

Current Situation Analysis and Development Thinking of "Internet Celebrity Economy"

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ABSTRACT

Due to the rapid development of Internet technology and new media, people are increasingly connected to the Internet. The popularization of mobile phones and the development of network information have made Internet celebrities ubiquitous in our lives. The number of fans continues to increase, and the rise of the "Internet celebrity economy" has become inevitable. In 2020, affected by the epidemic, people are more inclined to consume online, which has made the "Internet celebrity economy" a historical development, but this has impacted the real economy to a certain extent. In addition, most consumers do not think more deeply about the "Internet celebrity economy". In order to promote the healthy development of the "Internet celebrity economy", this paper will face the development of the "Internet celebrity economy", explore the potential impact of the "Internet celebrity economy", analyse and make suggestions for the optimization of the "Internet celebrity economy". With the economic impact and social impact of the Internet celebrity economy, consumers continue to have an effect. Consumers should maintain correct values and ethics under the influence of emerging industries. At the same time, Internet celebrities should also use their power to play some positive roles in the Internet economy. As a result, the Internet celebrity economy can develop sustainably in the long run.

Keywords: *New media; Social media influencer economy; status quo analysis; development thinking*

1. INTRODUCTION

With the continuous development of technology and information media, the Internet is full of our life, and Internet finance has emerged at the historic moment. In the era of big data, the development of Internet finance presents a variety of business models and operation mechanisms, among which the live broadcasting industry is one of them, and the "Internet celebrity economy" emerges. Internet finance has created an environment for the "Internet celebrity economy", promoted birth and development and played a driving role in the "Internet celebrity economy".

2. ANALYSIS OF RELATED CONCEPTS OF INTERNET CELEBRITY ECONOMY

2.1 The concept of Internet celebrity

The so-called "Internet celebrity" refers to people who become popular on the Internet through various network platforms. Wikipedia defines them as "people who become popular due to an event or behaviour in real or online life, become popular because of an event or

behaviour, or continue to output professionalism for a long time." They have become famous for many reasons. Because some of its characteristics are infinitely magnified under the influence of the Internet, which is closely related to netizens' aesthetics, ugliness, entertainment, stimulation, voyeurism, imagination, taste, and audience psychology, they match each other. They are sought after by the online world, intentionally or unintentionally, and gradually become "internet celebrities".

2.2 The concept of Internet celebrity economy

The Internet celebrity economy refers to business operation and traffic monetization models that anthropomorphize Internet traffic and resources. The development of the Internet and the advancement of information technology have spawned the emergence of the Internet celebrity economy. The extensive connection of Internet technology has laid a good foundation for the Internet celebrity economy to enter the stage of industrialization. Finally, a complete set of profit models will be formed: from the "incubation" of Internet celebrities to the realization of Internet celebrities' output,

as well as a series of Internet business models for the development and consumption of Internet celebrities, such as e-commerce, entertainment brokerage companies, short video platforms, and live broadcast platforms, by gathering much social attention, attracting fans and converting them into targeted marketing markets, and finally forming a complete Internet celebrity industry chain.

3. REASONS FOR THE INTERNET CELEBRITY ECONOMY

The continuous development and evolution of network communication technology and information interaction equipment provide software and hardware support for the emergence of the Internet celebrity economy. Today, with the rapid development of digitalization and information technology, the speed of information transmission in the network era is increasing rapidly, with overwhelming fragmented information transmission and the increasing number of netizens. People begin to receive much information from the network, actively, passively, or blindly. The more an event is discussed, the hotter it will be, and the more it will attract more and more netizens to participate in it. Internet sensation Upgraded to a web celebrity economy is firmly seized the huge Numbers of Internet users and the feature of a herd mentality, once the Internet sensation began "plan b", based on a large number of fans and users follow a herd mentality, under the combination of network media and community of interests, fans can be converted to purchasing power. The rapid development of the Internet and new media technologies has laid a solid foundation for the Internet celebrity economy, and the growth of China's per capita disposable income has made the development of the Internet celebrity economy unstoppable. In essence, "Internet celebrities" use their image and influence to conduct targeted marketing to their fans to realize the purpose of traffic realization. The higher the conversion rate, the higher the commercial value[1].

4. ANALYSIS OF THE DEVELOPMENT TREND OF "INTERNET CELEBRITY ECONOMY"

The upgrade and progress of the Internet have enabled the "Internet celebrity economy" to overgrow, with more and more people accepting the emerging economy. However, at the same time, the problems caused by overheated investment cannot be ignored. There is a large room for improvement in economic ontology and regulatory policies.

4.1 The "Internet celebrity economy" has a broader and broader audience

With the rise of live streaming, people's concept of

the "Internet celebrity economy" has also changed. From the perspective of consumer groups, the "Internet celebrity economy" has good prospects for development. People's acceptance of this emerging economic model has increased, and attention has continued to increase. It is no longer limited to young groups. "Internet celebrity economy" The shortcut provides convenience for most office workers. During the epidemic in 2020, the closed home life has affected the real economy, but it has driven the development of live e-commerce broadcasts and short videos. The "Internet celebrity economy" business model is becoming a new choice for the Chinese consumer market. To achieve its healthy development as a consumer, it is necessary to establish a rational consumption concept. In addition, consumers should also play a role in supervision and management promptly and report online celebrities with adverse effects in real-time to create a green and healthy network environment.

4.2 The industrial chain is supporting the development of the "Internet celebrity economy" is becoming increasingly significant

From the perspective of the industry chain, the upstream of the Internet celebrity economy mainly includes various brands and advertisers. The midstream mainly includes Internet celebrity-related industries and MCNs. They are more like intermediary companies. The upstream is responsible for connecting high-quality content and continuously producing content for Internet celebrities. Provide more help, and downstream will look for promotion platforms to help Internet celebrities realize commercial value. The "Internet celebrity economy" enables manufacturers, sales platforms and channels, logistics, and after-sales services to achieve synergy and cooperation, stimulate the development of the related tertiary industry, and continuously optimize the economic structure. The "Internet celebrity economy" has driven the development of e-commerce. Taking the Internet celebrities who live broadcast and bring goods as an example, the rising popularity has increased their demand for the equipment used for shooting, and the requirements for product performance are also getting higher and higher. The more obvious is that the demand for electronic products has increased in recent years, and the technology is also being updated. The "Internet celebrity economy" development has made multiple industrial chains intertwined and complicated. In order to achieve effective operation, timely communication and exchange of information should be achieved. Every industrial chain should have professional personnel to supervise, manage, and operate stably and continuously. In addition, Internet celebrities can also extend various industrial chains so that the "Internet celebrity economy" has entered a new stage of diversification, multi-industry and multi-dimensional.

4.3 The "Internet celebrity economy" is moving towards a developmental and innovative economy

In the era of big data, the development of Internet finance presents a variety of business models and operating mechanisms, and the webcasting industry is one of them. In the "Internet celebrity economy", enterprises and merchants promote their products through Internet celebrities, convert fans into buyers, and monetize traffic, which has become an emerging development model in the consumer market. The "Internet celebrity economy" is the product of development and innovation, and it will eventually penetrate different fields, changing the traditional concept of single economic development, and its development has broken the constraints of space and time. In order to achieve sound development, relevant institutions should continue to explore profit models, actively publicize and promote, and be understood and accepted by the public. At the same time, deficiencies should be discovered and corrected in time to make them develop stably and continuously.

4.4 The value of the "Internet celebrity economy" continues to increase

During the 2020 epidemic, people stayed at home for longer than usual, and the outage of logistics caused a backlog of agricultural products in various places. At this time, the "Internet celebrity economy" expanded its own business and carried out national poverty alleviation projects. Major Internet celebrity anchors cooperated with CCTV to carry out live broadcasts for agricultural products in various townships and counties, which realized the help of farmers and spread the regional area. Culture and folk customs have improved the industrial structure and provided an excellent impetus for developing the tertiary industry. The state should optimize industrial policies, reduce costs for developing the "Internet celebrity economy", simplify the procedures, and encourage the "Internet celebrity economy" to facilitate and benefit the people. Guide "Internet celebrities" to cooperate with the state, actively use various platforms to help farmers and poverty alleviation, and achieve mutual benefit and win-win results.

5. PROSPECTS FOR APPLICATION INNOVATION OF "INTERNET CELEBRITY" INTERNATIONAL COMMUNICATION

The superiority of "Internet celebrity" communication has gradually been recognized. However, at the same time, its objective limitations should also be faced to better understand and give play to the value of "Internet celebrity" international

communication, creative discourse expression, flexible content production mechanism, and contribute to promoting efficient communication and other aspects.

5.1 Collaborate with online entertainment platforms to help grasp the right of cultural interpretation

Social media and pan-entertainment platforms such as YouTube are important ways for "Generation Z" to communicate and connect with the world [8]. Using these media to disseminate Chinese-themed content will help grasp the right to interpret Chinese culture. Although the medium of "internet celebrity" has unique advantages in terms of adequate information supply, breaking through the barriers of Chinese and foreign information, and conforming to the recognition logic of international audiences, its content carrying capacity is ultimately limited, and the information and goodwill it conveys are in line with systematic China. There is no direct equivalence between subject knowledge and relatively stable sentimental perceptions of China. This requires the extension of the "Internet celebrity" communication chain in international communication. While creating "Internet celebrity" high-quality content, the short video of "Internet celebrity" is used to divert traffic to China Video with a complete content system and emotional experience. , long video or other pan-entertainment forms, and then precipitate the audience's three-dimensional perception of Chinese culture and further expand the overseas communication market and content expression space.

5.2 Promote the process of institutionalization and jointly promote the development of media integration

Drawing lessons from "Internet celebrity" communication and injecting institutionalized organizational operation mode may help form innovative achievements in the development of convergent media. The communication of an "Internet celebrity" is often referred to as irreproducible because the charm of its communication lies in the cultural content expressed and the cultural experience of the individual "Internet celebrity". The individual "Internet celebrity" can form social and emotional connections with the audience and is more active in telling Chinese stories, which is its advantage; however, the vulnerability of the individual "Internet celebrity" is also very significant, development bottlenecks or public opinion crises It may be a blow to the vitality of "internet celebrity". This requires combining the personal perspective and expressive advantages of "Internet celebrities" with robust institutional resources and mechanisms to avoid their development drawbacks and integrate their methodologies such as information distribution methods, content production logic, and network cluster effects.

The popularization of the "Internet celebrity" communication model has accelerated media integration development.

5.3 Introduce scientific evaluation methods to improve the effectiveness of new media communication

"Internet celebrity" communication has Internet genes. Compared with the one-way communication method, two-way communication on the Internet is easier to realize the review evaluation and forward-looking judgment of the communication effect based on audience interaction and feedback. Nowadays, "Internet celebrities" have become the primary source of information for "Generation Z" [9], and international communication content resources have begun to flood into this form of communication. It is inseparable from international communication to maintain the long-term and healthy development of the "Internet celebrity" content industry. Performance-oriented input-output measurement avoids falling into the unsustainable high input and low return pattern. This requires embedding data analysis links in the entire chain of international communication, establishing a comprehensive understanding of the international market in the early stage, understanding the role boundaries of new media communication, and conducting research on the network environment, audience viewing trends and media habits in different regions in the mid-term. Later, a scientific and comprehensive evaluation of the international communication effect of "internet celebrity" will be carried out, optimizing the allocation of resources, and accumulating the laws and experience of international communication of new media.

6. CONCLUSION

This paper mainly analyses the negative impact of the Internet celebrity economy on traditional values. As far as the current development of the Internet celebrity economy is concerned, there is a phenomenon of misleading social groups about traditional values such as aesthetics, money, and morality, which can easily cause anxiety among netizens. The concept of "vulgar" is regarded as beautiful, "money worship" advocating a luxurious lifestyle, and some influences go against social morals and laws. Today, the internet celebrity economy has brought more subtle influences on values. Therefore, society should pay attention to the negative impact of the Internet celebrity economy and take active measures to deal with it. In the context of the opening of the Internet, the Internet celebrity economy is gradually becoming internationalized. The characteristics of Chinese Internet celebrities are mainly close to the daily life of netizens, good at grabbing the attention of consumers and focusing on aesthetic value.

In contrast, the main characteristics of Western Internet celebrities are keen to try new things, like pranks and challenging extreme sports, and use performance art. The western Internet celebrity economy developed earlier, and the platform supervision system is relatively complete. However, in the commercial innovation of the internet celebrity economy, China has more say in the live broadcast economy than any other country; compared with offline physical stores in the West, China's live broadcast shopping cart allows netizens to choose goods while listening to the anchor's explanation. Place an order at the same time. International netizens have seen the rise of e-commerce groups from China's Internet celebrity economy, but under the temptation of Internet traffic monetization, international netizens have also seen various negative impacts of interests on their values. Therefore, Chinese Internet celebrities need to have a long-term perspective, focus on the world, and show China's attitude towards the world. Use the Internet and its influence to promote the spread of Chinese excellent traditional culture worldwide and enhance national cultural self-confidence. At the same time, Internet celebrity is doing an excellent job of making full use of the Internet to develop the economy and take it as our responsibility to strengthen the construction of the Internet green environment.

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