



# Negative Impact of Platform Framework on User Experience

## -- A Case Study of NetEase Cloud Music

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**Abstract.** In the heyday of network sites (e.g. Weibo, Wechat, and QQ), a music platform called NetEase Cloud Music unprecedentedly dominated in competitive markets in China. The success of NetEase Cloud Music is related to its social function, which is related to the concept of Ellison (2013) for social network sites. Specifically, this paper introduces the formation process of NetEase Cloud Music, including a multi-dimensional assessment of the social-ecological pattern of NetEase Cloud Music from the perspectives of the algorithm, UGC content, and framework, and holds the development trend of social behavior in music applications. Later, the paper will research how NetEase Cloud Music gathers people into their virtue community, and discuss the impact on the user's experiences.

**Keywords:** cloud music, China, market

## 1 Introduction

People are able to share their views, experiences, and opinions with one another via the use of social media as both a tool and a platform. Activities such as face-to-face contact (like room-chat), which have significantly faded from people's consciousness, have been taken over by the most recent platforms, such as social network sites. This is because the Internet and cellphones have become more popular in recent years. The social networking websites are viewed as networked communication platforms because participants 1) have information that is uniquely identifying and includes user-supplied content); 2) can publicly enunciate connections that can be described and traced by others; and 3) can consume, generate, and/or collaborate with streams of user-generated content provided by their connections on the website.[1]

On the basis of this approach, an increasing number of application developers in China are conceptualizing new functionalities and experiences for the goods. The concept is used in a variety of contexts, including but not limited to reading, athletics, commerce, and communication. For example, WeChat has gradually supplanted communication in day-to-day life; Taobao has gradually constructed a bridge for online

merchants and buyers; and Weibo has continuously become a more favorable news outlet, in comparison to newspapers or television. As a consequence of this, these social gadgets have already established themselves as a trend and also have beneficial impacts on the activity level, dependence level, and growth rate of the user. On the other hand, the music market had entered a period of dormancy about the same time. In spite of the fact that later on the first music platform in China, QQ music, was released and prompted some minor improvements, it did not bring a big effect due to the fact that it was an exclusive system for the individual. After a few years had passed, the firm Net Ease made the decision to launch a one-of-a-kind app after doing extensive study and investigations on marketing, as well as analyzing the combined shortcomings of existing music platforms. The Net Ease Company shifted the focus away from the quality of the music and more toward social interaction. The Chief Executive Officer of the NetEase corporation, Yiwen Zhu, is quoted as saying that "NetEase Cloud Music is not just a music player but also a music community".[2]

Results from that day's earnings analyst conference call in the fourth quarter of 2019 for NetEase indicated that the total number of NetEase Cloud Music subscribers has topped 800 million users. This information was presented in the NetEase reports for that quarter (music business worldwide, 2019). It is impossible to separate the actualization of this number from the social pattern it creates.

## **2 The structure of NetEase Cloud Music**

### **2.1 Net Ease Cloud Music---Music Recommendation**

The "precise marketing" algorithm has been included into Net Ease Cloud Music. This algorithm will offer songs, private FM stations, and playlists to users based on the users' listening habits, such as single cycle, sharing, collecting, active playing, listening, skipping, and so on. One of the most significant benefits of using NetEase Cloud Music is the accurate and individualized recommendations it provides. The algorithm that is based on precision marketing is an essential entrance point that Net Ease Cloud Music uses in order to attract clients. This is true to a considerable degree. To begin, the highly accurate music suggestion meets the great desire of users to locate music, which in turn ensures that there is a constant supply of new music. Second, the recommendation process of NetEase Cloud Music caters to the requirements of various categories of users. This helps to address the issue of music apathy that exists within certain groups by providing them with relevant material. In conclusion, the music recommendation system contributes to the linking of users in a variety of ways. There are several songs that have comments underneath them that say things like "Daily tweet comes first" or "raise your hand when arriving over private FM." Users who share interests or requirements are linked to one another in order to generate emotional resonance, so building the groundwork for the formation of communities via the use of exact push.

## 2.2 Net Ease Cloud Music---UGC Application

The user-generated content (UGC) technique is used by Net Ease Cloud Music as well. Simply put, user-generated content (UGC) refers to any sort of online material that is created by platform users. [3] The development of new playlists, song reviews, translation of song lyrics, creation and forwarding of music circles, and radio are all examples of user-generated material that may be found on NetEase Cloud Music. In particular, the comment area that is available for each song on NetEase Cloud Music has gained a lot of notoriety. Users have the ability to respond to any comments made in these areas and provide a thumbs up for such remarks. There is a gap between the number and quality of comments with NetEase Cloud Music because the majority of the comments are extremely emotionally engaging. In fact, other music apps have also set up a comment section after NetEase Cloud Music, but there is a gap between the number and quality of comments with NetEase Cloud Music. Through the use of comments, Net Ease Cloud Music was able to mine the profound emotional experiences of its users. As a result, the habit of listening to music by oneself was changed into a collection of virtual groups that shared similar emotional experiences. The fact that it meets the emotional requirements of users and increases the feeling of belonging and involvement of the group is the basic reason why the Net Ease Cloud Music Comment area cannot be easily topped by other music apps. [4]

In 2017, Netease Cloud Music displayed 5,000 outstanding music ratings on the Hangzhou subway system. These reviews had the maximum amounts of likes. The social networking sites were immediately swept up in this flood of marketing activity. The majority of the remarks involve feelings of isolation, melancholy, and introspection on having just ended a relationship. Many individuals have expressed how deeply music criticism affects them emotionally. [5] This was the initial impression that was given to the public by NetEase Cloud Music: music has become the medium of emotionally resonant expression, while words have become the carrier of emotionally cathartic expression. Literature, emotion, and sentiments have become the keys to success in winning over the hearts of the people, thanks to these technological advancements and marketing strategies.

## 3 Literature Review

### 3.1 Frame Theory

Researchers in various subfields of social science, both in the United States and elsewhere, have taken an interest in Frame Theory as a result of its status as the theory that has been employed the most often and extensively since the turn of the 21st century. According to Goffman, a person's framework is the mental structure that they use in order to comprehend and make sense of the objective world outside themselves. [6] Individuals depend on a certain framework for the induction, structure, and interpretation of real-life experience. This framework helps people to seek, observe, comprehend, and summarize a large amount of specialized information. Bateson asserted in "A theory of play and fantasy" that any activity that involves communication is

simultaneously conveying a combination of information made up of three components. [7] These components are as follows: the symbol of sensory stimulation; the referent of making symbols and the referent of distinguishing symbols; and the rules of interactive behaviors between receivers and receivers around the symbol. In this situation, the word "framework" refers to the norms of interpretation that both parties have come to an agreement on on how to read the symbols used by the other party. In conclusion, the term "framework" may have two different meanings. First, the framework is something that already exists in our brain as a specific knowledge system or cognitive set, which is the result of our previous experiences in real life; second, framing may play a role in the formation of how we see new things.

### **3.2 Precision marketing**

Some social software, such as QQ music, that exclusively focuses on individualized consumption is under unprecedented strain in today's period of complicated marketing environments and severe market rivalry; nonetheless, the new approach of precision marketing has been adopted in all marketing fields in China. According to Zabin and Brebach, "precision marketing" refers to "a phrase which is a term which is a technology-enabled method for acquiring and maintaining customer data, and evaluating that data to generate more efficient and lucrative client contact." [8] The pioneer of direct marketing, Lester Wunderman, is credited with developing the fundamental concept of precision marketing. He believed that "precise marketing" consisted of building a database centered on clients and identifying target consumers via data analysis so that focused marketing operations could be carried out. As of late, it has come to light that precision marketing has evolved into a significant strategy of turning a profit as well as a crucial approach for buyers to identify items. [9] They were unanimous in their belief that precision marketing encourages businesses to track, simulate, and locate target consumers by means of a database. This allows businesses to make product recommendations that are in line with the preferences and requirements of consumers based on the information contained in the database.

## **4 Methodology**

However, the only thing that the marketing of it does is getting users to download the app. How does the NetEase Cloud Music platform encourage its users to share their own personal narratives? According to recent research, individuals are more likely to be influenced by sad music. [10] People also discover emotional resonance and identity identification via the negative emotional remarks expressed by others. [11] Therefore, it is likely that NetEase Cloud Music employs its mechanism that is based on precision marketing, which subtly engages users into the depressing music. Alternatively, NetEase Cloud Music has a tendency to recommend sad music to users in order to gather them into their community and frame their depressed conception using those individuals.

The poll will question 50 participants over Wechat on the 10th of December, 2020, and each of them will be required to listen to 20 songs suggested by NetEase Cloud Music from private FM channels without pressing the likes and skips buttons. Then, based on this information, they would keep a log of the music they liked or hated and classify it as having a good emotion (such as joy, energy, or inspiration), a negative emotion (such as sadness, depression, or sorrow), or no sensation at all. The data collection will take place on December 11th, 2020.

**Table 1.** The percentage of various type of music are send through NetEase Cloud Music recommendation system.

	Negative	No Feeling	Positive	Total
Like	283	0	197	480
Dislike	308	20	212	520
Total	591	20	409	1000

In the table 1, the sum, without clicking the likes and skipping, 591 negative emotional songs are recommended by NetEase Cloud Music in 1,000 songs. This number takes up about 60 percent of the total. This data further infers that the negative emotional songs in the NetEase Cloud Music recommendation system based on the precision market algorithm account for the majority of tracks without knowing preferences of the users.

## 5 Findings& Analysis

NetEase Cloud Music combines its mechanism and marketing to realize a “depressed community”. In reality, printing selected music reviews on subways, airplanes, and water bottles, gives users the idea that words can be cathartic. Since NetEase Cloud Music implies a depressive atmosphere in the real world, new users are recommended to participate through its algorithms. Combined with the emotional resonance of music and words, they will start from personal interaction to socialize and then move from individuals to groups, thus generating identity in the virtual society of NetEase Cloud Music. [12] However, there is an unexpected result.

As a result, in the 520 songs that are disliked, negative energy music accounts for 308 (around 60 %). Previously, the first attraction of NetEase Cloud Music was the atmosphere. People seem to be tired of the feeling of a “depressed community” more and more. So what causes this phenomenon?

By typing the words “hate NetEase Cloud Music” on Weibo, people can get answers. By browsing the tremendous opinion of Weibo users, the paper will use two key words to explain the causes of today's phenomenon. The first keyword is “excessive consumption”. When NetEase Cloud Music became popular in China, users seemed to have found some quick ways to gain attention: keep writing sad stories. On some websites, the various data of NetEase Cloud Music is even marked up and made into goods. Soon, the scar literature was dominating the comments section. Instead of being struck down by cheap sensationalism, people tend to dislike, resist, and even resent it. NetEase

officials and some users' excessive consumption of literature and feelings lead to people's impression of literature and art being cheap. On top of that, it is the consumption of depressed people. Some users' taunts will not hurt those who are depressed for the sake of being depressed but will only hurt some real depressed people. The second reason is inciting. Behind the blind conformity and follow of crowds, different camps of capitalist contenders left little market share. When the data are examined, an interesting coincidence is enough to make the case that this is a world of capitalists rather than music. According to Tencent News, NetEase Cloud Music depression appeared in early July in both search and media indices.

## 6 Conclusion

The marketing strategy used by NetEase Cloud Music is based on the concept of a "depressed community." The appearance that words may be therapeutic is created when they are printed in public places like subways, on airplanes, and even on water bottles. New users are encouraged to use the algorithms of NetEase Cloud Music since it tends to evoke a reflective state of mind. The emotional resonance of music and lyrics will be used by individuals as they go from individual interaction to socializing and then to groups in order to construct their identities inside the virtual society offered by NetEase Cloud Music. Something takes occur that was completely unexpected. Low-energy songs make up 308 of the 520 most disliked songs (around 60 percent). In the past, the atmosphere of NetEase Cloud Music was its primary selling point. People are starting to lose interest in what they perceive to be a "depressed area." Why is that? Weibo users who search for "dislike NetEase Cloud Music" may get replies to their queries. The paper will make use of two key phrases from Weibo to define the situation that is occurring now. To begin, the term "overconsumption." People in China began writing sad stories in an effort to draw attention to themselves when NetEase Cloud Music gained popularity there. There are websites that sell data from NetEase Cloud Music.

The comments quickly shifted to focus on the scar. Cheap sensationalism is universally reviled, opposed, and despised by people. Officials from NetEase and certain users have a tendency to read too many books and thoughts, which gives the impression that they are affordable. Consumption is also common among depressed people. The really depressed will be hurt the most by the comments of certain individuals. The second issue is incitement. Competitors in the capitalist market left behind a little market share because of unthinking compliance and crowds. The numbers point to the existence of capitalists as opposed to musicians in this society, which is a strange coincidence.

In general, it can not deny the contribution of NetEase Cloud Music to the music market. Its unique and innovative content changed the way people listened to music for a long time, but it didn't control well when it came to marketing and framing itself. From following the trend of depression to following the trend of ridiculing depression, people who entertain themselves gain satisfaction, a sense of identity, and a sense of superiority from the collective carnival in the Internet era. In the end, the people who are insulted and hurt are the real ones. In the whole process. NetEase Cloud Music ignores the impact of positive energy and positive evaluation. In today's fierce Chinese

market, people are under great pressure. Although people find resonance in the gloomy atmosphere of NetEase Cloud Music, who will bring people renewed hope for life?

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