

How Social Media Impact the Economy in Rural Areas in China

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ABSTRACT

The whole paper is divided into three parts. First of all, the history of media's promotion to economy starts from three angles of paper media, media and new media, and the promotion effect of media to economy is derived from remote areas, starting from history and theory. Secondly, the specific performance of media's influence on remote areas is mainly reflected through examples and data analysis. Thirdly, the significance of the media to remote areas, by comparing the traditional form, it analyzes the reasons why short video platform can stand out.

Keywords: Rural area, Social media, Economic development, social impact

1. INTRODUCTION

Internet traffic monetization is a new commercial model that rose in recent years, since some social media like short video platforms became popular in China. This kind of method changed the economy pattern of China in some respects. Many internet influencers emerged under this kind of commercial pattern and earn a lot of money via this approach. Some manufactures also found the huge commercial value behind this, some of them will hire the influencers to advertise their products. And this way is verified feasible later. This kind of effect, however, is not only affect the metropolitan, but also help the rural areas, areas that don't be covered by the Internet too much, to get rid of poverty. In this passage we are going to figure out why short video platforms would be able to help to solve the poverty problems in rural areas. And compare to the traditional way, what's its advantages to achieve this.

1.1. The history of the relationship between media and economy

Media is something that used to store and transmit information. It can also proliferate message in some degrees and always been changed throughout the time. Thus, different people may subconsciously think about different things when talking about media, and all kinds

of these media influenced some aspects of the society like economy, but in different levels [1].

In the earliest time, when media was initially invented, people used spoken language and literature system to communicate with each other. During this period, they can only utilize their brains to store information. Therefore, the effect on economy at this period was so limited, and merchants started to appear. When it entered the age of printing and communicating, people can store the information they need in things like a book or vellum. What's more, information was able to be spread to a much larger range owing to the invention of these. All of these contribute to the growing of merchants. Media started to display a significant role in economy is after entering the age of electronic communication, however. Data is increasing substantially on the internet in the form of text and image data on social media. The Internet can also identify the users' interests by analyzing what they post and share. Billions of people browse websites to create a huge flow. Thus, media conclusively show its unprecedented value to economy after entering this age. The invention of the internet allows it to spread information throughout the world in just a few seconds. Some people started to notice invaluable potential value to economy behind it. Media like the radio and the internet at this time started being used to advertise some products.

In modern cities now, digital media like computers and cell phones are everywhere which means people in urban cities are exposed to various information every day. The commercial value behind these screens is incredible. Another consequence that caused by the electronic devices are the appearance of different kind of internet influencers like, youtubers, Tiktokers, and so on. After some short video platforms (usually contain videos that shorter than 300 seconds with features like low threshold and quick transmitting in various ways) became popular in recent years, more and more people started to share anecdotes in their daily life and their unique skill via short videos. Some of them became an internet influencer when getting many followers. This finally form a new kind of economic style-- Internet Traffic monetization (The fast developing usage of the mobile Internet, associated with the newly developed mobile advertising formats reinforces the need for independent and transparent measurement metrics. This is mandatory to establish mobile as a legitimate advertising medium, ultimately enabling the Brands to better target their advertising operations). This phenomenon no longer only popular in urban areas, but also in some rural areas (the Western China and the economy is not so good.). Indeed, by using short video platforms like Tiktok, more and more poor rural countries in China now can get rid of poverty.

Farmers in the rural areas of China use the short video platforms to display their living conditions, mostly the beauty of nature in rural areas, and how they cultivate their characteristic crops to draw the attention of people live in metropolitan areas via satisfying their curious.

Why would short video media affect the economy in rural areas so much than before? To answer this, we need to find out the ways which been used to help rural areas to get rid of poverty before first. IN the traditional way the government needed to do a lot of things for local people include build infrastructures like communication, education, and sanitation for free which would cost a large amount of money. Sometimes they also need to provide the farmers with some seed and some young pigs. The local bank also needs to lend a lot of money to people with a low interest rate. This kind of method would bring some problems, however. The first one is that the poverty elimination program would be limited owing to the government's limiting fund and the government's finance would also get into trouble. Besides, the initiative of the masses is insufficient because the traditional way is fixed that they can't use their creative ideas. Finally, this kind of develop way will emphasis on hardware construction and neglect software construction. When we look at the advantages of social media, especially short video platforms, we would find that the social media can be efficient in solving this kind of problems. TO begin with, it doesn't need that much financial help from the government as before. The most income from this approach is from other well-developed areas. Besides,

since it helps to free the government in financial aspect, the government would be able to pay more attention to some software in people's daily life to improve their living quality. Hence, we may conclude that using social media like short video platform is one of the mot important factor in poverty elimination in rural areas in China [2].

1.1.1. The reason behind that

As for our group is discussing the economic effect that the social media have in the rural area, I am going to focus on the reason why social media had boost the rural area's economy.

To begin with the positive effects of social media on farmers' way of life. It obviously expanded the social sphere of rural area people. With the continuous development of social media and the promotion of the Internet policy into villages, the social scope of farmers has significantly expanded, and the villages have more frequent contact with the outside world. Among the 213 people surveyed, the age group that uses social software such as WeChat Tiktok is mainly between the ages of 15 and 55, mainly using functions such as WeChat video, chat and Tiktok video. In the investigation, it was found that WeChat videos have strengthened their connection with the outside world, as have Douyin short videos and live broadcasts. Second, social media has enabled farmers to diversify their shopping and payment methods. In the investigation, it is found that WeChat Pay and Alipay pay functions have been opened in different degrees in each village. In addition, with the increase of express delivery points (sending and receiving points), the frequency of farmers to the physical stores in the county is greatly reduced, and online shopping is also scattered among all kinds of people. New media enables farmers to promote the diversification of farmers' means of payment, different in rural areas have started online transactions, mainly wing pay, WeChat pay and Alipay pay. Almost two-thirds of individual stores have opened online payment services, making it easier and faster for people to pay. This also echoes what we mentioned in our research, many Douyin celebrities have sold specialty products in their hometown through livestream and increased the income of their hometown. Moreover, new media has promoted the diversification of farmers' cultural life. With the construction of Internet facilities, the further development and promotion of new media represented by smart phones and other mobile clients have exerted a subtle influence on all aspects of farmers' lives. According to the survey found that the red flag township farmers in terms of access to information means to realize the television news is given priority to, mobile phone news relies on software and related software platform of information access, the combination of traditional media and new media and new media strong timeliness and interaction not only expand the width and

depth of the farmers access to news and information, At the same time, it also enhanced the farmers' awareness of caring about current politics and participating in politics. The development of new media in rural farmers of entertainment also has a certain influence, after the busy farming farmers besides watching television, more and more people get together to communicate and discuss through the media news, published their views, in the investigation, in which a third of men are downloaded software hot news, some download e-books to read and study, while a third of women regularly read news feeds in their spare time [3]. As a result, with the improvement of the cultural, the complement of policy, and the rapidly changing era, social media has promoted the attention of people in remote areas to the outside world. It also provides them with more opportunities to show themselves and their hometown to the outside world.

There must be premise of the popularization of the social media. First, diversify of content makes the short video to become more attractive to ages of people. The huge data base that the Tiktok has will help to analyze each user preference, and recommend the most suitable content to the costumer. Second, the convenient operation, users of Tiktok can make and watch short videos in fragmented time, record their life moment with easy and interesting composition templates. Thus, they become more willing to share, and gain happiness to a certain extent. At the same time, with the support of AI technology, users can experience superb science and technology, feel the power of science and technology, stimulate the sense of curiosity and get pleasure. However, back to our topic, how exactly did the Tiktok or other social media application stimulate the rural area's economy. To begin with, Merchants use the combination of commodities and short videos to construct diversified and simplified shopping ways, among which the combination of "Tiktok + Taobao" is generally formed. In 2019, One of China's most profitable Internet celebrities, Lizi Qi, who is also one of the examples that our group mentioned in the presentation, used short videos to promote her products and make money from her own e-commerce and offline sales. Short-term video band products have become a new way of promotion in modern times. In addition, the user coverage of Tiktok is very high, and fans are potential customers. Therefore, the combination model of such e-commerce and Tiktok has enormous economic effect on rural area economy. Also, Livestreaming celebrity takes natural advantage of social media. Using the number of fans, so as to enhance the interaction. The communication between the blogger and the user is improved, and the efficiency of the goods is improved. At the same time, the live broadcast celebrity can operate their own online shop and become a virtual shop owner. They can also take goods through taobao, Tmall and other consumption platforms, and get rich through their influence on their fans. Also, in 2019, Li Jiaqi, made use

of his high number of followers and the positioning and content of live broadcast to greatly meet the needs of various users at different levels, making Tiktok a profitable tool with goods. Finally, the spread of the culture of the city. Bringing more attention to the city, promote the city economic growth. In 2019, Tiktok has launched cultural tourism cooperation with more than 30 cities, among which there is a case named Ding Zhen. As we mentioned in the PPT, after he went famous because one of the short videos, he brought huge economic benefits to his hometown. After he became famous, the number of clicks on his hometown increased by multiple, and the tourism industry also developed rapidly. Overnight, his hometown went from a small place where nobody wanted to go, to an Internet celebrity city that everyone wanted to visit.

2. THE SPECIFIC PERFORMANCE OF MEDIA INFLUENCE IN REMOTE AREAS

In recent years, many farmer in the countryside opened their short video platform channel to advertise their products. They usually shot some short videos about their countryside life like how their cultivate products and harvest the crops. To people who live in city and never seen these scenes in their really life, this kind of videos are fresh and appealing. What's more, they would more willing to spend more money to buy these crops because they may this it's healthier than that they bought in their local market. For farmers, this kind of commercial pattern is definitely better than before.

Another consequence that resulted from using short video platform is that the tourism in rural areas have been significantly promoted. People in metropolitan areas now are more yearn for the fresh air and natural scenes in the countryside owing to the serious air pollution in cities. Hence, they would notice not only the products in the videos, but also the natural beauty there. The local tourism of these places would be promoted under this.

Social media can make one place become famous to attract visitors to boost the local tourism through different ways. These ways can be various like, a photo, an video or even a passage online

2.1. The media can drive tourism in remote areas

For remote areas, there are many places with natural scenery, but lack of exposure, few people will know the local scenery. These years, media is a good tool to promote tourism in remote areas.

Dingzhen is a good representative of media-driven development in remote areas. One day, one of his videos was filmed by a photographer who travel to his hometown. He became so popular after the photographer post the video on Tiktok, and people like his nice appearance. Ding zhen's effect is after Ding Zhen became

popular, search volume for Litang on a travel application jumped to 620% compare it was before, and hotel bookings in Ganzi on another travel application increased 85% from last year. This is the most obvious benefit. Ding’s popularity has aroused people’s curiosity about Litang and attracted tourists to it. It could not be better for Litang, since tourism is already one of its most important way to develop its economy. From November 7, 2020 to December 6, 2020, the whole network of "Ding Zhen" dissemination content reached 8.12 million, among them, it is mainly spread on Weibo platform , and also includes foreign platforms such as ins [4].

2.2. Medias can attract people or visitors through online lives in order to sell their products.

AS for those individuals that living in the remote areas such as mountainous regions will be more likely to receive these kinds of messages, then, they can choose to buy the products they like online, those markets will then deliver to them. In that case, not only those markets provide convenience for the people who must live in the remote areas that cannot be able to buy the products in the shop in person, but also those markets can gain the profits form sell their own goods and people in the remote regions have no need to drive their cars for long period of time even walk-through thousands of streets in order to buy their needed goods.

Here are two main examples to illustrate how the social medias will bring the advantages to modern society. let’s see the first one, a couple open an online store in TIKTOK sold three tons of local taro and two tons of local ginger were sold within five days. As the result, people will be attracted by the humorous live and the characters of this live. Secondly, a pair of college students helped farmers sell 15,000 kg of fruit in six hours, and the sales exceeded 170,000 yuan in just a few days. we can also find that the college students have come up with a talented idea that they help the farmers sell the fruits through social medias.

2.3. The degree of the influence of social medias.

Table1. Hongqi town different age groups of smart phone usage rate

Age	<20	21-30	31-45	46-55	>56	Total Rate
Male	3.87%	12.58%	18.86%	8%	1.12%	44.43%
Female	6.13%	15.32%	21.86%	11.10%	1.16%	55.57%
Total Rate	10%	27.90%	40.72%	19.10%	2.28%	100%

Total of 213 people were investigated in this social research. The 206 farmers surveyed were divided into five age groups. They are under 20, 21 to 30, 31 to 45, 46 to 55 and 56 years old. The statistical results show that people under the age of 20 account for 10%, those aged

21-30 account for 15%, those aged 31-45 account for 27%, those aged 46-55 account for 36%, and those aged 56 and over account for 12%. According to the survey results, the population aged 46 to 55 is more, while the elderly are less surveyed, accounting for only 12%. Among farmers of different age groups, primary school and junior high school are the main educational level, and the number of people above senior high school is relatively small, accounting for only 11.5% of the total number surveyed. The mobile phone users of farmers in Hongqi Town are mainly concentrated in 21-30 years old and 31-45 years old, among which the frequency of female mobile phone use is slightly higher than that of male.

3. CONCLUSION

In 2019, Tiktok became the largest platform for spreading knowledge and art intangible cultural heritage in China. Such short video made traditional culture become accessible for young people, through the spread of Tiktok, short video that contents tradition knowledge became more acceptable for ages of people. Making all kinds of intangible culture, information on remote area, and rural area products deeply rooted in the hearts of the people. It also has attracted the interest of users, in carrying forward the improvement of rural area’s economy. At the same time, enhance the consumers shopping desire with buyers that from remote area.

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