subways, cinemas, etc.), problems with the speed of the network, frequent failure to send and receive messages, and slow loading of videos. Therefore, the user experience is greatly reduced, thus affecting the further task of attracting traffic.

Social Media

Global: There are currently 4.20 billion social media users worldwide, a figure that has grown by 490 million in the last 12 months, achieving an annual growth rate of over 13%. This number has grown by 490 million in the last 12 months, achieving a year-on-year growth rate of more than 13%. The number of social media users is now equivalent to over 53% of the total global population.

China: In January 2021, there were 930.8 million social media users in China. 110 million more social media users (+13%) between 2020 and 2021. In January 2021, the number of social media users in China was equivalent to 64.6% of the total population.

Belarus: 3.9 million social media users in January 2021. The number of social media users in Belarus remains the same between 2020 and 2021. In January 2021, the number of social media users in Belarus is equivalent to 41.3% of the total population.

The huge difference in figures is already obvious. But with 3.9 million social media users it is already perfectly possible to cash in on traffic. Without taking into account the habits and political policies of the two countries, it is perfectly possible to reach the top level of traffic in the country with an established company or a complete self-media system. Belarusians use Viber most often. 93% of Belarusians use it. Second place went to "VKontakte" with 80%. Skype and WhatsApp took third and fourth place with 62% and 41% of the votes respectively. With 35% off the top 5 telegrams.

The top 5 social networks were also compiled. The most popular was "VKontakte". The most frequently used was 90% of the respondents. The following line is the YouTube service (85%). The third place goes to "About classmates" (60%), followed by Instagram (59%) and Facebook (55%). A recent survey conducted by Kaspersky Lab shows that the majority of Belarusian users (63%) believe that modern applications and services have greatly simplified their lives and actively use social networks, messengers and other online services: from internet banking (76%) and cloud services for online gaming (49%) before for data storage (59%).

Among the most visited sites in the world, there is no Belarusian site, but there are four Russian sites. From these figures it is easy to see that Belarus actually has a very solid social media base. With good operations and a gradual development of a self-media environment it is very easy to welcome the explosion of self-media [43].

2.2 The Capital Power Hidden Behind Self-Media - MCN

MCN (Multi-channel Networks), meaning multi-channel network, was initially an intermediary between content producers and YouTube. In the US, MCNs are not involved in content production, but only unite content creators to create channels to help them solve the problem of promotion and realization. Chinese MCNs have expanded on their original functions, using their own resources to provide professional services such as production support and account operation for weblebrities [11, p. 89].

MCN has continued to attract companies from all sides due to its important position in the social media marketing industry chain, and has achieved explosive growth in the past five years, with both the market scale and the number of companies in the industry expanding at a rapid pace. -At the same time, the number of organizations will grow at a CAGR of 181% from 2015 to 2021, reaching 28,000 by 2021.

The government will play an important role in the development of MCNs. Firstly, many governments have provided abundant policy support for the development of the industry, including talent recruitment, fee subsidies and financial incentives. Secondly, in the past, the lack of regulation of the MCN industry as well as the video content review system has led to a large number of negative stories such as plagiarism and irregular content production. As the MCN industry begins to develop towards normality, relevant regulatory systems and industry associations are on the agenda. The China Advertising Association issued the first domestic "Code of Conduct for Live Webcast Marketing" to be implemented from 1 July 2021, providing a comprehensive definition and regulation of all types of roles and behaviours in live telemarketing [5, p. 15].

With the further maturation of the self-media industry, each link is bound to keep pushing to the extreme, and pushing to the extreme behind often means a more specialized division of labour, and some unified specialized nodes of business can often be on the volume. MCN is a joint many PGC (professional production content) video self-media, can be in the product, production, provide funding, interactive promotion, cooperation management, digital rights management, realization / sales, audience development, etc. (to sub-channels)

MCN can be understood as a new type of brokerage company serving self-publishers on YouTube, in the narrow sense of the word MCN is generally in the field of short-form video, but the MCNs referred to in this article can be extended to other types of self-publishers, as long as they integrate self-publishers in the role of brokerage.

Under the MCN framework, each media outlet is still a relatively independent content producer; the profit model of MCNs is mainly to sign up self-publishers with their own resources and take a share of the advertising, which is generally 30/70; on

the platform side, MCNs tend to have more bargaining power than general self-publishers and can obtain more resources. Unlike the direct matrix of general self-media studios, the content of the self-media matrix under MCN tends to be more diversified, more dynamic and more powerful (Figure 2.1).

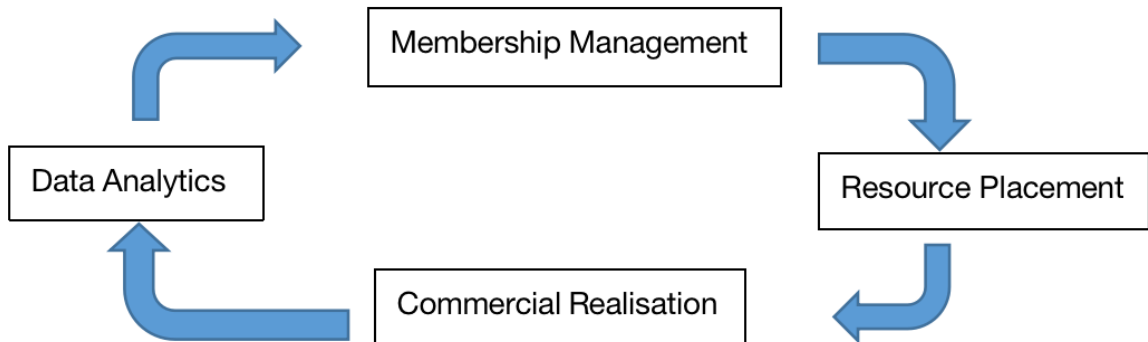


Figure 2.1 - MCN basic operation concept

The basic platform is a fundamental empowerment building that serves as a growth system for MCN agencies and drives the continuous activity of the video ecology. The whole chain of getting MCN agencies on board, activating MCN agencies, MCN agency retention, MCN agency revenue, and finally MCN agency distribution is inseparable from a strong management system platform, which is the basis for making MCN agencies rely on the platform [12, p. 1-2].

Generally speaking, the relationship between platforms and MCN agencies is both cooperative and competitive. Cooperation because the MCN, as a big CP, is an important content resource provider for the platform; competition because the platform can also and starts to sign up potential weblebrities directly. Connecting weblebrities with MCN agencies: the MCN agencies need to sign up more and better influencer who are good for their own content building and development; the weblebrities also need to know why they want to join an MCN agency and how to choose one. Capturing this relationship between supply and demand, the platform can use algorithms to match resources and make recommendations to weblebrities who are interested in joining an MCN agency.

Connecting advertisers with MCN agencies: the MCN agency side needs continuous cashing ability and needs advertisers to place ads; the advertiser side is also more concerned about MCNs nowadays, and they need to understand the channels and traffic exposure ability of MCN agencies; in view of this supply and demand relationship, the platform can empower the DSP ad placement function to provide advertisers with free choice to bid for ad space. At the same time, in order not to damage the user experience and to better match the video ads with the video content, the platform can add "emotional tags" to the video resources according to the theme of the video content, and decide the type of video ads according to the tags, so that the viewing experience of the advertising audience should be better.

Remember this rule - in the age of self-media: users = traffic = money [35, p. 98.]

The company will use the quality content of the head MCN to intercept the first few seconds of the video and lead to a subscription, which will allow you to watch the full video. The main purpose is to increase the number of fans. Large IPs lead to small IP development, i.e. large numbers lead to small numbers, large IPs lead to small IPs, which in turn trigger the stickiness of fans. Or in the form of a lottery after subscribing, a video creator's oral followings, or the need to log in and subscribe before participating in a poll. This allows for the fastest possible traffic gathering.

When there is a certain amount of fans and fan stickiness is formed, it can then be transformed into a fan economy and become a cashing power. To name a few forms of commercial realization that can be presented in the product.

a. IP channel membership (value-added services): When an IP is successfully incubated, a certain amount of IP channel membership income can be considered, i.e. the IP channel opens a membership system, after fans buy enough to become members, they can enjoy various first content in the IP channel or participate in various lucky draw activities held in the IP channel. That is, similar to the principle of website membership privilege value-added services.

b, paid content can be watched: you can pay to watch a single episode of a high-quality programme (the programme belongs to the IP members can watch for free), can be used with a fascinating video opening, in the appropriate position to intercept the flow to guide users to pay to watch.

c. Content e-commerce (buy while watching/video peripheral): After fans turn their attention from IP to people to content, they will then pay attention to the merchandise elements contained in the content, which finally brings consumption opportunities and can achieve good commercial realization. This is particularly applicable to merchandise recommendations for derivative content in vertical MCNs.

d. Scenario-based/free advertising: for example, free insurance and other forms of advertising, with backward fee realization.

2.2.1 Analysis of the encashment structure of the self-media text segment.

With the development of the Internet, especially the development of self-media platforms, the traditional journalist editorial model has long been replaced by a model in which everyone is a journalist, everyone is a source, and everyone is a self-publisher. Looking around, how many of the news we see every day on major news platforms are from the official media? Most of them come from the self-published media.

Take China's self-media platforms as an example, the common self-media platforms are: Bajia, Headline, Dafu, Penguin, Fast News, One Point, Netease, Fun Headlines, Huitou, WeChat Public, Weibo, Zhihu, etc.. Except for WeChat Public,

which is a closed communication, all the others are public communication platforms. As a new product of the evolution of the Internet, self-media has not only created a number of talented people, such as Luo Zhenyu, Gao Xiaosong and Wu Xiaobo, but also provided a path for many grassroots entrepreneurs to get rich [19, p. 69].

Structure 1: Self-media accounts trading

If you want to become a self-publisher and be able to publish content on major self-publishing platforms, you must first have a self-publishing account of your own. Unlike when the self-media platforms first started to emerge, many self-media platforms have adopted an invitation system, now the self-media platforms have been completely open for registration in order to get more authors. However, most platforms now require real-name authentication, and often only a few accounts can be applied for with one ID. If in the process of operation once the violation is also can not re-register, for the author who wants to re-run a self-media, can only sell new number. And there are some people who do self-publishing studios and have to make dozens or even hundreds of accounts, so the only way to do that is to buy them. Thus, the industry of buying and selling accounts has been created, and there are platforms dedicated to this service.

Structure 2: Access to platform subsidies and advertising revenue

For many grassroots authors who run self-published accounts, their main income comes from the advertising share of the self-publishing platform, such as the headline ads in today's headlines. This is also an incentive taken by the platform to get more quality authors. Some platforms also launch campaigns that give certain subsidies based on criteria such as readership. If you become a signed author on the platform, you will also be able to get a slice of the traffic and earn more money. Self-media platforms will increase the amount of recommendations and exposure for original and quality articles, and the number of readers of the articles will also increase, and the advertising share will also gradually increase. If you become a contract author, you will earn more [34, p. 23].

For a hot topic, these self-publishers will find several similar articles to reorganise and parody to put together an article (also known as a wash). Then a title party headline is used to attract traffic and get a high readership. (Some platforms are now cracking down on headline parties, depending on the specific platform). Generally, if you read more than 100,000+, you will earn more than 30 yuan, which can be achieved by one thousand dollars a month. With regard to pseudo-originality, there are even some clever authors who directly use technical means to form articles directly with the program and send them to the self-publishing platform to earn revenue.

As self-publishing grows and more people become self-publishing authors, the unit price of advertising for content is gradually decreasing. The share of platform advertising earned by an account alone is minimal. As a result, self-publishing

studios have evolved. These self-media studios will run a large number of self-media accounts at the same time. The self-employed model involves the studio hiring a large number of editors, each of whom is responsible for a number of accounts, and giving them a percentage of the advertising revenue from each account they run. The rental model involves handing out a newbie number to writers who are required to publish articles every day and pay 300 RMB if the number passes the newbie period, or no money if it doesn't pass the newbie period within a month. Some studios are able to make tens of thousands of dollars a day by way of these part-time jobs.

Structure 3: send soft articles to earn advertising fees

Many original self-media authors are very focused on building IP. This is because when the fame is big, the ways to cash in will become more and more. In addition to some of the above mentioned, you can also sell advertising. For example, the previous Mimoun God, one advertisement can sell for millions. Advertising is one of the main sources of income for self-publishers. Based on this, the industry of media has also been born. A medium is a person who stands between an advertiser and a self-publisher. They act like intermediaries, helping advertisers find self-publishers who can place ads and helping self-publishers find advertisers. Once a partnership is negotiated, they charge a fee. There are also some who provide advertisers with a price increase directly on top of the ad offer provided by the self-publisher.

Structure 4: Sending out black articles to earn protection money

For some self-publishers, profit comes first. When normal traffic and advertising are not enough to support income, "black PR" is the way to make money for some self-publishers. (black PR means PR firms that help specific people to gain benefits by publishing privacy or other informal means) .

There are generally two types of "black PR": one is when the self-publisher writes about a company's negativity and then goes to the door to "talk about cooperation"; the other is when a company's competitor finds the self-publisher and provides negative information about the other party, which the self-publisher spreads. In the production of hype material, the self-publishers usually only write articles and paragraphs around one or two key issues and plant keywords for negative information. The presentation of this negative information often lies somewhere between objective statements and defamation.

Self-media black PR is something that many companies are wary of. In order to maintain their corporate image, they have to pay protection money to these self-publishers. Some self-publishers rely on "black PR" for high profits, with some receiving tens of millions of yuan a year in "protection fees".

Structure 5: The volume industry

In order to receive advertising at a high price, self-publishers generally need to have beautiful data to support them. This is why it has become an open secret in this

business. The main reason for this is the number of readers, retweets, comments and so on [17, p. 168].

The volume swipers will use mobile phone cloud control software to do bulk swiping and constantly change IP, IMEI, MAC and other information. But with the advancement of anti-cheating technology on the platform side, the technical threshold and cost of brushing volume is getting to. And as the cost of technology increases and the price of traffic climbs, the human brush volume has become a compliant and profitable way to replace the machine brush volume. Now it has evolved to real machines, real numbers (mobile phone numbers) and real IDs (identity verification) [57].

2.2.2. Analysis of the encashment structure of the self-media video segment

If you want to make money just by moving your fingers and writing articles, then you are still thinking too simply. If there is no systematic content audit, these articles of varying quality will flood all corners of society. Not only does this have an impact on the entire self-publishing industry, but it can also cause some harm to society. For example, many people want to make more money, so they start to fabricate, disinform and distort the facts in order to attract public attention and gather traffic. Recently, however, China has enacted a number of laws to sanction these unscrupulous individuals and to give the industry a reasonable degree of control. However, if you want to pursue a higher income, self-publishing video operations is a good choice. Although the illiteracy rate has been reduced, the content of video screens is more intuitive and simple compared to text. It is also more informative and easier to get the viewer's attention [2, p. 123-124].

Whether it's a big video site like YouTube or BILIBILI, or a short video site like Tik Tok or Vine, there are a thousand ways to do just the content you want to film. From food to humanities, from movies to music, from funny to educational, these video sites have infiltrated all levels of society. So you can basically find what you want to know on these sites or in social media.

Therefore, in order to cash in on videos, you first need to have at least one account with 100,000 followers or more. This account can either make a privately run account or a studio run account. The next step is the specific steps. First of all, the positioning of your video should ideally be in line with the trend, your positioning must be clear and more in line with the requirements of the platform and more in line with the requirements of the times. On top of this, the operating account must be new. If you have previously registered a similar account is absolutely not in use, of course if the account is not for commercial use, just to meet the self entertainment then please help yourself. This is because old accounts or accounts that have not taken off after trying to run will simply be "blocked" by the platform's operations. Therefore, it is essential to create new accounts and to plan for multiple new accounts. Because it

is difficult to get results from new accounts at once, most people will not be heavily promoted by the company behind them when they first try to run a short video, so the number of people who can see it is very small. This will have a direct impact on the effectiveness of the later lead generation. Here is a tip, before registering a new account, you can now shoot 8 to 10 videos, the purpose of doing this is to give you a clearer idea of your video positioning. It will also give you a better grasp of future potential users and potential advertisers. After you have set up your account and available videos, make sure you follow a certain frequency and a fixed time to place them. For one thing, the software system and backend will automatically identify your account as a quality account, so that the system gets more biased to push your videos to more people and increase the exposure of your account; for another, it will allow your fans to understand your account habits and better grasp the trends of your fans [59].

Once your account has built up a certain amount of followers, we can then cash in on the following structure.

Structure 1 - Advertising traffic

The higher the number of articles read and the higher the number of videos played, the higher the earnings. After you shoot a video out, you can have a certain amount of advertising revenue through fans watching it. As long as you tick the ads when you publish it, you can get advertising revenue, such as the ads of watermelon video, the ads of Baidu video, the ads of big fish video, but not Jitterbug, currently Jitterbug is not tickable. The overseas version of Jitterbug also does not have an ad checkbox function. But for ShakeYin, doing merchant ads is currently the most popular way to cash in. When you have more and more followers, we can do some merchant ads, implantable and not hard, you will find the effect is particularly good, now many big Jitterbug numbers are playing this way.

Structure 2 - official subsidies

This is also the official platform we signed up with, the corresponding monthly subsidies, ranging from a few thousand to tens of thousands, but the number of people is not much, the competition is also relatively fierce, such as thousands of people million. For these official platforms, most of them are media companies or MCNs, which we have mentioned before, and these media companies or MCNs will take potential weblebrities under their own names by signing them up. These companies or MCNs will sign up potential weblebrities under their own names and then use the company's capital to bring out their abilities so that the company can earn a huge amount of money. There are good and bad things about this type of contracting. The upside is that it allows you to gain a lot of exposure in a short period of time, thus giving you higher visibility and higher advertising and other revenues. The disadvantage is that many companies can thus squeeze their employees and are slaves to their capital.

Structure 3 - Copyright revenue

If the content is original and is later produced as a book, film or TV series, then you will receive royalties, the exact amount of which can be negotiated.

Structure 4 - Offline addressing

This is done after more than 2 years, there are a lot of experience and fans on the basis, of course, fans are the main factor, you can go offline speech, there will be a lot of companies and institutions invited to speak, this is also a profit model, training.

Structure 5 - Soft copy advertising

Once we talk about soft advertising, the rest of us do not say, just say one on the line, we take the Chinese social software 'Mimeng' as an example, an ad charges 500,000 RMB. The reason why it should be so high is simple, it's a lot of fans, nothing more.

Structure 6 - Paying for knowledge

This is where you make your own system of knowledge into audio or video and sell it on an audio course platform or video course platform. The text can also be, now the headline is also in the pilot, how I see how like microblogging previous operation, free to see half, want to see the other half, have to pay.

Structure 7 - Paying for community

Many people, after having a following, will set up paid communities, building groups of members, imparting knowledge and paying for value.

Structure 8 - Rewards

We all know that you can be rewarded for being an anchor, but in fact, you can also be rewarded for being a self-publisher. As long as the fans look at the content, they can be rewarded, which is also a profit model.

Structure 9 - Self-supporting products

Since we can advertise for others and sell their products, can we sell our own products? The answer is definitely yes, no matter what your source of purchase is, no matter what you re-sell, as long as you have traffic and a certain fan base, it is very easy to sell the specified goods. That's when you can communicate with some merchants. A merchant who wants to pick up your social accounts to sell their own products is a more intuitive advertising model. It is also one of the most straightforward models for realising cash. There are generally two revenue options: one, no matter how many products you sell, as long as they come into your social account, the merchant has to pay you an advertising fee; two, in addition to the advertising fee, the merchant will give you a commission for every product you sell. So whenever a transaction is placed through your social account, it is recorded in the back office and therefore a cut is given to the self-publisher in the proportion signed on the contract, based on the final transaction amount.

2.2.3 Analysis of the encashment structure of the live self-media segment

Self-media has developed to the point where each of us is a self-media author, ready to express our own personal views and express our own inner visions. In the past two years, the self-media live streaming industry, is also in the midst of continuous warming up, many people began to live stream through their mobile phones. Many celebrities have also joined the industry. The subject matter of the live broadcast is also varied, what are there, in short, there is nothing you can think of, simply the form of entertainment in the live broadcast, but some people want to make money in this industry through the live broadcast, ask me if this can be achieved, now can there be opportunities.

The year 2016 was the first year of the "Influencer economy explosion", the Netflix fan base from fragmentation to the platform, community development, the form of media it relies on is also gradually transformed from text to graphics, and now "live media", while the way it is realized is also derived. At the same time, the way of cashing in on the media has also developed into various modes, such as fan reward, shopping and advertising revenue. Behind the phenomenon of "net popularity economy" is the era of self-media opened by the highly developed Internet. The diversification, popularisation and generalisation of communication subjects in the self-media era has brought opportunities for more grassroots groups and entrepreneurs, as well as new business opportunities for enterprises and the market. In the new media era, the interaction of online content is not only between content providers and users, but more frequent communication and sharing between users has also become a major feature of the media and the internet, and the additional traffic brought by information sharing between users is of great value. For the marketing model based on "information sharing", "viral marketing" is one of the main ways of spreading and promoting online content today, especially self-published content. Self-media has also changed from a chain of one-point-to-multipoint communication to a network of multi-point-to-multi-point communication, and the frequency and efficiency of information dissemination is much higher than that of traditional media. "Papi Jam" and Max Korzh are typical examples of self-publishers who have developed from grassroots on social media platforms, mainly by posting short videos on WeChat, Weibo, YouTube, Instagram and other social media platforms to attract attention. After accumulating a huge number of fans and followers, Papi Jam and Max Korzh began to cash in through commercial cooperation, mainly through patch ads and WeChat push ads within their short videos, with advertising revenue being the main means of cashing in for Papi Jam and Max Korzh [44].

Today's "self-publishing" business model still consists mainly of advertising and paid content, but the interactive distribution of self-published content is undoubtedly an important factor in determining the flow of revenue from both parts. Few quantitative studies have been conducted on the profitability model of self-

published media, combining advertising, paid content and distribution. The innovative work of this study is to construct a revenue model under the self-media business model based on the traditional online marketing business model; and to analyse the structure of self-media live realization considering parameters related to the brand influence of self-media, content and customer interest matching [27, p. 125].

The state of the MCN industry and the three major realization channels: e-commerce, advertising and live streaming. According to Crowley's statistics, the number of domestic MCN agencies is expected to reach 6,800 in 2019, while the advertising realization market alone has a scale of 10 billion. At present, the main realization models include taking orders for advertisements, live-streaming bounties and live-streaming with goods. Among them, advertising is mainly cut away from the brand's investment budget, and Crowley expects the market scale to be at the level of 10 billion yuan. We take into account the statistics of Ai Rui and the reward income of short video and music apps, and the scale will be about 100 billion yuan in 2019. We expect the largest and fastest-growing business to have a GMV of several thousand in 2019, and the industry is still in its early days, with guaranteed high growth in the next 1-2 years.

Analyzing only the live/video goods market, the MCNs/anchors benefit the most from the various segments of the industry chain, while all other parties benefit from the expansion of the market scale. We judge that the rise of live-streaming in 2019 is mainly due to the flow dividend spillover from the short-video content platform, and this business model has improved the turnover speed of merchandise and capital flow compared to the original offline distributor system, which does not need to account for MCN's inventory and does not have a deposit. We can divide live with goods into four big segments: MCN/anchor, content platform/platform agency, e-commerce platform, brand owner/brand agency/e-commerce agency. Why short-term or MCN benefit, because the platform is currently still in a rapid competition for market share at the point in time, Racer Jitterbug need to rely on MCN to expand the pendant content library and commodity library.

Before we officially get into the live streaming structure analysis, we need to understand a little bit about the live streaming platform's split relationship. The most significant revenue for these live streaming platforms comes from gift sharing and revenue from consumer features. Gifts are often divided into free gifts and paid gifts, for example, many platforms at the beginning will send some free gifts to newly registered users, paid gifts users need to spend money to buy, sent out after the anchor and the platform share. The share ratio varies from platform to platform, often users need to spend money to buy currency A, spend currency A to buy gifts to the anchor, the anchor gets currency B, currency B can be converted into the required currency units to withdraw. For example, some companies have 1 RMB = 10

currency A, and receive 1 currency A gift to increase 0.5 currency B. Another company has 1 RMB = 7 currency A, and receive 1 currency A gift to increase 0.7 currency B. It may seem that the latter company can claim a 30/70 split, but in reality the anchor will end up with about 50%. In addition, there are different fees for topping up the ios channel and the Android channel, with some companies splitting the discount on the fees evenly between the anchors, while others are covering this cost themselves. There are some events where free currency is given away, and the free currency portion of the gift revenue is not split. If the anchor has signed up with an agency, the gift revenue will need to be split between the platform, the company and the anchor, with different percentages for different companies and different volumes of anchors. Of course, legal software, especially Apple IOS users who generate top-ups during the use of the software, part of the money goes to Apple.

In addition there are some features within the software that require users to spend, but they are not shared with the anchor. The web end of various banners, pop-up windows, mobile end of the start page, advertising space and other income, some platforms will use the amount of users to cash in on the flow, and some hand and page games in-depth cooperation, reward interchange, or even direct intermodal games, to obtain income. Some platforms have e-commerce function, divided into self-owned merchandise income and agency merchandise income. Arranging promotional spots for different anchors, possibly charging anchors or brokers, etc. are all ways for the platform to make money.

So how do these self-streaming weblebrities cash in?

Structure 1 - Gift income

The easiest type of income to understand, split as described earlier. The more money people spend on you during a live stream, the higher your share will be.

Structure 2 - Salary income

If a self-publisher is a contracted anchor with a platform or agency, there is often also a salary agreement. Generally speaking, the agency or platform will pay the anchor a salary based on the number of hours the anchor has been on air each month, popularity and other factors. For example, if an anchor has 60 hours of broadcasting time in a month with a popularity of 1000 or more, the salary will be a specific value. This is why many anchors will fake their popularity, not all fake data is created by the platform, anchors are also trying to make a living.

Structure 3 - Advertising Revenue

Mobile game promotions, Taobao merchandise promotions, and advertising endorsements that bring in revenue from a single promotional campaign are all sources of advertising revenue for anchors. A small number of times a single advertisement may cost a few hundred or a few thousand RMB, and a large number of times a single advertisement can generate around 500,000 RMB.

Structure 4 - Self-run e-commerce income

There are some anchors who have their own Taobao shops and micro shops, where e-commerce transactions generate income. That is, they let their sub-fans buy their own products and thus benefit from them.

Structure 5 - Cash bounty from other channels

Some anchors will put up Alipay QR codes or call accounts, and some fans will also send red packets to anchors via WeChat, transfers, etc. Of course this kind of behaviour is often not promoted or allowed by either the platform or the agency. But a lot of rich people who come across their favorite anchors will throw money around like crazy (I honestly don't know why, but this industry phenomenon has come up too many times, which is why a lot of young self-publishing anchors want to work in this industry, because it really comes in fast).

2.3 Impact of Self-Media on Economic Development.

Development cannot happen in isolation, whether at the micro or macro level. Therefore, a powerful tool is needed to connect people instantly so that the transfer of knowledge is never-ending and immediate. Development-enhancing media are used to convey information on issues such as entertainment, consumption, sharing of ideas, environmental protection and community development, socio-economic and cultural development. Today's world is shrinking in size and the distance between people is shrinking further. We live in a world where the internet is everywhere and we share knowledge, ideas, learning times and new things on this shared network. We are able to do basically anything through social networks and media (not, of course, the basic rules of survival such as eating and sleeping). There are positive and negative externalities in society, so we need to look at what these externalities look like. Negative externalities can be balanced and surpassed by positive externalities in order to achieve all-round development.

The live streaming industry in China is now reaching its heyday. The digital economy continues to permeate all three industries, and providers of digital transformation services, such as live streaming for enterprises, have seen an accelerated period of development. According to ICT statistics, from 2016 to 2019, the penetration rate of the digital economy in China's three industries rose steadily, with the service industry leading the development of the digital economy sector. In 2020, the live-streaming economy, represented by live e-commerce, entered thousands of households and became the core kinetic energy for business development in all industries, creating new development opportunities for enterprises. Against this backdrop, digital transformation service providers such as Enterprise Live Streaming are actively leveraging their technical and product advantages to export solutions to enterprises with business transformation needs online. As one of the key engines of China's digital economy, China's mobile internet accelerated the pace of 5G construction in 2020, and new industries such as live e-commerce and

cloud exhibitions continued to emerge, resulting in a continuous growth in mobile internet traffic consumption, and the overall mobile network environment provided a good foundation for the extensive coverage and penetration of live streaming at the user end [56].

The economic gains of self-media and the formation of industrial structure

To get a better sense of the economic advantages of self-publishing, let's look at China's financial data for the third quarter of 2020 (Table 2.1).

Table 2.1 - Quarter GDP Primary Industry Secondary Industry Tertiary Industry

Quarter	GDP		Primary Industry		Secondary Industry		Tertiary Industry	
	Absolute value (billion yuan)	Year-on-year Growth	Absolute value (billion yuan)	Year-on-year Growth	Absolute value (billion yuan)	Year-on-year Growth	Absolute value (billion yuan)	Year-on-year Growth
1Q 2019	218062.8	6.40%	8769.4	2.70%	81806.5	6.10%	127486.9	7.00%
1Q 2020	206504.3	-6.80%	10186.2	-3.20%	73638	-9.60%	122680.1	-5.20%

As a result of the epidemic, China has basically stopped all industries in the first quarter of 2020, including many pillar industries that received serious impacts from the epidemic. The real economy was hit hard and the total national production fell directly below the average. However, it is easy to see that the self-published media as a tertiary industry performed well in this epidemic. In addition to the primary sector and other pillar industries that maintained this economic balance during this epidemic, the tertiary sector performed excellently during this epidemic. The dot-com, virtual, and online economies have been strong and vital during the epidemic [58].

Let's look at the final annual GDP rate for the Eurozone in the first quarter of 2019 and the quarter of 2020 (Table 2.2).

Time	Previous Value	Present Value
Q1 2020	1.00%	-3.30%

Q1 2019	1.40%	1.30%
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Table 2.2 - The data comes from the data center of Oriental Finance Network

The year-over-year GDP growth value for Q1 2020 was -4.30% and for Q1 2019 it was -0.10%. Although China's situation seems to be a bit tougher when you look at the data alone, don't forget how much the three-month "mandatory national holiday" affects the country's economy.

The emergence of new media and the popularity and widespread use of the internet has brought opportunities for online shopping, which has brought opportunities for the economic development of industries related to online shopping such as e-commerce and logistics. With the continuous expansion and rapid development of the new media industry, e-commerce, network services, logistics services, business promotion and other industries have also developed rapidly. The most representative ones are e-commerce and logistics services. The popularity of online shopping has led to more and more people engaging in the e-commerce industry, which involves more and more territories and types, and is gradually becoming an important part of China's economic development.

At the same time, in order to expand their social influence, establish a good image and attract more consumers, many economies have started to use new media platforms to carry out economic activities such as brand promotion and network promotion, promoting their products and services directly to consumers through self-media, thus directly obtaining economic benefits.

Today, the growth in the size of China's Internet users is stabilising, the Internet industry continues to develop steadily and the size of the Belarusian network is on a growing trend. The self-published economy has become an important force in China's economic and social development. Compared to the credit card-led consumer economy abroad, digital technology represented by new media is accelerating its deep integration with all aspects of the economy and society, becoming an important driving force in promoting China's consumption upgrade, economic and social transformation and building new national competitive advantages. At the same time, the rapid development of online shopping, mobile payment and other areas has played a huge role in improving people's livelihood and social well-being, and has contributed significantly to the process of modernising the country's governance system and capacity. The new media industry has shifted from business transformation to model innovation, leading the development of an intelligent society, from smart manufacturing to the sharing economy, and the application of massive data and big data technology to provide more possibilities for social production optimisation.

Currently, the self-media industry has influenced every aspect of economic life,

and self-media and new media have become an important economic driver. With the development and maturity of new media technology, the self-media is favoured by more and more capital investment companies and commercial institutions to strengthen the self-media industry will certainly accelerate the development of the self-media industry, the self-media industry will also occupy a greater proportion in the social economy. It is foreseeable that the future impact of the self-media economy on the social economy will be fundamental.

In the information age, the openness, interactivity and diversity of information dissemination channels of the new body bring great convenience to the communication of information between the economic market and the target audience. The speed of information updates is constantly accelerating, and consumers are constantly surrounded by information about various products and services in the economic market. This makes it possible for economies to achieve long-term information flow with consumers through new media and self-media channels, helping them to obtain consumer market information more quickly and accurately, which in turn helps enterprises and other social and economic organizations to adjust their business management strategies in a timely manner and to formulate development plans aimed at improving their own economic efficiency [61].

CHAPTER 3

THE RELEVANCE AND LEGAL REGULATION OF SELF-MEDIA

3.1 The Relevance of Self-Media

Although WeChat Public was launched in 2012 (23 August to be exact), there were only a few early players in 2012, mostly testing the waters, and frankly, the text editor on WeChat Public was disastrously simple - any blogger's editor is better than it.

But by 2013, many people realised that it was an extremely powerful media tool, even if its editor was so rudimentary, which, in Ma Haixiang's view, was due to two main reasons: firstly, the mobile internet was becoming more and more accessible to ordinary Chinese people with the spread of smartphones, and unlike microblogs, WeChat public accounts allowed long text - 140 characters! Unlike microblogs, WeChat public accounts allow for long text - sometimes it's hard to tell what's going on - and unlike blogs, WeChat public accounts can be read on a mobile phone. Secondly, and more importantly, WeChat's public accounts are dependent on a powerful social network: the circle of friends, which is why news clients have introduced self-media features similar to public accounts, but still cannot compete with WeChat: they lack a social network, and I have always had the assumption that users read articles through the circle of friends, even if the article is pushed by an individual subscribed public account. This assumption has since been confirmed to some extent: Tencent officials say that data shows that 80% of users read through their circle of friends. What's more, WeChat has a powerful interpersonal communication scene (peer-to-peer communication) and a group communication scene (groups), both of which contribute to the readership of public account posts. In other words, WeChat's sharing system makes it possible for a bunch of self-publishers to take advantage of this [3, p. 63-65].

In 2014, self-media began to harvest, and some individuals have been able to cash in commercially by running their own self-media accounts, including advocating for commercial companies, placing hardcopy for commercial companies, and becoming famous as a KOL in various conferences and lectures, becoming a consultant for companies, and so on. There are also some self-media accounts that are so influential that they have formed a fan economy in some sense, organising *meetings* and selling **branded** goods, and doing so with great gusto. It has to be said that these self-media accounts are full of media people, who are already good at content production and also proficient in the way of communication, and for a while, the saying of WeChat that "even small individuals have their own brand" has been confirmed. Without exaggerating, 2014 was the year that self-publishers who had started working on their WeChat public accounts in 2013 were able to cash in on their work, but, of course, it must be admitted that there is also the law of two or

eight, and most self-publishers did not have much business to cash in on. But this small number of self-publishers (in relative proportion, a small number of people), in absolute terms, I'm afraid, is no less than 100,000 or even hundreds of thousands, and their equivalent level of income can be as little as 100,000 a year, or as much as tens of millions. Note that this is one person! In fact, it is not surprising that individuals who started their own WeChat public accounts in 2013, with a low threshold and little capital investment, were able to cash in in 2014, having started to accumulate followers. However, by the second half of 2014, some signs showed that individuals running a WeChat account had become increasingly ineffective from the heart, which, in Ma Haixiang's view, was mainly due to the following two reasons.

First, official WeChat policies began to favour corporate-run public accounts, such as the "certification system" launched at the end of 2014 (my personal understanding is that it is a trademark registration in the WeChat ecosystem), which can only be applied for by corporate-run numbers, and individual certification, which was already in place at the beginning of 2014 (and possibly at the end of 2013). It is also possible that personal certification was discontinued at the beginning of 2014 (and possibly the end of 2013).

Secondly, WeChat has developed a large number of technical tools, and if we do not make good use of these tools, we are likely to lose out in the competition for attention, which makes the WeChat public number include three parts: production, operation and technical development [24, p. 45].

The capital market, in 2014, has taken notice of the self-media media on WeChat, and I know of a very small example of a WeChat public number that did shopping guide articles, and after only three months, it attracted an investment of over a million dollars from a fairly famous VC, with a valuation of around ten million dollars, well, no bragging and no watering down. There are many examples of this kind, and it is not a big deal, nor is it worth bragging about. But the so-called "self-media" media, in 2014, after the harvest, because there is a commercial income, there is a commercial road, began to institutionalize, company.

In 2015, self-media will become a trendy trend. For 2015, self-media will be roughly this progressive relationship: the minority of self-publishers become profitable self-publishers, and the minority of profitable self-publishers become corporatized team-based small and micro emerging media institutions, but still the same: the so-called minority is relative, in absolute numbers, there will be no less. While professional journalists in the traditional media take advantage of the group's strengths and technical support to facilitate their gathering of information for reporting around the world, the emergence of self-media has broken the limitations of time and place, and users can also become news gatherers and disseminators. The Interface, a subsidiary of the Shanghai Daily Group, has recently launched a self-media alliance, claiming to have four-figure self-publishers joining it, which is huge

and rich in content, and has even triggered a small war of words and stand-offs. I don't see this happening. Frankly, I don't think it's that new, it's not that different from a column in the paper or a contract in the online media, it's the same thing in terms of content production mechanisms [46].

However, the newspaper also has an 825 fund with a target size of \$1.2 billion, which was established with the claim that it would be "a professional venture capital fund dedicated to investing in early stage new media projects, especially mobile internet projects", and has invested in 26 projects so far. This group of four-figure self-media media is something that 825 Fund can pay more attention to, and through its operation in the interface, it may produce some good start-up projects worth investing in. I have always thought that the idea of "capital growing media" and the reported "group is a consortium" is a viable and theoretically bright idea, and after so many years of evolution, the corporatisation of self-media has reached the point where it is ready to emerge. The time is right.

3.2 The Features of Self-Media

The content of self-media is actually fluid, with no uniform standards and no corresponding norms. Self-media content is left up to the discretion of the self-publisher. And the current self-media is characterised by civilianisation. Due to the popularity of mobile smartphone terminals, the threshold for entry into self-media has become lower and lower, resulting in some content becoming more and more vulgar and the proliferation of information becoming more and more serious [31, p. 24].

The main forms of expression of self-media content are text, pictures, audio and video, which makes the presentation of self-media content rich and diverse. Only quality content will be sought after, followed and reproduced by the crowd, and it will be easier to realise the traffic. Each person has different abilities, education and moral standards, and will reflect the differences in their field and profession when creating content. For example, university graduates tend to look for jobs related to their major after graduation, or find jobs that interest them by changing careers. By the same token, when it comes to self-media content operation, one must also look for the field that one is best at or most interested in - this is the source of motivation.

Self-media has its own unique characteristic patterns.

(1) Personalisation. This is one of the most significant characteristics of self-media. Whether in terms of content or format, entrepreneurs must provide ample room for personalised choice for users when starting a self-media platform. A person, a computer or a mobile phone can be a self-media, or even a very good self-media. The subjects of self-media come from all walks of life, which is arguably a broader coverage compared to the ability of traditional media practitioners to know a single industry. To a certain extent, their comprehensive grasp of news events can be more specific, clearer and more realistic, and their professionalism at the "tail" is not

inferior to that of the media practitioners at the "head", and even more advantageous.

(2) Fragmentation. This is the trend of information dissemination in society as a whole. Audiences are increasingly accustomed to and happy to receive short, intuitive information, and entrepreneurs should follow this trend when starting their own media platforms. There are no time, space or form constraints, expanding the space to play. With a simple registration application, users can create their own "media" by posting text, music, images, videos and other information on the web using layout management tools based on the web space and optional templates provided by the service provider. The low barrier to entry and the simplicity of its operation have made self-media popular and fast growing.

(3) Interactivity. This is also one of the fundamental attributes of self-media. In fact, the core purpose of audiences using self-media is still to meet the needs of communication and exchange, and entrepreneurs have to provide users with sufficient diversified experiences such as sharing, discussion, exchange and interaction on their own platforms. The subjects of communication in self-media come from all walks of life, which can be said to have a broader coverage compared to the ability of traditional media practitioners to know a single industry. To a certain extent, their comprehensive grasp of news events can be more specific, clearer and more realistic, and their professionalism at the "tail" is not inferior to that of the media practitioners at the "head", and even more advantageous.

(4) Multimedia. When it comes to self-media, the first thing that comes to mind is Weibo, but Weibo is only one mode of self-media. Not only does it offer users a wide range of options in terms of text, pictures, music, video and animation, but entrepreneurs can also create self-media platforms with pictures, music, video and animation as themes, in addition to text. The most important role of self-media is that it grants the right to speak to the grassroots and to the general public, it promotes the self, helps the growth of individuality, forges individual values and reflects public opinion. This pervasive character has made the expression of "self-voice" a growing trend. However, with the increasing pervasiveness of the self-published media, the power of this "tail" is accumulating and growing.

(5) Community. An important feature of self-media is that the audience is constantly gathering and spreading information in small groups, so entrepreneurs can create self-media platforms for specific groups, such as for game lovers, music lovers, film lovers, car lovers, student groups and so on. The main audience for self-media comes from the lower strata of society, so the self-publishers are defined as the "grassroots". These amateur news enthusiasts are more unprofitable than traditional media practitioners, and their participation is less preconceived and biased, and their judgement of news events is often more objective and impartial.

(6) Dissemination. Without effective and rapid dissemination, self-media has no value or meaning. Entrepreneurs must provide users with adequate means of

dissemination and promotion channels when starting a self-media platform. Self-media content comes in many forms, such as text, video, audio, pictures, live streaming, Q&A and so on. Whatever you are good at, you can always find a platform here to showcase your value [39].

In the internet world, personality is unique. Everyone has a different personality, but many people have common hobbies and interests. This is also because common hobbies and interests exist, they resonate and will pay attention to each other. Personalisation is therefore a magic bullet for attracting followers to self-media. Popular, civilian means that the threshold is very low. As long as you can use internet tools, you can work in self-media. The lower the threshold the more people will be involved, the more people will be involved the greater the flow, the greater the flow the more business opportunities will be. The internet era is the era where traffic is king and fans are king. As long as you have fans, you will have traffic, and you can make money with traffic.

Nowadays, self-media is very easy to operate, just need to output high quality content is enough, through the self-media platform to publish video, articles, audio can be. You can also publish your own content on Weibo, WeChat and forums, which will bring you traffic through platform recommendations. The key thing is to have fun. You will see different new and interesting things and make friends with like-minded people. Being a self-publisher is fun, and the most important thing is to know how to share and interact.

It spreads quickly and is highly interactive. It's because we can publish and manage our content anytime and anywhere, and we can also interact with our fans. Here's a tip from Lemon and you, good news doesn't spread as fast as bad news. This is the core of self-media. Because the internet is full of people eating gourds, they all like to gossip and watch the action. Any bad news will spread quickly [45].

Business model.

The business model of self-media can be broadly divided into two categories. One type is purely online business, i.e. after the owner of the self-media has gathered a certain number of fans through media content management, he or she will look for suitable advertisers to advertise on the platform to realise advertising revenue. The other category is to follow the practice of celebrities, celebrities, CEOs of large companies and others, relying on the popularity and personal influence accumulated on self-media in the early stage to realise cash through offline channels. There are many ways to cash in offline, such as publishing books, speaking and training, corporate consulting, or even consider opening an online shop to sell books, etc. The latter is more demanding for media founders than the latter. In addition, for offline cash to develop into a regular and stable business project, the media founder generally needs to have a certain social identity, such as a best-selling author, university professor, media journalist, etc., so that the online and offline resources

can be dovetailed to maximise economic returns.

As self-media continues to develop, more and more self-publishers or companies are moving towards commercial operations in order to get a share of the huge pool of traffic, so it is important to know these business models if you want to stand firm in the midst of so much competition. Let's analyse the business models of self-media in three more detailed categories.

- Advertising

This advertising does not refer to the platform's share of advertising, but rather the self-media person or business using their own account to take on advertisers' advertising, such as helping advertisers write soft articles and helping advertisers promote them, provided that your account weight is high enough and the more fans you have, the more advertisers will bid, but note that there are many considerations for taking on advertising. Based on the number of fans and placement requirements pricing: specify the time and location of placement, add the original link or QR code, include the cost of original copywriting, advertisers contribute to the difference between soft and hard copy, are the four most important factors to increase the offer, the price increase is generally between 15% and 30% of the total offer. Adhere to 5 principles to do advertising without hurting fans: (I) Advertising should match the attributes of fans. (II) It is best not to do hard advertising, soft advertising is better than hard advertising, so that advertising is content and content is advertising. (III) Soft advertisements should be interactive with fans and give them more benefits. (IV) Advance previews and fixed columns cultivate fans' habits and improve acceptance. (V) Prefer lack to overuse, do a good job in controlling the quality of advertising and do not overspend fans' trust.

- Content e-commerce

What is content e-commerce, content e-commerce is your content is your product, the user is to read your content and thus have the desire to buy. Pure e-commerce is waiting for customers to have a need to buy, just like Taobao, Jingdong Mall, etc. belong to pure e-commerce, while content e-commerce can create demand, that is, the customer did not need this thing, when after reading your content suddenly feel that is should buy a, this is the great thing about content e-commerce, he can create demand. You can sell your own products, have your own industry chain, and also help other people sell products, such as doing three agriculture can help sell agricultural products, etc. So that self-media later want to make a lot of money can be the direction of content e-commerce development. The choice of goods must be noted, must fit the fans, sell and fan base related, quality and reliable goods, not to cheat fans.

- Paid knowledge

There are already several platforms with paid columns, and more and more users are willing to spend a little money to watch what they think they need, so

paying for knowledge is a business model that self-publishers should pay attention to in the future. So what points do you need to pay attention to in order to pay for knowledge, and Hong is here to analyse them for you. There is a high professional and content threshold for paying for knowledge: not all content is suitable for payment. Audio is the main medium for listening to paid courses, of which the proportion of purchased course media types are: audio + graphic 38.6%, video 26.9%, pure graphic 20.1%, pure audio 8.1% and live 6.4%. Double packaging of lecturer and course: that is to say, we have to package the lecturer, including the identity of the lecturer, experience, etc., of course, must be realistic packaging, followed by the packaging of the course, in what form to output, is graphic, video, audio or what. After the packaging is done, the output is then carried out. Choose the right channel to achieve scale sales: knowledge payment is originally a flow business, choose the right channel to achieve scale sales. Here Hong introduces 3 kinds of traffic entrance: (1) platform cooperation (knowledge payment platform, such as Himalaya, 36 nitrogen, etc.) (2) own flow (some head IP already has a user pool, knowledge payment is their in-depth service customers, live value way), distribution (is to increase the flow of auxiliary mode, can push the product to a wider range of user groups)

In self-media operations, the following principles should also be followed.

Diversity - There are many types of self-media platforms and they are constantly pushing the boundaries. This side has just become familiar with the operation of the official micro-blog, and the WeChat public platform has made its appearance on the other side. In the face of this diversity, it is important to be sensitive to new media, to be open to experimentation and to respond to new media platforms as they become available.

Truthfulness - Be accurate when releasing information through self-media platforms, be objective and sincere when communicating with users, and be factual when facing questions from users.

Fun - authenticity does not affect the fun nature of the content, which includes posting fun content and planning fun activities.

Sustainability - Self-media is by its very nature media and needs to gain a growing media audience. The growth of self-media users cannot be achieved overnight, but can only be achieved through high quality and consistently updated content, and through creative activities that are constantly organised, in order to build up, gain a steady growth in users and keep the self-media influence expanding.

The Internet age now largely covers most of the world. The Internet will become as vital to people's lives as air and water. It has even become an indispensable part of people's political, economic, cultural and social life. With the emergence of new media and self-media, the supremacy of the Internet has been consolidated. At the same time, the concept of online media is receiving keen

attention from the industry. Online media is the sum total of new media and self-media, and online media is like a mother that nurtures new media and self-media. So what are the characteristics of online media, new media and self-media? What will be their tomorrow? This is one of the questions that will be discussed in this essay.

Self-media, as it is called, is a branch of online media. In a broad sense, it can refer to the Internet itself, as it is a medium and tool for information exchange in its entirety and an unparalleled super-media, but in a narrower sense, it can also refer specifically to Internet-based media units that disseminate news and information (i.e. the process of transmitting information to others through the medium of the Internet, with the individual at the centre). In contrast to the three traditional media - press, radio and television - the online media branch, known as the "fourth form of media", is a new media with distinctive characteristics. When it comes to its characteristics, one can probably say a lot about it: it is fast, rich, interactive, easy to collect, searchable, realizable, and so on. The main reason for this is the freedom of communication in terms of time. Newspapers disseminate news, usually on a daily basis, and are extremely constrained by the time of publication and distribution. Although radio and television can broadcast news more quickly than newspapers, they are constrained by the time available for broadcasting; although they can also broadcast live when necessary, the preparatory work required for this is often costly and time-consuming, so it can only be done occasionally. In contrast, the online media has obvious freedom and speed in terms of dissemination time, and can easily release all kinds of news at any time, instantly scrolling release. In recent years, it is no longer television or radio, let alone newspapers, but internet sites that have been the first to hit the ground running on many major news stories at home and abroad, especially breaking news reports. The most frequent and successful websites are also the ones that have made real-time rolling reports immediately after the first release. The freedom of communication in time is also reflected in the reciprocity of the communication itself. Radio and television listeners and viewers who miss the time to listen and watch can hardly go back to listen and watch again; newspapers are better, but they are no match for the ease of retrieval on the Internet, especially over large time spans.

The internet is a world of infinite space, and self-media is also infinite in terms of communication space. It can be said that as large as the global interconnected electronic network is, as large as the communication space of online media is. The infinite space for dissemination, which is beyond the reach of traditional media such as newspapers. For example, although Zhejiang Online is a local news website, and currently only has a Chinese version, but it has nearly half of its visitors from overseas, from more than 120 countries and regions in the world. When it comes to the infinite space of communication, there is another layer of meaning, that is, the infinite nature of the network media itself in terms of news and information capacity.

The vast amount of information it has is unmatched by any traditional media. As someone said, you can't spend a day downloading things on the internet and never finish reading them in a lifetime. Due to the advantage of information storage space, with the help of search and link functions, the website can do news in a richer, fuller and more exciting way than any traditional media. Internet users can not only read the news itself, but also view related stories, related pages, and visit related websites.

And there are different characteristics in the way they are disseminated. The greater characteristic of online media and self-media than traditional media is the flexibility and variety of their communication methods. The changes in this area are revolutionary and fascinating. There are three main points that deserve special attention: online media and self-media are both interactive communications. The traditional media is usually one-way, with no two-way communication between the editor and the reader at anytime and anywhere. While the network media and self-media can be one-way communication, but also two-way (between the editorial read) or even multi-way (between the editorial read, read read) communication, the dissemination of information has a strong interactive nature, between the netizens and the website, between the netizens and netizens can use BBS, chat rooms, network telephone and other tools to communicate instantly, to achieve interaction, the news content can also be discussed at any time, but also can hold network meetings. Secondly, multimedia communication. Internet media can be integrated with text, pictures, audio and video, which can be described as a collection of the traditional media, is the authentic multimedia. Some websites in China have already launched video programmes. One such fact is that a pair of conjoined baby girls were admitted free of charge to the Children's Hospital in Zhejiang Province, China. After doctors examined them and found the separation surgery to be quite difficult, the hospital approached Zhejiang Online to send a request for help via the Internet to medical experts around the world. As a result, we helped to publish text and picture information, while also recording and videotaping the conjoined babies' cries and moving images online so that the conjoined sisters could use their real cries to plead for help from the world. After the call for help was sent out, the website soon received feedback from some major hospitals in the USA and medical experts in Taiwan, providing important input for the hospital to carry out the operation. When the separation surgery was carried out two months later Zhejiang Online not only reported the progress of the surgery instantly on the internet, but also put footage of the live video of the surgery on the internet. Through practice, we initially appreciated the alluring charm of online multimedia and self-media. Personalised communication is also one of the characteristics of online media and self-media. Newspapers, radio and television are, after all, mass communication in the general sense. What you see or hear on them is the same as what other people see or hear at the same time and in the same media, and newspapers cannot be published

individually for you, nor can radio and television broadcast programmes that only you can listen to or watch. However, what they cannot do, online media can easily do. Online, you can subscribe to your favourite news categories, mailing lists and customise the style of pages you like to read. In this way, the online media are particularly understanding and can offer a truly personalised service.

3.3 Problems with Self-Media

New media has brought us easy access to information, but also left risks and challenges to the whole society. In the new media environment, all kinds of information are flooding the entire Internet platform through the Internet database, and the widespread dissemination of false and vulgar information and infringement of copyright seriously affects the healthy development of new media. At the same time, as a new thing, self-media, due to its development, will naturally produce some undesirable factors, the current self-media is still in a process of exploration and growth, many industry norms are not yet formed, there are problems is inevitable. There are several problems with the current self-published media [7, p. 33].

- The quality varies.

Because everyone has their own ideas and ways of expressing themselves, and as self-publishers, because they represent their personal views, they are naturally of mixed quality. As long as we want to, we can set up our own "media", we can be the masters of the media, and we can publish what we want to publish, which can be a running account of the minutiae of life, a feeling about life, an observation and commentary on current affairs and politics, or an exploration and reflection on professional studies. The content ranges from a running account of life's events, to life's insights, to observations and comments on current affairs and politics, or to professional learning.

The varying quality of the content has further exacerbated the dysfunctional nature of the rules of the self-media ecosystem. On the one hand, there is a lack of self-regulation in the production of content and a lack of "gatekeepers" in the professional sense, making it easy for vulgar content, rumours and false information to appear.

On the other hand, there is a large amount of water in the marketing of self-media, and the phenomenon of "brush powder" and buying clicks is serious. This does not correctly reflect the real data, which is often referred to as data falsification.

Let's take Chinese self-media as an example here. If you search for "buy fans" and "buy clicks" through the Baidu search engine, you will find a lot of content such as how many people are attracted to WeChat on a daily basis and how many fans can be bought for 10,000 fans for a value package for 10 RMB. It's an open secret that large microblogs, WeChat public numbers and other self-media outlets buy "zombie fans", as these accounts can attract advertising and gain commercial value after

gaining an advantage in terms of readership and followership. However, media forms based on such "water" effects are unsustainable and extremely detrimental to the healthy development of the entire self-media ecology. The unsoundness of the ecological rules has led to a discussion on the management of self-media, and there is nothing wrong with self-media users practicing their right to speak, but how to strengthen ethics, abide by the bottom line, not to confuse the boundary between the individual and the public, and use the "microphone" in their hands has become a top priority for self-media users.

-Low credibility. Because of the low threshold for self-media, all kinds of people can set up self-media platforms, and the anonymity of the internet gives some self-publishers the space to "do as they please". The anonymity of the internet has given some self-publishers the space to "do as they please", because it is here that civilian voices are finally being heard, and naturally more and more people have "something to say". Some self-publishers, in their eagerness to achieve success, publish news that is only for the sake of clicks, thus neglecting the authenticity of the news. These bad behaviours have led to some self-publishers lowering their own ethical boundaries, which in turn has reduced the credibility of the information they disseminate.

The main problems facing the credibility of self-published content are: fake information, headline party, exaggerated information, commercial soft news, old news becoming fake news, and mixing opinion with news information. Credibility is an important variable affecting the recognition of self-published media, and credibility is a weakness of self-published media.

Due to the lack of dedicated information gathering capabilities and sources, as well as the lack of a professional gatekeeper system, content selection and judgement is entirely in the hands of individuals or small teams, and some self-publishers even do so intentionally in pursuit of commercial interests or eye-candy. In the absence of a sound system for seeking evidence, the credibility of self-media becomes a major problem.

There are many cases where credibility is affected, so here's a typical example of an 'old story turned fake'. Following the Sanlitun slashing incident in August 2015, videos and comments on WeChat, Weibo and other self-published media about "a knife slashing incident at Beijing South Railway Station" once sparked a great deal of concern and heated discussion among netizens. After the reporter compared the incident with the previously circulated "knife attack at Dalian North Station", he found that it was the same video, and the Beijing Municipal Public Security Bureau also came out to verify and dispel the rumours.

- Single marketing tool

The current operation mode of the self-media platform has not yet formed a mature and perfect system, the platform resources integration is insufficient, still in

the stage of personal contacts driven self-media development. There are still too few self-media outlets that rely on influence like "Luo Zhaosi" to achieve development. On the whole, self-media focuses on personal connections to gain advertising or PR money, rather than on actual communication effects. In other words, self-publishers as a whole have not yet embarked on a virtuous track of relying on their own influence to gain economic benefits.

At present, the profit model of the global self-media business is relatively single, has not found a new business model, income is still mainly dependent on soft copy and advertising, the search for a new profit model is a "hurdle" for the self-media business, too much business soft copy is at the expense of the platform value. In July 2014, an article with the title "Self-media people expose themselves to a monthly income of 300,000, all income comes from soft articles" spread rapidly on the Internet, the amount of nature is one of the concerns of people, while professionals are more aware of the "source" of the monthly income of 300,000 -- Running soft copy. It is no secret that for the sake of effectiveness, self-published content is used directly for commercial purposes and becomes a disguised means of public relations or advertising distribution [37].

-The relevant laws are not regulated.

While self-media gives everyone a voice, it naturally gives rise to voices that are contrary to the Constitution and the moral norms of society. Although there are a number of laws regulating self-media platforms in China, these laws are still limited to the management of websites, which is not comprehensive enough compared to the current momentum of self-media development. Therefore, there is an urgent need for the whole society to participate and work out a good strategy on how to legally regulate and guide the self-media [36, p. 15].

As the relevant laws are not regulated, the awareness of intellectual property rights and rights protection is not strong enough in some countries in the world, thus leading to the prominent problem of infringement and rights protection of self-media. The cost of infringement is low and some self-media operations basically do not produce original content and simply copy it, including copying original content without stating the source, or adapting others' works for distribution without permission. This lack of copyright awareness can pose legal problems. "The use of another person's work may constitute a use in the sense of copyright law once it is disseminated to the community or to an unspecified group of people through self-media and made public, which in turn may involve copyright issues." Even if the self-publisher is not infringing for profit, it can still constitute a copyright issue.

Another type of infringement is the dissemination of information about other citizens, revealing the privacy of others. In the new media era, human voyeurism and curiosity are constantly being satisfied, and infringements such as "human flesh search" are commonplace, and behind this collective orgy is cyber violence that flouts

individual privacy rights and raises a number of social issues.

Many original self-publishers, often due to their relatively weak influence, find it difficult to report infringement, and examples abound of infringers being denounced and then simply deleting their posts or apologizing.

In contrast to the rapid development of self-media platforms, China does not yet have laws and regulations directly regulating self-media, nor has it established a comprehensive system of regulations governing self-media platforms. This also includes many Western countries. The pace of legal construction to govern self-media has failed to adequately respond to the institutional requirements set out by reality. Currently, China's legal documents on the governance of self-media platforms include: the National General Emergency Response Plan for Public Emergencies, the Opinions on Deepening the Openness of Government Services and Strengthening Government Services, the Interim Provisions on the Administration of Internet Publishing, the Provisions on the Administration of Internet News and Information Services, the Provisions on the Administration of Internet Electronic Announcement Services, the Decision of the Standing Committee of the National People's Congress on Safeguarding Internet Security, and so on.

With the development of the self-media industry being hampered, various localities have also regulated the legal issues of self-media through the establishment of local regulations, but the extensive scale of the Internet makes it difficult to solve the problem of off-site infringement, and the local legal regulations are null and void due to the lack of national uniform standards. Furthermore, due to China's vast territory, there are still significant differences in the level of economic and social development of each region, and the establishment of uniform standards has to take into account the level of development of each region, which cannot be achieved overnight, making legislation difficult.

There are also significant problems with the level of legislation and attitudes towards self-media in China and in the countries around the world where it has emerged. Most of the existing legislation on self-media in China is low-level legislation and not authoritative. In judicial practice, administrative controls are commonly used in China instead of legal controls. This is due to the fact that the state has not made specific legal regulation of such legal issues, making it difficult to apply legal controls in practice. The state's attitude towards self-media is mostly regulatory, with only clear rules on prohibited acts, but no reasonable regulations on its development, making the development of the industry lacking some legal guidance and making it impossible to use self-media scientifically and effectively [13, p. 10].

Thankfully, since 29 July 2020, the State Internet Information Office has been conducting a three-month nationwide campaign to further strengthen the basic management of "self-marketing" to promote the healthy and orderly development of "self-marketing". As some "self-media" spread false information, distort Party and

national history, promote wrong values, malicious marketing and extortion, the basic management capacity of "self-media" platforms needs to be further improved. The focus is on improving the code of conduct for content production and operation of "self-marketing" accounts, optimizing the rules of operation of the platform; strengthening the construction of technical network management capacity to provide support for standardized management; establishing and improving positive incentive mechanisms to guide and encourage "self-marketing" operators to produce This is a good start. This is a good start, as regulating the industry will not only protect this new economic model with the power of the state, but will also keep out unscrupulous businesses with ulterior motives.

These advantages of online media and self-media are also the reasons why it is so popular. There seems to be reason to believe that online media will take over and become the "number one media" in terms of influence in the future. However, for the time being at least, there are some obvious disadvantages to this new genre itself. With fast reporting and massive amounts of information, it is naturally impossible to demand the same level of discretion and rigour from online communication as from traditional media such as newspapers. However, it is a common phenomenon for editors of websites, both Chinese and foreign, to publish news in a hasty manner, "the quickest turnip does not wash the mud" (that is to say, in order to achieve their own communication objectives, they broadcast it at all costs and as fast as possible), and to focus on quantity rather than quality, so that the grasp of guidance, the grasp of facts and the use of language This is why the use of language and text is so flawed. Over time, it is easy for people to doubt the authenticity and credibility of online news. It is said that "truth is the life of the news", and this is not true for the online media. In view of this, as a stack of writers in the online media, we must also advocate the style of rigor, and refrain from the evils of impetuous. People have the impression that news, opinions and commentary published online are usually broad but lacking in depth, and lack the strength to convince. Most online media and self-published media are content to play the role of information distribution platforms. In-depth and powerful reports like those in CCTV's Focus Interview, News Investigation and many Belarusian national television news programmes are still rare in the online and self-published media. Part of the reason for this, I'm afraid, is that a well-trained online news-gathering team has not yet been formed. At the same time, perhaps because online news is so cluttered and online discourse so diffuse, even powerful and insightful articles are easily lost. In addition, perhaps some serious commentators are not yet in the habit of publishing their opinions online, or even do not want to do so at all, so as not to lower themselves in the company of the shallow, just as the old-school commentators in the US have stuck to the press since the birth of television.

The lack of authority is also a major problem for online and self-media media. The measure of media authority is the degree to which your audience believes and

agrees with the news you publish and the opinions you express. If you have a high degree of credibility and approval, you have a high authority; if not, you have a low authority. In terms of the trajectory of media development, it is usually the older media that are more authoritative than the newer media, with newspapers generally considered to be the most authoritative. Therefore, the online media has an inherent deficiency in this respect, especially when the information and information spam on the Internet are accompanied by the situation of mud and sand, which is constantly eroding its authority. At the same time, in the case of individual online media, the level of authority is related to the context or parent body on which it is based. The reality is that many of the websites that publish news are not strictly qualified to do so, so that the so-called authority is simply a moot point. What authority is there to speak of if what is published online is for information purposes only? Without rigour, it is difficult to guarantee authenticity; without authenticity and insight, it is also difficult to have authority. Why does the online media feel generally inferior to other media in terms of its guiding function? One important reason is that it is not authoritative enough.

Of course, from the perspective of the general social environment, especially the general environment of China, the biggest bottleneck facing the development of online media and self-media is that the network is not popular enough, the access is not smooth enough, the number of netizens is not large enough, and there are too few "eyeballs" to compete for! However, it is believed that with the development of society and technological advances, all this will soon change, just as television and telephones have entered millions of households. This estimate makes it easy to be optimistic about the future of online media. As the tide rises and falls for the internet, there is still much to be concerned about. The famous newspaper king Murdoch has announced that his News Corporation will be transformed into an "international network company", thus officially joining the cable revolution. The media mogul asserted that the age of the printed newspaper was coming to an end and that the Internet would change the traditional news marketing model at lightning speed. Murdoch's 180-degree turn is very intriguing. It is certainly more symbolic than the addition of an online company to his portfolio. In the light of our previous discussion, the key to the issue is how the online media can see the trend, seize the opportunity, plan ahead, build on their strengths and compensate for their weaknesses, give full play to the advantages of the new media, and focus on developing their potential, while facing up to their own shortcomings, especially in enhancing rigour, insight and authority. Only in this way can the online media show its vitality to the fullest extent and thus become the mainstream media of the new century.

3.4 Legal regulation on self-media

The age of self-media is an age of media based on human communication. This

media base has led to a significant increase in freedom of the press and an unprecedented transformation of the media ecology thanks to its interactive and autonomous character. With the spread of wireless connectivity and smartphones, every person is a television station that can broadcast live any event that you personally experience, and the monopoly of the official media is being challenged greatly because its authority does not need to be proven. The age of self-media is just the beginning of the Internet's disruption of the status quo of human society. In the age of self-media, as everyone is a publisher on the Internet, they become a "journalist" in their own right, and by following and publishing what they see and hear in their lives, they greatly widen the channels for collecting news and information on the Internet and increase the amount of information available. At the same time, because there are no space or time constraints, information is updated more frequently and is more timely, and internet users can quickly access news of interest to them through the internet and make this information widely available through inter-networking and communication. As a result, the media has developed into a communication tool for "face-to-face" communication and interaction with a wide range of audiences [16, p. 57].

From an ethical point of view, as soon as an act enters the social sphere and enters into contact with others and society, it is bound to be governed by the norms and standards of behavior prevailing in society. From this, it is not difficult to analyze that the act of news communication can also have different degrees of beneficial or harmful effects on the audience in the field of communication.

Today's internet has long been an integral part of people's real lives. Therefore, the impact of malicious dissemination of false news on the Internet on real life is real and palpable and not virtual. Therefore, as the Internet is a public space, the maintenance of online order is, of course, a public act.

Other-regulation in the age of self-media has two levels of meaning: one is the level of constitution and law; the other is the level of policy and regulation.

In a certain period of history and in certain professions, heteronomy can have an immediate effect, and can make it possible to reverse the unethical practices of the profession under the constraints of legal norms. Therefore, in the era of self-media, how to effectively ensure the freedom of expression of netizens while guiding some information with divergent opinions towards a healthy public opinion has become a difficult problem to deal with the complex self-media network environment.

First of all, functional departments should strengthen the legal regulation of self-media. As far as China's current network management system is concerned, there are only a few rules and regulations in place, and no laws have been formally introduced to regulate the network in the strict sense. At present, what we can do is to follow the example of some large portals and implement a real-name authentication system. Internet users who post information on Weibo and WeChat must carry out

effective identity authentication, which can, to a certain extent, restrain some Internet users from posting information at will and effectively circumvent the spread of some false and inaccurate information. On the other hand, some common rules and regulations and disciplinary measures should be formulated for major websites, so as to regulate their business behavior and drive the majority of Internet users to develop good online behavior through the standardized operation of websites, thereby gradually forming an atmosphere for the benign development of Internet ethics [25, p. 10].

In stark contrast to the rapid development of self-media platforms, China has yet to enact laws and regulations directly regulating self-media, nor has it established a comprehensive set of regulations to regulate self-media platforms. The pace of legal construction to govern self-published media has not adequately responded to the institutional requirements imposed by reality. Belarus also has no legal constraints specifically for self-media. Although the US does not specifically impose regulations on the operation of self-published media, its legal constraints on the media side basically cover all possible violations of the regulations. Let us look at defamation as an example to see how this is regulated in the US [6, p. 55-56].

Freedom of expression and freedom of the press in the media would conflict with the rights of citizens, who have the right not to be defamed by false statements in the media. That is, the media does not have a general right to defamation (uttering false information intended to harm others) or libel (printing false information intended to harm others) under protected freedom of speech or expression. (or entity). However, newspapers publish negative news every week that is harmful to public figures. They do so, but are not often sued.

The key reason for the lack of litigation is that the media must treat ordinary citizens differently than public figures or government officials. The government has different standards depending on whether the individual is a private or public figure.

Libel and slander only occur when false information is given as fact. When an editor or columnist expresses an opinion, they are not protected by many libel and slander clauses because they do not claim that their statements are factual. Secondly, actions against the media are brought by individuals or companies whose reputations have been damaged, and the courts have set different standards depending on whether the claimant is in a private or public capacity. The public figure must show that the publisher or broadcaster acted with "ludicrous disregard" in presenting the information as the truth, or that the author's intent was malicious. This test can be traced back to *New York Times v. Sullivan* (1964), in which an Alabama police commissioner brought an action for misrepresentation in a newspaper advertisement. As the commissioner was a public figure, the US Supreme Court applied a strict test of malicious conduct to determine whether the advertisement was defamatory; the Court held otherwise.

A private person must make one of these arguments, or argue that the author neglected to determine the accuracy of the information before publishing it. Thus, newspapers and magazines are unlikely to stray from the facts when reporting on private individuals, but they may be willing to expand the facts when writing about politicians, celebrities or public figures. However, even expanding the facts can be costly for the publisher.

In China, since 29 July 2020, the State Internet Information Office has been conducting a three-month nationwide campaign to further strengthen the basic management of "self-marketing" and promote the healthy and orderly development of "self-marketing" [28, p. 26].

As some "self-media" spread false information, distort Party and national history, promote wrong values, malicious marketing and extortion, the basic management capacity of "self-media" platforms needs to be further improved. The focus is on improving the code of conduct for content production and operation of "self-marketing" accounts, optimizing the rules of operation of the platform; strengthening the construction of technical network management capacity to provide support for standardized management; establishing and improving positive incentive mechanisms to guide and encourage "self-marketing" operators to produce The government should also establish a sound positive incentive mechanism to guide and encourage "self-media" operators to produce high quality information content.

Second, online media should actively explore the management mode of virtual space. Online media should accelerate the construction of the network integrity system, consciously abide by the discipline of news propaganda, improve the moral quality of network personnel, improve the process of information production and publication, and ensure the authenticity and reliability of website information. The online media should further raise their awareness of self-discipline, strengthen self-management and self-restraint, take the initiative to improve network management, and actively explore the education model of virtual space within the acceptable scope of the majority of Internet users, such as through mutual cooperation between traditional media and new media, publicising laws and regulations related to network security, improving the moral quality cultivation of regulators and Internet users in virtual space, and thus fostering regulatory authorities and regulators in The concept of coordinated network management in the virtual space of the Internet.

The development of the self-media industry has been hampered by the establishment of local laws and regulations, but the extensive scale of the Internet makes it difficult to address the issue of off-site infringement, and local laws and regulations are ineffective due to the lack of national uniform standards. Furthermore, due to China's vast territory, there are still significant differences in the level of economic and social development of each region, and the establishment of uniform standards has to take into account the level of development of each region, which

cannot be achieved overnight, making legislation difficult.

There are also major problems with the level of legislation and attitudes towards self-media in China. Most of the existing legislation on self-media in China is low-level and not authoritative. In judicial practice, administrative control is often used instead of legal control, due to the fact that we have no specific legal regulation of this type of legal issue, making it difficult to apply legal control in practice. The attitude of the society towards self-media is mostly regulatory, with only clear regulations on prohibited acts, but no reasonable regulations on its development, which makes the development of the industry lack of certain legal guidelines and makes self-media not be used scientifically and effectively.

Before formal laws and regulations are introduced, self-regulation in the era of self-media is particularly important. The benign development of self-media especially requires the civic awareness and literacy of online participants. The development of moral education in the age of self-media is a kind of supervision, which puts forward higher requirements for citizens' morality and other aspects, while moral education promotes the development of the age of self-media in a more civilized direction, giving citizens a fair, free and harmonious speech environment, which is more conducive to the protection of citizens' rights.

First of all, the right to speak can only be fully exercised if the "mouth" is kept in check. In the era of self-media, everyone is a disseminator and receiver of information on the Internet. In other words, everyone is running their own media "counter" on the internet. However, self-media should not only mean that netizens can enjoy full freedom of expression in cyberspace, but should also reflect the self-discipline and self-awareness of netizens in this virtual world, keep their "mouths" shut, be cautious about reproducing and commenting on some unconfirmed information, and never let themselves become the disseminators or even the makers of false information. We must be careful not to become a distributor, or even a producer, of false information. Only in this way can each Internet user exercise his or her right to speak more effectively, take up the important task of jointly purifying cyberspace, and let his or her words and views play a positive role in leading public opinion [51].

On 15 August 2013, the Internet Conference of China issued an initiative requesting Internet practitioners, network operators and Internet users to adhere to the "seven bottom lines" and clean up the cultural rubbish arising from uncivilized behaviour on the Internet. To this end, all online media should make a profound analysis of the "seven bottom lines" and clean up the cultural rubbish derived from uncivilised behaviour on the Internet to create a healthy online environment. To this end, the online media should make a profound analysis, work on identifying problems, work on institutional measures, improve the content control system of websites and pay attention to the construction of a team of website practitioners. At

the same time, we should thoroughly study the characteristics and rules of network communication in virtual space, accurately grasp the ways and means of public opinion guidance, make good use of various network communication means, and constantly enhance the affinity and infectious power of online public opinion guidance. Only in this way can netizens and online media better achieve positive interaction on the basis of adhering to the "bottom line", so that the majority of netizens can spread healthy information in a clean online environment and resolutely not give any breeding ground for false information.

3.5 Fun-Fact of Self-Media

Although self-media has not been around as long as traditional media such as radio, television and newspapers, there is still a lot of information to be gained from the development of self-media over the past 20 years. The concept of Self-Media is probably still new to most people. So here are a few interesting facts that may help you understand better what self-media is.

- Self-media is not really new, as the early personal forums and later blogs can be considered as self-media, only this time it is with the help of peer-to-peer social media, such as Facebook, Tik Tok, WeChat, etc. It is more efficient and easier to spread, and as long as the content is informative and up-to-date, it is easier to build influence, so many of the super writers from the blogging era are this wave are more like fish out of water, like with the Kardashians, like Jeffrey Star, Tidbits, Jack Ma, and even many of the rookies and stand-up comedians who will go viral as well.

-Since the beginning of 2018, a big phenomenon is that traditional media people have gone down to run their own media, specialized writing skills, which can make them very nourishing, it is said that there are already so many self-publishers whose annual income has exceeded a million, and there are even people who have already shouted that it is the self-publishers who will overturn the media, but this is obviously too overestimated the power of self-media. After all, one person's ideas, content and ability to collect are limited, and there is a limit to how far a charismatic personality can radiate. Therefore, the commercialization of self-media is not really promising.

-The prerequisite for the commercialization of self-media is that there is a standardized and replicable product, whereas the personalized nature of self-media naturally dictates that its products are non-standard and the output is limited. A number of self-publishers have recently received investment, but I believe investors are not looking at the limited media value of self-media, but want to leverage its media value to enter the industry to form products and services.

-Even for a famous self-publisher like 'Luo Zuosi' (a very famous self-media account in China), its commercialization is still in the process of experimentation. Social business is a good term, but the reason why it's called social business is that

self-media doesn't have a product, its product is the person behind the self-media. Most community operators will end up operating as Phoenix (an internet celebrity known for her 'ugliness') or Furong (an internet celebrity known for her quirky, exaggerated and extreme comments).).

- Влад Бумага is hot, but his product is just himself, another rising grassroots star.

- The next step is to use the influence of the media to build products and services on the ground, and that's about it. So, as a self-publisher, don't get carried away by the momentary influence, thinking you can really respond to a call for action, snorting on the enthusiasm of your fans, thinking that the mobile internet can really just easily fuck over the old guys, thinking you can just rewrite the rules of business. It won't take long, you will eventually find that business is still business, strength is still strength, the window period of the mobile Internet is very short, you only have to quickly establish a wall of products and services in this limited window period, to have the next chance to renew your life.

- Internet thinking only makes sense for people in traditional industries, because most of them still equate product with function, business model with transaction, communication with advertising, and management with control. However, Internet thinking is still inseparable from product, communication, transaction and management, only that these connotations need to be dug deeper, for example, to understand the product as a process of experience, then this process runs through the three levels of function, service and platform. When others will function for free while you still cling to the transaction value of the function, it will die a horrible death. By the same token, self-publishers who are still clinging to their media value by now are like dying with someone else over the function and end up not even knowing how they will die. Of course, if you just want to be a self-publisher and just want to enjoy yourself to escape the 9 to 5, that's a different matter.

- The wave of self-media opportunities such as WeChat Public, YouTube, etc. has hit a bottleneck and there is little point in coming back to it now, unless you are using it as a company homepage, a personal promotion. If there is no unique content, then it is basically hard to build an impact, and if there is no impact, then it is not called self-media, it is a product homepage (which is also the equivalent of a tweet or Instagram for one post).

- Self-media has very little time left if there is an attempt to commercialise it. Neither should you expect to influence as many people as possible and eventually become a mass media outlet, which is impossible; nor should you think of your limited influence as a big deal, as it will disappear into thin air in a minute. Because of the emerging of new technology and tons of new internet celebrities, the future of the self-media seems to go into a dead end. Therefore, urging to change the directions and the paces of the self-media is what we should do in urgent.

- Products and services, is the ultimate king, hurry to transfer the influence of the early to their own products and services, and must also look after the product. So many people say, Internet thinking, nothing more, in fact, it is very simple, look at its products will know, the product is not awesome, that is the excessive consumption of their own, it will not take long to reveal the original shape. All the means of stimulating consumption is just a model of the businessman. When this model is seen through, whether it can go to the end, or to see its products and services themselves.

CONCLUSION

Self-media is a way for the general public to disseminate their own facts and news to the outside world through the Internet and other means. It is a way for the general public to provide and share their own facts and news after being connected to the global knowledge system through digital technology. It is a general term for the new media in which private, civilian, universal and autonomous communicators deliver normative and non-normative information to an unspecified majority or a specific single person by modern and electronic means.

Self-media is a personal information service, so it is most crucial to be able to output relatively reliable and high-quality content steadily. Some people rely on face value or some external things to attract people around, but it is not easy to last long, because it brings shallow sensory stimulation. Some people rely on shaking wit, one hundred and eighty degrees turn, to give people a surprise, but the user will become increasingly immune to such information, the more difficult the more amused. Some people rely on the feeling of selling success, even if they are not successful, the same is not a long-term way, because the people who really know the goods or look at your content, cognition and ideas. Some people rely on operations, focus on figuring out the rules of the platform, good at attracting traffic, but there is no content to support the traffic is ultimately short-lived. So, what do you rely on to do self-media in the end? Maintain a persona? Operating fans? Create content? Attracting traffic? Do community and conversion? These are only the appearance, not the essence of self-media people. We are talking about the essence, referring to the root of good self-media. We can imagine, because many of us are both creators and users, we look at a content or an account is good, useful or not, the key is to see the people behind the content. Fickle words are not wise; crude style is not moral. The title is alarming, the words are not amazing, proving that the creator likes to play a routine, may not have real talent; the beginning attracts people and then ends hastily, indicating that the energy may not be too strong, so judge the quality of the content of this account is not stable enough; often adapt other people's content or even directly copy the paragraph, said ready to scale and commercialization, commercial flavor is relatively strong, the future of the content is relatively standardized. So how to do self-media "do people"? First, we can teach others in a certain range of things, is limited, so we have to really do in the vertical field of experts or even master level. Second, we must also focus on cultivating a healthy body and a peaceful mind in our daily lives. Do the above two points to be able to really continue to output high-quality content, in order not to fragmentation, in order to maximize the impact of your fans.

As a self-publisher, we should pay attention to the overall picture of the problem, non-professionals are blind to the problem, for example, we look at the market problem, many people think it is the problem of promotion, competition,

channel problems, etc., but the real problem must be the result of many elements working together. Some people think it is very simple, but the really powerful people can see the bigger picture. For example, how do people see the brand issue? The average person will only think that the brand is the image, name, concept, positioning, consumer perception and so on, which is very superficial. The real brand should trace the consumer's attention and perception, cognition, emotion, trust and memory, and include the resulting value experience, cost payment and competitor perception. Self-publishers should have a broader understanding than the average person in their field of expertise, a comprehensive understanding of the elements of how things develop, and know from which areas to make their efforts.

Many issues are interlocked by various factors, such as sales, marketing, branding, and operations. The systemic nature of viewing the problem is different, and the perception and approach is different. For example, the sales-centric approach is to believe that marketing, branding and operations should help sales, sales first, easy to ignore marketing network building and brand equity accumulation, but is this wrong? Look at different industries, like some large customer-led industries, sales one by one breakthrough is the way to win. But if you do FMCG, it must be branding and marketing-driven. So, self-publishers need to know the relationship of each element in their field and how they interact with each other. Problem solving process A real expert is able to solve problems, as a self-media person must be able to help others to solve real problems, not to be able to talk very lofty, but to others to raise the details of the problem helpless, no specific solution process. A self-publisher cannot only spread problems, inspire emotions, or analyze problems, but must also be able to solve problems and tell the public how to solve them rationally, what the overall process is, how many steps it is divided into, and what key aspects to pay attention to. Details of problem solving Knowing the process is not enough, you must also know the details, experts must be capable, otherwise it is a pseudo-expert, because there is no unity of knowledge and action. Just like an old driver, able to have their own detailed set, has been very skilled in solving certain types of problems, and does not leave any after-effects. Details are the elements that others can't see or don't focus on, but they can easily affect the whole picture. Self-media people should have insight into the details that affect the development of things and the connections between them, not only to be able to look ahead to the big picture, but also to be able to start from small, insight and solve small problems that affect the development of things. Being a self-publisher is actually being a human being, a professional, a person of sound mind and body, giving practical value and demonstration value to others.

Self-media can make money, it just depends on how much you earn, yes, making money is a way. But the flow and IP incubation brought by self-media is far beyond your imagination, some short-sighted people may just know to make money,

but, no, to create personal IP, increase exposure, to realize the flow of cash, this is all self-media later need to do, but also a test of a self-media people, a team, a company time.

We say that the development of the times cannot be separated from the self-media, but if you use the inherent thinking to create, it will certainly be eliminated. In recent years, self-media has undergone a radical change. In the past, it was easy to copy other people's content to increase the powder, in the past, text was the mainstream form of self-media platform, and now short video has become mainstream. Then the threshold gradually increased, and now, each self-media platform attaches great importance to originality. In fact, the self-media itself is making a big change, this change is more catered to the needs of the times. The key to victory: the survival of the fittest is fundamental to the development and survival of the business, we can think of it this way, if now with 5 years ago to create the content of self-media operations thinking. Simple copy and paste operation, that anyone can be in the industry based, and no competition to speak of.

So self-media is still emanating its glory in many countries, and even some countries do not have the concept of self-publishing yet. This is a good thing in comparison, because in the face of the huge gains brought by self-publishing, both for economic development and people's consumer attitudes, the benefits outweigh the drawbacks. However, the most important thing is to accelerate the transformation of self-publishing, which cannot be done by one person, but requires the joint efforts of everyone in the society, so that self-publishing can further play its role.

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