

# Reconciliation of Depression, Emotional Transmission in Digital Musical and Social Media: A Case Study of Chinese Social Application Net Ease Cloud Music

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## ABSTRACT

In China, the observation of the trend of social activities proves that contemporary young people are becoming easier to express and even produce depression. Such emotion has led to two different mentality trends in the medium of music media, which are the positive response to depression and the quasi-negative one. This article chooses the most successful Chinese social platform application Net Ease Cloud Music and analyses the case of its users' comments and interactions. It is argued that by social interaction in music and sharing acoustic experiences, Chinese young people have generated a way of negative mental mood reconciliation. In NetEase Cloud Music, playlists searched for keywords such as sadness have the highest collection of 201,000, while those searching for keywords such as cure have the highest collection of 112,000. This shows that young people will feel sadder when they use NetEase cloud music.

**Keywords:** Social Media Platform, Mentality Trend, Public engagement, Public Culture.

## 1. INTRODUCTION

In the era of new media, the carrier of people's emotional transmission changes according to social platform transformations [1, 2]. For internet social platforms, emotions are not transmitted between people who know each other. People express emotions to strangers on social software for anonymous convenience. In China, the research on the expression of depression and emotion developed on mentality trend appeared to be a topic that has not gotten that much attention. This research gives examples and proof of the proceeding social situations among Chinese contemporary young people. With the development of digital industries and modern culture, the pressure on young people has increased a lot compared to the past. Most of their pressure comes from study, career, love, and family. Under the influence of these pressures, if there is no easy way to vent, it will seriously affect people's mental health [3]. However, with the development of technology, music software becomes more and more popular. Some of them gradually replace the old records and tapes. More and more young people like to use music software to listen to music. There was a very popular music software called Net Ease Cloud Music in China. This is a very

effective and simple app platform for people to vent and regulate their emotions.

Young people choose not to release their emotions and get away from the pressure of daily life directly [4]. Generally, depressions let off steam veiled by sending a section of lyrics, sharing some sad songs, or the glow of the sunset. This emotional communication can help them easily express their unprecedented inability and powerless feeling which they cannot share with others face to face. The "emotional culture" characterizes by a self-deprecating, decadent, and insensitive lifestyle [5]. Since it is popular among young people on online social platforms like music mediums. The emotional development of "emotional culture" can be referred back to the kind of magical connection from such negative emotions as self-doubt, grievance, frustration, and anxiety which are more contagious than encouraging positive words [6]. By selecting Net Ease Cloud, the most popular music social software in China, this article adopts a typical and representative emotion-sadness emotion to study.

## 2. THREE NOTIONS OF NET-EMO MUSIC

### 2.1. *Music that responds to emotion*

To Define the development and change of "Net Emo Music" from the media platform observations and data, should be can first notice the connection between music and emotions. Based on the media research and music on the two different kinds of playlists which can reflect on the emotional guidance and mentality trends of two different moods, this article will focus on the mood and playlist connections. By analyzing the message and feedback from listeners, the changes in people's attitudes will also be described and analyzed.

There are two types of grief: consolatory grief and negative. The latter is also understood as an absolute negative mood [7]. This refers to the feeling of remembering what one has lost. These memories can fill one with tender and happy feelings about the past. There are also kinds of extreme sadness, which means negative sadness. Listening to sad music can hurt your mood, which can make your mood worse. In recent years, the term "Net Cloud" (Net Ease Cloud) has attracted so much attention that the term and its new meaning have become more popular. Using Net Ease cloud music as the entertainment software to search keywords, two kinds of playlists will be shown below. One of them was some sad music playlists that let people immerse themselves in sadness Another one was soothing music playlists that relieved people's sadness and help them get away from it. Therefore, when facing a sad mood, people will choose the songs they need to listen to according to their feeling and the way to release them. Checking some of the comments from different playlists can show that people are in the sad playlist. The Net Ease Cloud playlist is a function of Net Ease cloud software. Adapters can add and save their favorite songs to a playlist and rename the playlist. Then whenever the user listens to the music it will be played from the playlist. What we use for data analysis is also the song list in Net Ease Cloud. These playlists are created by authors who add descriptions of the playlists and rename them. By looking at the comment on emotional statements, it seems as if they were telling their own stories and acting out in this way. They usually have two types of comments, one is about being cured and the other about telling sad things. The results are limited. It's not certain and not all of them listen to healing music when they are in a comforting mood. Also, not all people who are in a very negative mood listen to sad music varies depending on their personality. But according to the comments on Net Ease's cloud playlist, most people have a bad mood every day and are easily effect by their environments.

"I love this music, I'm cured." This is the most common comment on the "Soothing playlist". Maybe some bad thing happened to these people, but it's over now. They may have been relieved by listening to

soothing and healing music. Maybe the lyrics can make them no longer sad. They share these things in these playlists to inspire others who are also grieving and cheer them up. People who listen to healing music when they are sad tend to be consoling sad. Because this is the kind of person whose grief comes from remembering what you've lost, and those memories make you feel tender and happy about the past. Listening to healing music during this time often leads to a positive outcome and a better mood. At this time people's sadness is not because of bad things and bad moods.

"Listening to the song remind me of the incident, and I still feel sad." This type of comment is usually found in comments about sad songs. These people use comments to tell they're sad reasons and vent their emotions. There are also dozens of people commenting on the comments saying they have experienced something similar. People who listen to sad music when they are sad are generally extremely sad. This is a kind of absolute negative grief, the sad experience that one is experiencing. Such as dramatic changes in life. Although listening to sad music can make people feel more desperate, sad music can make people feel relaxed and calm. This idea challenges the hypothesis that sad people listen to sad music to make themselves feel worse, when in fact it may be a coping mechanism. There's also the idea that if people can't handle the negative stress, they cry, it's an outlet. Sad emotions will be easy to change after getting vent.

### 2.2. *the social function of Net Ease Cloud Music*

The word "Net Emo Music" transforms from a music medium to Net Ease Cloud. "Net Emo Music" attracts so much attention that makes the word and its new meaning even more popular. Since young people always express their depression alone, Net Ease Cloud formed this social phenomenon as "Net Emo Music" which sounds similar and designed some depression music tag playlists as a special pressure breakthrough and content production platform. There are over 200 playlists that gain playtimes up to 200 million in total. Some popular Net Ease Cloud music official approval accounts create their unique playlist to share their emotions and cures of emo for all app users. The most popular playlist is named just the same as Net Emo Music as this study chooses to be the focus. This playlist gains unimaginable success, for 54% of all users of Net Ease cloud music have at least listened to it once.

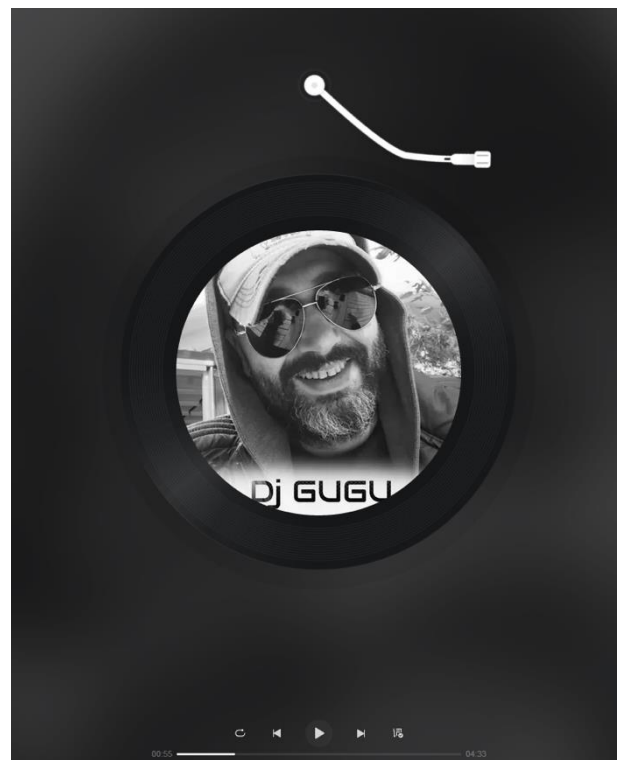
Net Ease Cloud takes the advantage of the malleability of comments to concentrate playlists on original communications with different kinds of social communities. Various people create their playlists not only for themselves but also for others to hear and feel the same emotions. Net Ease Cloud also creates the mechanism to publish the hottest and demonstrate the most current emotions the young people are facing.

Based on the diversified forms of playlists with some different moods, people can find the most expressive or cathartic music playlists. The development of negative emotions is a communication situation of individuals in modern industrial civilization. It has formed the platform social ecology of Net Ease Cloud which can even draw a strong conclusion that the interactive community like comment communication.

Compared to other social music software, Net Ease Cloud has a stronger impact on conveying users' emotions and transferring emotional comments. Socializing empathized comments and meaningful lyrics can let users more focus on media-oriented. This relationship form between modern individuals and social media reflects a new informational and emotional flow prominently [8]. People participate in the decentralization of information interaction and receive emotional connections through the same comments. While in the cloud village of Net Ease Cloud, most of the people are strangers, you don't know the hot, people. Sometimes people are more willing to express their feelings to strangers online. The reason may be that the person chatting with people on the Internet may not know who the person is, nor what happened to the stranger, so they will only analyze and help the stranger to solve the problem according to the event that the stranger tells them [9]. So that's led to the comments section and social networking function of Net Ease Cloud being highlighted. People often prefer to confide in someone who is going through the same thing as them, rather than someone who is close to them and knows them well. This is a search for cognitive empathy, not full trust and a warm, intimate relationship, nor does it represent a decision to start a new intimate relationship with a stranger. In the comments section of sad songs on Net Ease Cloud, you can see that many users are talking about their sad experiences. The people who read the comments are looking for comments that are similar to their own experiences, and when they do, they reply, "Hey, I had the same experience as you". That's what resonates. And these people, because they all had similar experiences, all felt each other's grief. Strangers with similar experiences would then comfort each other through this empathy. This approach is also common in Net Ease Cloud, and can also achieve the effect of improving people's moods.

The difference between Net Ease Cloud and other music software is that it is a social software as well as a music player software, which shows that Net Ease Cloud can convey emotions. Moreover, Net Ease Cloud has a great influence on users' emotions, and its emotional infectivity and emotional transmission power are far superior to other music software or social software. So now many young people will think "I want to listen to Net Ease Cloud music" instead of other music software when they are in a bad mood. Another difference between Net Ease Cloud and other application software is that the mode of emotional transmission is different. The mode of

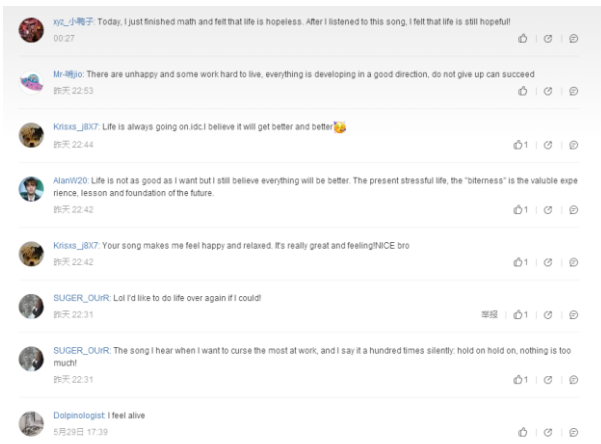
emotional transmission in other music software is to choose songs with different emotions when a person has different emotions; Net Ease cloud's mode of emotional communication is more like people choosing their emotions based on the songs they listen to. This is because people are attracted to Net Ease Cloud far more than other applications. The report on the sales of Maroon 5's "Red Pill Blues" and other albums said Net Ease Cloud Music encourages users to post comments, playlists, short videos, radio programs, moments, and other user-generated content through its unique charm. The marketing of social networking and comments makes Net Ease Cloud popular among young people. At the same time, when using comments on Net Ease Cloud, people have the opportunity to interact with their favorite artists or song producers, which draws the distance between fans and artists. Net Ease cloud makes more people willing to use Net Ease Cloud to listen to music. Net Ease Cloud provides users with many possibilities to develop these functions while using Net Ease Cloud. The development of these possibilities promotes the development of Net Ease Cloud.



**Figure 1** Traditional content displaying music apps.

Traditional music apps generally focus on the music play function. As has been shown in Figure 1, the interface is designed to display the playing content. The Net Ease Cloud music uses different ways to stimulate users' habits to be more interactive. As has been shown in figure 2The reason for this kind of users habits is that people want to use the Net Ease Cloud platform for social networking while listening to music. The Net Ease Cloud provides many ways for people to socialize. People can

friend each other; Sharing songs in the "Cloud Village" of Net Ease Cloud. As figure 1 shows, it even allows people to make and upload music. The "Cloud Village" of Net Ease Cloud is a function similar to Wechat moments, where people can share songs and their daily life. Through such investigation, this report also discovered some important features of Chinese digital music consumers: they enjoy taking part in social activities through music and prefer to accept independent and international music.



**Figure 2** Net Ease cloud music comment displaying, more interactive interface designs are involved.

Cloud Village is also the key for Net Ease Cloud to become a social software. Net Ease cloud village is a special function in the software of Net Ease cloud music. This is something that other music players don't have. Cloud Village is similar to Twitter's function. Users can share their daily routine in Cloud village or share songs from their playlist to Cloud village. Anyone using the app can see it, like it, and reply. It is precisely because of this function that Net Ease Cloud can socialize. The comments section of Net Ease Cloud is also an important difference from other music software. Net Ease Cloud users rarely say comments like "This singer's voice is beautiful" in the comments section of a song. Most of what people do is express their feelings or share their stories based on the mood of the song. So when people click on the comments section, they can relate to the stories and feelings shared by others, which also forms a kind of social interaction. Make a comment, which is considered an emotional output. Emotional output is an effective way to release pressure and sadness. The comments section of Net Ease Cloud plays as an embedded chatroom within the application. It seems to be the habit for them to relax and share their emotions in this embedded friendly chatting interface. The comments sections allow people to express themselves freely and express their emotions with sharing their stories.

**2.3. Certain occasion invokes efficient emotion transmission.**

Meanwhile, certain occasions also help to enhance efficiency in emotion transmission. The rationale lying under this can be that a user's certain experiences could be invoked by similar occasions, for example, breakups, graduation, and festivals [10]. When certain playlists or songs are heard by people, lyrics and tags can remind people of certain memories in their past, which inspires resonance and convey strong feelings. For example, when hearing songs tagged or themed with 'breakup', it's natural for people to look back on their sad romance and empathize with others, which completed an emotional transmission. A similar situation also emerges when it comes to festivals or certain stages of life, in Net Ease Music, 45% of people admit certain themed songs will help them relive their past, and 55% of people think themed music plays a critical role in creating the atmosphere of festivals by stimulates emotions, which also explains why Net Ease Music will automatically push relevant themed songs when a particular festival arrives.

The idea is also supported by the fact that playlists and songs with 'occasion tags' are gaining popularity in Net Ease Music. In Net Ease Music, among the top 10 hottest playlists, 40% of them are tagged with certain occasions like 'after breakup', 'sunset', or 'holidays'. When certain occasion like graduation (normally June being the time) or festival (like Mid-Autumn) arrives, the proportion will rise to 80%. For instance, during graduation season, for example, playlists or songs related to youth and graduation are played significantly more often. According to the data-based research, every year in the graduation season, Net Ease cloud music related to graduation playlist will have a high click rate: The most viewed playlist was 8.844 million, with 90,748 likes and 1,068 comments, and 918 reposts. Similarly, on Net Ease, the highest Christmas playlist was played 7,553,000 times, bookmarked 51,462 times, and 514 comments were left and reposted 1,168 times during the Christmas cycle. The data suggests resonance of emotions among a significant number of users.

**3. CONCLUSION**

This study has presented the complete discussion with three main conceptions, which are Net Ease Cloud as a music communication media can the modern youth pressure breakthrough and the phenomenon of "Net Emo Cloud" gradually formed; different people react differently to the same emotion--sadness; the relationship between different types of sadness and the type of music young people listen to. The Net Emo Cloud phenomenon occurs when young people use music to relieve or release sadness. We categorized people, as people who listened to healing music when they were sad, and generally, their type of sadness was consolation sadness; The other group

of people who listen to sad music when they are sad, are extremely sad. Young people express their emotions by listening to music, sharing music, and recording comments through the medium of Net Ease Cloud, which is a brand new way to vent their emotions. People can not only listen to music but also socialize on the Net Ease Cloud platform. When people listen to sad songs and check the comments about the song, they may find comments that resonate with them, people will understand them and feel comforted that someone else is going through the same thing.

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