

Internet Public Opinion on Controversial Policy: A Case Study on Weibo Comments on An E-commerce Live-streaming Policy

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ABSTRACT

Conducting quantitative and qualitative analysis, this study inquired into the public opinion on a certain policy officially promulgated by Yuhang district, Hangzhou, a city of China, known as e-commerce Live-streaming Policy, and one provision of which entitles the talents in e-commerce live-streaming industry to be honoured with “Nation-Level Talents in Lead”. The public opinion in forms of netizens’ comments data on Weibo, a major social media in China, were scraped from webpages using data mining technique. 325 comments were examined and then yield results on a general sentiment tendency, quantitative findings, and subdivisions of both negative comments and positive comments. The sentiment tendency indicates the opinion on the policy is negative and less favourable; The quantitative analysis of keywords indicates objects of policy is the factor most cared about by the public, and policy goals is the issue least cared about; A hierarchical structure model of public opinion on controversial policy was established to demonstrate a interrelationship between society, burgeoning industries, government and policy.

Keywords: Public Opinion, Policy, E-commerce industry in China, E-commerce live-streaming, Nation-Level Talents in Lead, Weibo

1. INTRODUCTION

The COVID-19 pandemic has posed great threat to the macro economy since its 2020 outbreak, both in China and the world. *World Economic Outlook* from IMF reported an estimation of global economic growth, predicting that the world economy would face a big contract by 3% [1]. Statistics from National Bureau of Statistics of China indicating that China’s GDP was 20,650.4 billion CNY (USD 2950 billion) in the first quarter of 2020, suffers from a year-on-year decline of 6.8%. From the perspective of proprietors, the total retail sales of consumer goods reached 17,225.6 billion CNY from January to June, 2020, dropped by 11.4 % over the previous year, and small, medium and micro enterprises among which account for about 63.8% [2], indicating serious crisis the small businesses are facing during the pandemic. To relief the accumulating stress of offline business halt, merchants, retailer and suppliers began to put their eyes on e-commerce livestreaming. Selling products on the e-commerce streaming platforms became a compromise choice for merchants to clear their hoarding stock, and thus the business began in full swing on mobile internet. Even under the general downturn pressure on economy and weak growth of consumption, the scale of the e-commerce live-streaming market in China, on the contrary, is expected to double, reaching 91.6 billion CNY(USD 13.1 billion) [3]. It is a remarkable growth worth noticing.

2. BACKGROUND

2.1. Background Event: E-Commerce Live-Streaming Policy

Obviously, on the one hand, e-commerce livestreaming is playing an increasingly prominent role in sparking spendings and promoting economic development, particularly in the shadow of pandemic, which has become a powerful tool for addressing unemployment and boosting a bunch of industries. On the other hand, a shortage of talent has become rather prominent, as more and more merchants flooded in. To this end, moves came in many cities in China. From May to June alone, more than 11 Chinese cities, including Beijing, Chongqing, Jinan, and Hangzhou, introduced supportive policies to help e-commerce livestreaming industry[6]. In addition to provides tax incentives and entrepreneurial venture prizes, the set of policies aims at attracting more talents to dedicate in this field while improving the talents assessment and rating system by means of becoming more inclusive to outstanding practitioners in the workplace. On June 22, the government of Yuhang, a district of city Hangzhou, introduced a new policy, which stated that any candidate tops the e-commerce livestreaming talents team, is eligible to be honoured with one of the five titles, and the highest honour a streamer can receive, is the

“National-level Talents in Lead”, listed among the B’s-credit for greatest achievement. This policy ignited heated discussions on the social media quickly after it became public.

Comes from the *National High-level Talents Special Incentive Programmes*, the title “National-level Talents in Lead” classified as the second highest grade, and talents on the list could enjoy special privileged policies such as governmental subsidy, conditional exemption, and priority in some cases. The classification of such “talents” mentioned in the official documents including “Innovation and Entrepreneurship in Technology”, “Talents in Philosophy and Social Science”, “National Outstanding Teacher”, “Senior Engineers in Lead”. Besides, according to the disclosure list of entrants announced in previous years, those who were successfully conferred as “National-level Talents in Lead” only involves professors from prestigious universities, researchers, senior engineers and chief physicians. Therefore, netizens on Weibo started their heated debates on this new policy, focusing on whether and why, those e-commerce live streamers are eligible, to be titled with “Talents in Lead”.

Accordingly, this paper studies the advent of confrontational-controversial public opinion displaying on social media, when privileged policy launches to help burgeoning industries. Then, it analyses the wider problems reflected by public opinion, and find out the reasons for frequent disputes.

2.2. Contribution of This Study

Domestic studies on e-commerce live-streaming has still been on a preliminary stage, and besides the researches on e-commerce live-streaming itself, studies are still blank either on relevant policy in place or on its public opinion responses. Therefore, this paper will make a premature assessment on a certain e-commerce live-streaming policy via the analysis of its public opinions, aiming at finding out some problems in industry. This is the feasibility and value of this study.

3. LITERATURE REVIEW

3.1. Studies on E-commerce live-streaming

E-commerce live-streaming is still a rich seam for scholars to mine, due to the fact that the business model of E-commerce + live media has firstly launched only four years ago in 2016. Zhang Jun sorted out the process and analyzed the reasons for the rise of e-commerce live-streaming, demonstrating that the wide use of 4G network technology became the basis of that. China’s live media platforms set off the rapid growth and evolved into various vertical market segments [7]. E-commerce giants then discovered the commercial value of the huge customer traffic in live-streaming market, having edges in

immersive communication as well as highly efficient interaction. For those giants who were dedicated to transforming their online shopping app into a content-based and community-based platform, introducing embedded live-streaming services was thought of a good approach to realize the immersive interaction among users they had been long expected for. Up to now, three types of research concerning e-commerce live-streaming have been mainly conducted. (1) Study of present and future application scenarios; Over the last two years, findings are richest on how e-commerce live-streaming benefits rural economy and then further benefit the industrial structure of agriculture as a whole in China. For example, Wang Zhihe’s study introduces a new sales model on e-commerce live-streaming platforms used for selling and promoting agricultural products, and how the model is advantageous to increasing rural income, improving the media image of rural area, and generating backflow of young talents from big city to their hometown [8]. (2) Marketing strategy and its effect; From this prospective, researchers started the prospection of maximizing the profits by adopting optimized marketing strategies, after most of the e-commerce merchants were tipping their toes in the businesses on live-streaming. For instance, Sun Xiaoran points out that the best strategy should focus on the cultivation of users’ loyalty besides merely providing basic information of products [9] (3) Audience of e-commerce live-streaming. Studies with regards to audience grew from advertising psychology, and investigated consumers’ mental activities and thinking pattern by approaching their purchasing habits and behaviours. According to Yanmi, for example, audience are more likely to have impulse purchase when they are in an atmosphere of interaction and participation, and more likely to be immersed in the shopping platforms due to its precise targeting algorithm. Meanwhile, since every single user now has equal option and say in ranking channels in order of preference, doing live-streaming business requires to build intimate bonds with users. [10]

3.2. Studies on internet public opinion

In definition of public opinion and internet public opinion, Penglan defines public opinion as “social conditions and public sentiments, namely the subjective reflection of social reality occurs in a certain group within a period of time, which is a concentrated expression of group thinking, psychology, will and demand”. According to Penglan’s Introduction to digital communication, internet public opinion was defined as “public sentiments presented online, a compound of attitudes and opinions expressed by internet users as a whole.” [11]

Researchers have established some models to understand the format of internet public opinion, for instance, Fengjie constructed a three-layers triangular structure to classify public opinions online. On the bottom is basic network behaviour such as “comments, reposts, shares and likes”; Such behaviours lead to the revealing of “emotions, attitudes, opinions” in an open cyberspace; The top level is

the “the valuable experience and actions concluded and accumulated by industry academia in the studies of public opinion online”.[12]

He min analysed the relation of internet public opinions and public policies, and points out public opinions on the internet are conducive to scientific decision-making, and quicker response from policy makers, due to its eclectic participants and immediate repercussions.[13] To establish the analysing method for analysing public opinions, a study built an analysis model to identify the policy popularity by using the technology of natural language processing. Four dimensions formed its frame to identify the sentiment tendency of the mass, which includes: L1 policy goals, L2 policy expectations, L3 policy options, and L4 policy objects.[14] This study will have same use of this frame and NLP technology, in order to locate and filter the keywords, and draw the conclusion of this study.

4. METHOD

A combination of qualitative and quantitative analysis has offered the better understanding of research question. The netizens’ opinions on the policy of e-commerce talents made by Yuhang District is the main subject of this study. Basic big data research method was used to obtain simple netizens’ sentiment tendencies, their major focus, general attitudes and mainstream opinions. Basic categories of context were recognized and summaries are made from the stand of policies making, industry regulations, and media coverage.

As for data-gathering, this research selected relevant news pieces from four official Weibo accounts operated by influential financial presses in China, all of which had covered this e-commerce policy of Hangzhou. The four media are : “The Beijing News”(433 million followers) [15]; “Wall Street CN ”(3.7 million followers) [16]; “Caijing CN”(380.6 million followers) [17]; “IFeng Finance”(124.9 million followers) [18] . A total number of 325 users’ comments below were scraped from 4 news articles posted during June 22th to July 1st, 2020, among which 311 valid comments were retained. Quantitative results were obtained by putting the text into text data processing tools offered by ACNLP and NLPIR. Final conclusions were drawn through both quantitative analysis such as keyword analysis, word frequency analysis and sentiment analysis and qualitative analysis such as discourse analysis.

5. ANALYSIS OF DATA

5.1. Sentiment Analysis of Data

Using the natural language analysis API offered by ACNLP platform which specially designed for Chinese language, a total of 311 pieces of comments composed of 7433 Chinese characters were put into this system for

sentiment analysis, and the result showed a 48% portion of positive sentiment and 52% of negative. It could be concluded that the public opinion of this policy is negative in general.(See Figure 1)

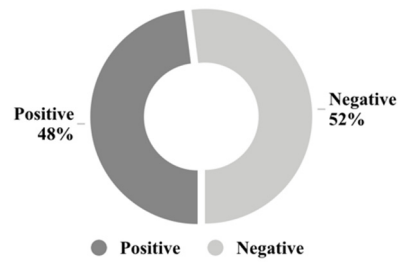


Figure 1 Assumptions, Sentiment Analysis Chart of Public Opinion on E-commerce Live-streaming Policy

5.2. Word Frequency Analysis of Data

By using the word frequency analysis tool offered by NLPIR, 55 keywords with a frequency over 4 were stayed up, and 38 words -- each having a frequency over 5 -- were left, after combining words of identical signification. The high frequency words were confined to a frequency over 20, leading to 6 words, says “Talents”; “Talents in Lead”; “live-streaming”; “Streamer”; “Internet celebrities”; “National-Level”.

38 words combined have a total frequency of 477, and each was coded in terms of policy goal (L1), policy expectation(L2), policy option(L3) and policy object(L4). For example, words like “Talents”; “streamer”; “internet celebrities”; “Live-streaming” were coded as descriptions of policy objects, namely the bodies policies imposed on or have comparison to; words like “National-level” and “Talents in Lead” were coded as policy options, namely the specific and pre-scheduled schemes or measures of the policy.

Each dimension has its weight by adding up every word’s frequency in its dimension and then divided by 477 (see Table 1 and Figure2) ¹

Table 1 Word Frequency Analysis Table of Public Opinion on E-commerce Live-streaming Policy

Dimension	Keyword	Word Frequency	Weight
L1: Policy Goals	ive-streaming sales; industry; e-commerce; e-commerce live-streaming; consumption; contribution; shopping	67	0.14
L2: Policy Expectations	ridiculous; economy; real-economy; absurd; —oriented; television; technology; rich; wordless; children	100	0.210
L3: Policy Options	“Talents in Lead”; National Level; subsidy; Yuhang District; residency; treatment; Hangzhou; recognize; Shanghai	136	0.285
L4: Policy Objects	Talents; live-streaming; streamer; internet celebrity; scientific research; scientists; Lijiaqi; technology	174	0.365



Figure 2 Word Cloud of Public Opinion on E-commerce Live-streaming Policy

The total frequency number indicates a consecutive increase from L1 to L4. This stands for a deeper and deeper degree of the attention public opinion paid on the policy.

Keywords located in dimension L4 have highest frequency, implying objects of policy (L4) is the factor most mentioned and cared about by the public. 82% of the total amount of the frequency contributed by 3 words which locates in the category of the 6“high-frequency words”. Dimension L4 includes two sections, first is the bodies policy is supposed to impose on and second is some unrelated bodies public made comparison to. Highest frequency word for the first section is “talents”, from 70 pieces of corresponding comments. 45 pieces of which clearly expressed negative emotion; highest frequency word for the second section is “scientific research”, and according to the 8 pieces contain this phrase, 7 of which were negative, and 1 comment is neutral. In short, “talent” was the focus of controversy, which can be inferred that netizens cast doubt on justification for the “talents” recognized by the policy.

Keywords in dimension L3, policy options, obtain second highest frequency. 53% of the total amount of the frequency contributed by 2 words which locates in the category of the 6“high-frequency words”. Number one word in dimension L3 is “Talents in Lead”, found in 28 pieces of comments. And 22 of which were negative comments, demonstrating the overall opinion that e-

commerce streamers should not be awarded with such a great honour.

Keywords in dimension L2, policy expectations, has a total frequency count of 100. Top the list is the word “ridiculous”, located in 19 pieces of comments, all of which were negative ones. Second frequent word was “economy”, found in 14 pieces of comments. Among these 14 comments, 8 of which claimed unfavourable opinion, while 6 of which claimed favourable. That is a supporting evidence of polarized opinions on how e-commerce live-streaming would affect economy. Half of them criticized the risk of this emerging industry, and the other half was inclined to trust the its economic benefits.

Keywords in dimension L1, policy goals, the theoretical accomplishment to be achieved by the policy-makers to fulfil their pre-set expectations, has the lowest frequency and minimum weight. This data, to some extent indicates the public opinion showed least interests in the government’s motives and purposed in the first place, and further implies that those opinions made on the internet were mainly based on individual experience and personal feelings, and had not pondered on the policy from the government’s perspective(usually due to its non-transparency and furtiveness)

6. TEXTUAL ANALYSIS

6.1. Negative Public Opinions

In general, comments having a clear negative sentiment tendency could be summed up to FOUR inclinations: on **policy itself**, on **government** (or policy-makers), on **industry**, and on **society**.

6.1.1. On policy

First of all, unfavourable comments and opinions on policy, were further thought to be of 3 kinds: allegations against

specific terms of the policy, intentions of policy-making, and desired effect.

The negative opinions on specific policy terms – referring to the title of “National-Level Talents in Lead” and relevant incentives, were featured in its direct expression of outrage, judgement on the legitimacy and fairness of the policy, as well as the call for standard criteria. I.e. *“National-Level Talents in Lead? We should go and check how many and how incredible scientific contributions a college teacher should make in order to obtain this honour, really tiny tiny amounts of them”*

In terms of motives and intention of policy-making, negative speculations and attributions were made by netizens. They assumed that the government were anxious to cope with the economic crisis caused by covid-19 pandemic, by offering preferential policies to business giant, thus prioritized the talents’ commercial value rather than their intelligence or real productivity they might produce. i.e. *“Is becoming an internet celebrity that our nation encourages us to do?” “Government of Yuhang has long been pandering to Alibaba. It’s gone to extreme”*

The third category is the downbeat expectations for the short-term effect of the policy, seen in the gloom-laden comments pointing out the imbalance the policy may cause, that policy preferences for digital industries such as e-commerce would undermine another domain such as real-economies. i.e. *“Talents are flooding into e-commerce and started live-streaming, then who else cares about real-economy?” “Okay, you talents, please don’t go for stuff like science and technology, turn to online sales!”*

6.1.2. On Policy-Makers/Government

Second, unfavourable comments and opinions on policy-makers, are characterized by direct expression of outrage, along with doubts raised about incompetence of decision-making and executive leadership. i.e. *“Now the officials’ competence is questioned we’re watching the joke” “Why no incentives for S & T talents and physicians? They’re only learnt to treat wrong people well?”*

6.1.3. On Industries

Third, unfavourable comments and opinions on industries, which could also be classified into 2 subdivisions: (1) discussion on e-commerce industry and its practitioners; (2) giving analogy of other industries and their practitioners. Pessimistic opinions with regards to e-commerce industry presented an overall misgiving in netizens’ attitudes. They thought of the burst of e-commerce and its live-streaming market as the venture capital from blinded investors, and therefore unsustainable. Furthermore, some people performed analysis via reasoning, saying that the market of e-commerce live-streaming has been on its very early stage, so frequent dislocation and chaos is a reflection of norm and regulation shortfall. Statement like this urged the governments to purify the market environment. i.e. *“Just*

like those novel but short-life concepts as ‘P2P’, ‘Sharing Economy’ and ‘Web+’ proposed in previous years, e-commerce live-streaming is doom to be left in a mess after this heat” “Let’s firstly start with rules for scalping, false turnover and taxing okay? Or there’d be no level playing field for those talents!”

Analogies of other domains, typically in cases where netizens made comparison between “streamers” and those in the professions previously entitled with “National-Level Talents in Lead” (such as professors and engineers). Generally, comments in this category were inclined to believe specialists in “high-value” professions should be better financially treated than those in “low-value” professions. i.e. *“When could teachers have such good treatment?” “Since they have financial support for internet celebrities, why not spring some of it to science research teams or experts?”*

6.1.4. On Society

Finally, as to negative opinions on potential and long-term impact on society, some netizens proposed critical and profound suggestions. Comments in this category were usually characterized by less emotion but more rational discussion. There truly exhibits some personal insights into the social issues, especially pointing out the structural issues through the surface of a policy. i.e. *“When we were little, and teachers asked us what we grow to be, most of us asked scientists or so, but now children would say I’d like to become a streamer” “I don’t understand what’s the contribution and social value in it”*. These ideas come from a place of plain experience, but have implicit intention to hold the government to account, and question the prospects of the industry. Noteworthy, the results of word frequency showed the word “child” had a frequency of 5, and the word “value” had a frequency of 8, indicating that a number of comments considered the policy had side effect on education, worrying that the policy is possible to blind the next generation’s eyes on career choice and value formation.

6.2. Positive Public Opinions

Positive opinions in this study were mainly about refutation of negative comments mentioned above, but still fell into 2 basic trains of thought.

6.2.1. “Functionalism”

A prominent type of positive comments gave compliments on the bright side of the policy, demonstrating that this policy would help to promote the industry of e-commerce live-streaming, thus further fueling economy. They argued that if both the motives and purposes of the policy were legitimate, then there’s no need to quarrel about which

means they took to the end. i.e. *“Economy-centered construction needs anyone who could fuel GDP, that’s great” “No matter it’s black or white, a good cat catches mice. It creates lots of jobs and facilitates consumption in this very hardship. Appreciate that”*

6.2.2. “Re-Structuralism”

Another type of positive opinions typically retorted the definition of “talents” given by the opposite. They mainly hold the belief that as times changed, even based on shared experience and common senses, the connotation of “talents” should not remain unchanged, rather, it could be re-constructed or be given new meanings. Some comments even further offered certain criteria in order to destigmatize those practitioners, eventually reconstruct the meaning of “talent”. i.e. *“Times change, so as the meaning of ‘talent’. There are masters in every walk of life” “Good to see the policy change, it’s not easy for people in e-commerce, they have barely enough time to sleep. Diligent people fight with own hands are talents and worth the rewards” “Luminaries can be in any field, streaming industry is no exception. Seems that people think e-commerce streamers of no impressive technique, whereas it’s an art as well”*

6.2.3. Features of Positive Opinions

Two essential features of positive opinions have showed up. First one was the underlying positive attitudes toward the policy-makers, say government, and the premises of its just or uplifting motives. The second one was a moving-on from policy itself, to a positive stance toward the industry or people in it. They were in high spirits at the promising industry, and suggested those practitioners deserved a reward or acknowledgement, by recognizing their efforts and contributions.

6.3. A Model of Public Opinion on Controversial Policy

For one thing, four sentiment inclinations in the public opinions are interdependent. The public opinions displayed in the cyberspace are usually both an outlet of emotion and a deeper concern for the society. The four categories from top to bottom, each one took one step further, deepening the discussion on policy; or from the outside to the inside, a deeper discussion incorporates concerns for an outward situation, featured rationale and constructiveness. Some of the comments literally said something judgmental to a profession, but actually looked out for the downsides of the policy in a long run, including the brain drain, excessive entertainment, and the equality of resource allocation mechanism etc. Here is the relations of the four public opinion inclinations, and also a hierarchical

structure model of public opinion on controversial policy (see figure 3)

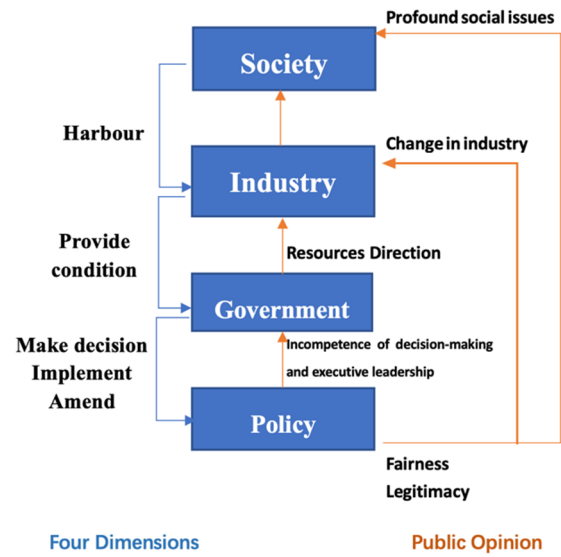


Figure 3 Hierarchical Structure Model of Public Opinion on Controversial Policy

7. CONCLUSION

On the whole, four reasons seem to account for a general negative attitude.

First, individually, diverse ideas on the same topic owe to people’s disparities in environment, experience, personality and recognition level, but people in the same culture context share some of the common senses. When the intensity of negative opinions greater than that of positive, that might be the reason that similar groups of people have been touched the “pain point”.

Second, the opinion claimed by people who were on different standpoints—came from a variety of interested parties. Some comments, for instance, blame e-commerce live-streaming for taking over real-economy, which to some extent indicated their awareness of threats brought by competitive industries. Similarly, after checking out the social media accounts of some policy supporters, it came out that they were part of the e-commerce industry themselves, therefore are likely to become the potential vested interests.

Third, in terms of the policy itself, factors like policy goal, option, expectation and object have been analysed in the previous article on a data basis. Clear controversies and even complaints occurred, illustrating government’s thoughtlessness in all aspects. The policy failed people’s expectation of some principles such as justice, rationality and equality, or just barely pleasant.

Fourth, as to media, media’s coverage was the direct cause of the crowds’ uproar. What specific events they decided to cover; in which way did they present the information, and which one was the focus they repeated most. In the case of this study, the four new pieces placed too much

emphasis on the title of “National-Level Talents in Lead”, that dismissed the elaboration of policy details and qualification criteria. Information asymmetry and agenda setting may also be one of the reasons for controversy.

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