

Explorations on Rights Protection of Microblog

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ABSTRACT

This paper focuses on analyzing advantages and disadvantages of Microblog through a series of examples, so as to improve the understanding of the social phenomenon of safeguarding rights through Microblog. Two important characteristics of Microblog, which are timeliness and great influence, not only bring significant maintenance and impact to the behavior of Microblog rights protection, but also might cause inevitable harm to some people, especially those involve in the incident. The contents discussed in this paper will intuitively reflect the double-sided nature of things. The examples in this article are all derived from online examples, which are of substantial amount of news reports about the events and accurate data on Microblog or other social platform with the same property. It can be concluded that the timeliness and influence of Microblog have both advantages and disadvantages to rights protection. People should be cautious when protecting rights by Microblog.

Keywords: *Microblog, social media, timeliness, influence, double-sided*

1. INTRODUCTION

The past decades have undergone a series of changes in people's outlooks towards the manner that the society exerts influences on social media, especially those allow people express and quickly spread their ideas. Microblog, as a representative platform of this kind of media in China, is a broadcast-based social media and network platform based on users' relationship information sharing, dissemination and acquisition. It shares short and real-time information, and realizes real-time information sharing and communication and interaction in the form of multimedia such as text, pictures and videos. In the following part, the author will use specific examples to analyze the characteristics of Weibo as well as the advantages and disadvantages of Microblog rights protection. By expounding the characteristics of Microblog and the advantages and disadvantages of Microblog rights protection, the author hopes that people can carefully choose and treat the matter of Microblog rights protection.

2. ANALYSIS OF TIMELINESS OF MICROBLOG

2.1 The Advantages of Timeliness

In the first case, Jing Gou, a Chinese student, had her Gao Kao scores and chances of going to college but was replaced twice because of her poor family background and poor interpersonal relationships. Later, she received a letter from her high school headteacher, who admitted that he had let

his daughter go to a good university, replacing Jing Gou. She could not bring this to light in an age when the media were not available. However, with the emergence of the media platform, Microblog, Jing Gou succeeded in publicizing the incident to the public. The incident spread quickly on Microblog and attracted great attention from relevant departments. At last, the matter was settled.

As soon as the matter of Jing Gou was noticed by netizens on Microblog, it spread among a plenty of people at a very fast speed, and soon entered the real-time hot search list. It was easily known by the whole society and seen by everyone, and this news soon became the news with the highest attention of the whole network at that time. New media, developed on the basis of modern computer information network technology, has many advantages such as effectiveness and real-time, which traditional media do not have. Since its development, new media has gained a large customer base [1]. The benefits of a rapid fermentation of events are that as it went from being obscure to being well known, people want to know about the result of the events, so it forces the government to go on dealing with them. Otherwise, citizens will be less and less support the government. From Jing Gou's article to the full swing of the investigation, there are just a few days of time. Therefore, the government put pressure on to deal with it in some ways. This is the timeliness of Microblog, thus Microblog is a good way to safeguard rights in a sense for the ability of fast news transmission and promoting the development of events.

2.2 The Disadvantage of Timeliness

In another incident, a woman in Guangzhou, surnamed Liu, falsely claimed that her daughter's teacher spanked students and triggered her daughter's asthma, and posted an

article on Microblog, urging people to attack the teacher. Although the truth was eventually discovered, the attack and abuse on the teacher could not be recalled. After the public know the truth now, people will feel that it was a great disaster for the teacher, perhaps even more people will feel disgusted about Liu's actions. However, with one-sided public opinion in the first place, what people hear and see really are teacher's mistake, almost no one would have thought that things will have other reasons behind. From barrage bombing to malicious editing, from abuse of private messages to human flesh searching, the endless stream of cyber violence not only leads to the spread of rage in cyberspace, challenges the bottom line of the law, but also sets serious bad examples to the group of teenagers [4]. The spread of the public opinion has no time to let those who should be investigated declare their thoughts, thus giving the unexpected results of relevant departments to respond. As a legally defined public place, the damage of public opinion, caused by the rapid spread of false or bad information on the Internet, is irreparable.

3. ANALYSIS OF GREAT INFLUENCE OF MICROBLOG

3.1 The Advantage of Great Influence

Surprisingly, the incident of Jing Gou led to a deeper thinking and further investigation found that as popular searches like “Shandong two imposter school events and 16 people be punishment”, “Shandong response to investigate 242 college entrance examination for incidents”, as well as more opinions with depth like “why be replace are all farm girl”.

What can be seen commonly on Microblog is the drainage of some marketing numbers and individual media. From Jing Gou’s incident, it can be seen that the combined

impact of these groups of people with a huge amount of attention is sensational. Microblog users, according to the survey statistics, have covered more than 800 million people. In the first half of 2020, CCTV market research (CTR) monitoring of the eight major state-run media agency has its own product (client, website), and the two micro, short video, and other third-party platforms active products/account (monitoring during the period of post, their own products monitoring numerical statistically significant account), with more than 2100 active product/account accounted for 86% [2]. Data released by Sina Science and Technology on February 26, 2020 says that by the end of 2019, monthly active users of Weibo had reached 516 million, while daily active users had increased to 222 million. Perhaps three or five discussion of a matter cannot stand any waves, but hundreds of millions of people together to discuss a matter is enough to set off waves. Therefore, the acknowledged huge influence of Microblog not only promotes the shortening of time, but also promotes the accuracy of results. Such a pressure of public opinion forces the relevant departments to take more strict measures to punish and prevent such incidents, and the government will face not only the parties concerned, but also the whole society. What they have to do is not just satisfying the person involved, but satisfying everyone. So the government can only continue to investigate and give solutions, and strive to make more people satisfied. Fairness in education touches the sensitive nerve of social fairness. It is the touchstone of social fairness and the cornerstone of the normal operation of society that whether children from poor families can turn over and succeed by their own efforts. Every netizens shouting for Jing Gou is also protecting her own trust in the society [3]. In the end, the more people express their satisfaction with the word, the closer this social phenomenon is to solving it from the root. Finally, the more effectively it can be solved, the beneficiary is actually the whole Chinese society.

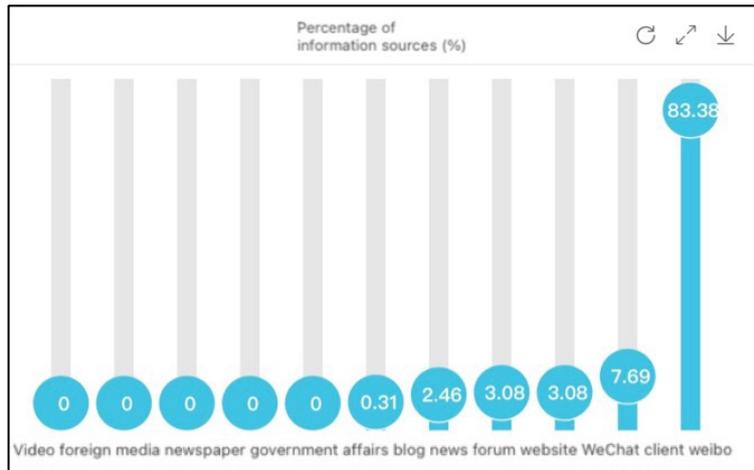


Figure 1 Percentage of sources of information on Jing Gou’s incident

It can be clearly seen from figure 1 that the discussion about Jing Gou's event mainly exists on Microblog. This

also reflects the popularity of Microblog in people's lives and the huge influence of public opinion.

3.2 The Disadvantage of Great Influence

The final example comes from the increasing number of entertainer suicides in recent years. South Korean actress Cui Xueli, who was originally a pure and lovely girl and loved by countless people, was attacked by netizens for dating a male singer much older than her. After quitting

her group, she often posted articles and videos showing her not beautiful but true side, which were labeled unreasonable and insane. It was not until she was found to have committed suicide in her house that it was discovered that she had shown signs of depression and distress. Cyber violence ultimately leads to this tragedy.

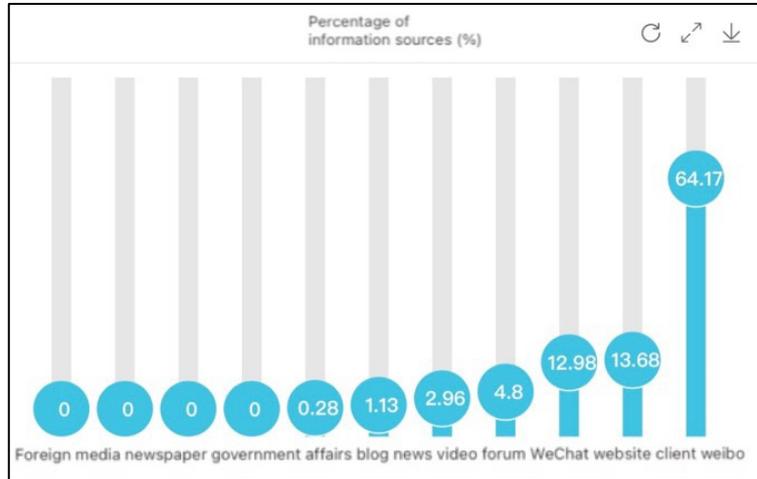


Figure 2 Percentage of sources of information on Cui Xueli's incident

Even though Cui Xueli is a South Korean, the spread of her news on Chinese platforms has been amazing. Figure 2 clearly shows that Microblog is the main source for people to obtain event information, which also explains the huge influence of Microblog.

In the era of new media, the fast speed and wide range of information transmission not only bring convenience to people, but also create conditions for the breeding and spreading of Internet rumors. With the continuous progress of media technology, the spread of Internet rumors also takes on new characteristics [5]. No one knows who you are in real life, and what you do, or whether you really have any research on something on the Internet. You can even create countless accounts and pretend to be many individuals to drive others' opinions. This is largely due to the fact that there is no way to liberate the pressure in reality. Netizens vent their negative emotions to others with the barrier of privacy protection, even though people do not actually know about that thing or that person, and actually have no interest to further understand it. People live in a world where cyberbullying is like an invisible knife. Each knife is bloodless injury, and only people with a strong heart can survive in this net world. But there are also some people like Cui Xueli, who choose extreme ways to avoid online violence and harm. People are enjoying the network and the resources advantages of rich and colorful life. The prohibition of unscrupulous words let network violence provoked. Every movement is magnified and maliciously distorted.

4. CONCLUSION

The so-called Microblog rights protection means that when vulnerable groups in the society encounter some unfair phenomena, they publicize their experience and ideas through Microblog, which is a representative social platform in China, and promote the production of results through public opinion. In general, people can through the social platform, especially Microblog, in a timely manner and big influence to obtain satisfactory results. But as the two characteristics of Microblog, which are timeliness and great influence, impurities may be added in process of protecting rights for some people, and perceptual and rational into winging may also let the innocent people be misinterpreted. As a matter of fact, there will be a two-sided and the bad side is a necessary proof of the good side [6]. Admittedly, the research in this paper does have some shortcomings, such as the lack of objective data support and statistics. Undoubtedly, in addition to its timeliness and great influence, Microblog also has other characteristics so subsequent research might be focused on other features of Microblog.

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