Research on Administrative Supervision of Internet Advertising in Guangdong Province in the Era of Big Data

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Abstract: Administrative management is to supervise, manage, control, guide and inspect the development of advertising formats and advertising activities according to the laws and regulations system of advertising management, with administrative intervention as the main means. In the era of big data, the generation and development of Internet advertising highlights the insufficiency of traditional advertising administrative supervision and management, but it also points out the direction for the innovation of Internet advertising administrative supervision and management, and promotes the digitalization and informatization of Internet advertising administrative supervision. In this regard, based on the necessity of Guangdong Internet advertising administrative supervision, this paper analyzes the advantages of Guangdong Internet advertising administrative supervision practice in the era of big data, and puts forward the path of Guangdong Internet advertising administrative supervision practice in the era of big data.

1. Introduction

Advertising is an important part of enterprise marketing, promotion and development strategy, and plays an important role in the development of market economy. At present, in the process of social development, illegal advertisements are constantly emerging, which not only damages the rights and interests of consumers, but also is not conducive to the healthy development of enterprises. Especially under the background of the Internet age, the prevalence of online advertising has aggravated the difficulty of advertising administration supervision and management. Based on this, Guangdong Province should pay attention to the application of big data technology, build an advertising database, and strengthen the screening, analysis, supervision and management of Internet advertisements with the help of artificial intelligence technology, logistics network technology and cloud computing technology, so as to purify the Internet platform, promote the good development of advertising formats and build a harmonious social development model in Guangdong Province.

2. Necessity of Administrative Supervision of Internet Advertising in Guangdong Province

2.1 Purify the Internet Advertising Market

At present, under the background of the Internet age, with the rapid development of online advertising, one after another, illegal and illegal advertising incidents are exposed to the public eye, which makes people question the credibility of online advertising, which is not conducive to the development of online advertising, but also has a negative impact on the development of the industry, and needs to be regulated and standardized. Guangdong Province attaches great importance to the administrative supervision of Internet advertising, and according to the advantages and disadvantages of Internet advertising development, constructs the governance mechanism and system of Internet advertising related laws and regulations to provide guarantee for the healthy development of Internet advertising in Guangdong Province. From the long-term perspective of Internet advertising, the implementation of administrative supervision on Internet advertising can enhance the overall competitiveness of advertising formats, as an aid, promote the enhancement of China's comprehensive national strength, and highlight the value of the practice of administrative supervision on Internet advertising in Guangdong Province.

2.2 Safeguarding the Rights and Interests of Consumers

In the Internet age, the Internet has become an important place for leisure, public opinion, study and work. People are used to getting information and publishing information on the Internet platform, in which advertisements are full of people's vision. Healthy Internet advertising has a positive impact on people's consumption and thoughts, and also promotes the sales of products; On the contrary, unhealthy and illegal advertisements have a bad influence on consumers. For example, consumers buy products according to the guidance of illegal advertisements, and their products are different from the information advocated by advertisements, thus infringing the rights and interests of consumers. Guangdong Province, aiming at the problem of Internet advertising, can find illegal advertisements, conduct good governance and standardization, and enhance the credibility of Internet advertising, so as to promote consumers' reasonable consumption and safeguard their legitimate rights and interests.

2.3 To Promote the Healthy Development of Advertising Formats

At present, Internet advertising has been developing rapidly. Some businesses have lost their professional quality based on the development concept of "interests first", and they have won the attention of the audience by illegal advertising, which has led most consumers to be deceived, which is very unfavorable to the development of the whole Internet advertising format and has caused the public to have distrust of the Internet advertising format. To solve this problem, Guangdong Province can strengthen the administrative supervision of Internet advertising, which can standardize the development mode of the industry. For example, some bad businesses should be punished and managed. On the one hand, the administrative supervision of Internet advertising should be enhanced. On the other hand, it can also alert other businesses and promote the healthy development of multiple advertisers.

3. The Advantages of Guangdong Internet Advertising Administrative Supervision Practice in the Era of Big Data

3.1 To Achieve Effective Supervision of Internet Advertising

The application of big data in Internet advertising administrative supervision will help Internet advertising administrative supervision to be digitized, and make data information an important basis for Internet advertising administrative supervision. Under the background of the era of big data, the construction of the Internet advertising administrative supervision system of big data can promote the circulation of advertising information on the Internet platform in the big data platform, and promote the interactivity, interactivity and relevance of advertising data. Administrative supervisors can strengthen the extraction, analysis, supervision and management of these information data, identify and manage any irregular Internet advertising information, and prohibit it from spreading in the Internet platform. In the specific work practice, administrative supervisors are based on big data technology to obtain and collect relevant Internet advertising information, and obtain the integrity of Internet advertising information. By analyzing the specific modes of information, including illegal subjects, publishing subjects, illegal time and other contents, they can carry out targeted administrative supervision. Under this background, the big data system records the acquired information, intelligently identifies the relevant data information in the process of data information bearing, transmission and dissemination, and enhances the intelligence and visualization of Internet advertising administration supervision in Guangdong Province.

3.2 Minimize False Propaganda on the Internet

Under the background of the era of big data, the practice of Internet advertising administrative supervision in Guangdong Province, and the construction of big data administrative supervision database in the Internet platform, can improve the achievements of the practice of Internet advertising administrative supervision. With the support of big data technology, the electronic data information forensics methods of Internet advertising are fixed methods, program flow methods, etc. On this basis, real and reliable Internet advertising information is obtained, compared with these information, illegal Internet advertisements are found, and then hidden and deleted, etc., so as to prohibit the information from circulating in the Internet platform, so as to enhance the authenticity and reliability of Internet advertising information, and make the audience more reliable in Internet advertising information.

3.3 Increase the Proportion of Legitimate Internet Advertising Behavior

In the era of big data, the practice of administrative supervision of Internet advertising in Guangdong Province can ensure the legitimacy of Internet advertising data with the support of multi-technologies and laws and regulations. In the application of big data technology, Internet administrative supervision obtains Internet advertising data based on the electronic data of Internet advertisements, and through the analysis, integration and extraction of these advertisements, makes clear the truthfulness and legality of Internet advertisements, and spreads legitimate Internet advertising information in the network platform. The application of big data in Internet advertising administrative supervision can ensure the legitimacy of Internet advertising information from three aspects: First, use big data administrative supervision database to obtain Internet advertising information, and analyze the legitimacy of the sources of Internet advertising information acquisition; Second, check the contents of Internet advertisements to make clear the legality of Internet advertising data; The third is to test the Internet advertising program to ensure the

legitimacy of the advertising information. Increase the proportion of legal Internet advertising from the technical and operational level.

4. The Path of Guangdong Internet Advertising Administrative Supervision Practice in the Era of Big Data

4.1 Give Play to the Government-Led Administrative Supervision

In the practice of Internet advertising administrative supervision, the government should take the initiative to work hard, not only attach importance to the application of big data technology, but also strengthen the construction of laws and regulations according to the actual development mode of Internet advertising, so as to solve the problem of illegal Internet advertising. On the one hand, the government pays attention to the illegal phenomenon of Internet advertising, strengthens the practice of administrative supervision, and constructs relevant laws and regulations mechanism from the perspective of laws and regulations. For example, promote the linkage of many laws and regulations, broaden the definition and governance of the Advertising Law, and strengthen the governance and restriction of laws and regulations according to the Internet advertising marketing and development model; On the other hand, in the administrative supervision of Internet advertising, the government adopts the working mechanism of multi-sector linkage, establishes the thinking of collaborative supervision and management, and coordinates the governance of Internet advertising. Especially in view of the complexity of illegal Internet advertising, it is necessary to play the role of multi-sector cooperation, strengthen administrative supervision and purify the Internet advertising market in Guangdong Province.

4.2 The Construction of Administrative Supervision Database

In the era of big data, Guangdong Province attaches great importance to the practice of Internet advertising administrative supervision. The effective mode of Internet advertising administrative supervision needs to build an administrative supervision database, with the support of the database, analyze, filter, detect, extract and use Internet advertising information to identify Internet advertising information, so as to transmit and spread legitimate Internet advertising information and provide consumers with a safe and standardized consumption platform. On the one hand, the practice of administrative supervision of Internet advertisements in Guangdong Province relies on the Internet platform, builds an administrative supervision system, focuses on the analysis and research of Internet advertisements, and uses big data technology to build an administrative supervision database, which helps the database to cooperate with many advertisers, and strengthens the circulation of multi-Internet advertising information in the platform, so as to facilitate the administrative supervisors to obtain and identify these information; On the other hand, the administrative supervision department of Guangdong Province uses artificial intelligence technology to improve the administrative supervision system and mechanism, intelligently identify Internet advertising information, and highlight the authenticity and reliability of Internet advertising identification, thus demonstrating the value of big data in the application of Internet advertising administration supervision in Guangdong Province.

4.3 Improve the Media Literacy of the Audience

In the era of big data, in the practice of Internet advertising administration supervision, Guangdong Province should improve the media literacy of the audience, give full play to the Internet advertising supervision and management of the broad masses of people, and strengthen the

Internet advertising administration supervision and governance results. Audience, as the audience group of Internet advertising, can acquire information of Internet advertising, purchase products, and make sure the authenticity of Internet advertising through product experience. Based on this, in the practice of Internet advertising administration supervision in Guangdong Province, big data construction and public opinion supervision and management system are used to promote the audience's attention to Internet advertising information. Once the problem advertising information is found, it will be reported and reported, and managers will solve the problem pertinently, so as to purify the Internet advertising market environment in Guangdong Province.

4.4 Enhance Industry Self-Discipline

In the era of big data, the healthy and scientific communication of Internet advertising information depends not only on the government's administrative supervision and governance, but also on improving the industry self-discipline, strengthening the study of China's laws and regulations, and conveying Internet advertising information from the perspective of compliance with laws and regulations. To strengthen the self-discipline of the industry's own development, we can standardize the release and generation of Internet advertising information, and promote healthy, positive and positive advertising information to the audience, so that the audience can better choose products under the guidance of Internet advertising information. Based on this, in the development process of Guangdong industry, it is necessary to establish the people-oriented development concept, respect the audience groups, strengthen the research and development of products, convey the Internet advertising information by means of marketing, highlight the authenticity of advertising information transmission, and establish the brand image, so as to enhance the competitiveness and popularity of industry development. At the same time, the development of Guangdong's industry is also guided by administrative supervision, regulating its own internal and external development mode, improving the quality of Internet advertising production, thus promoting the comprehensive development of Guangdong's advertising industry.

5. Conclusion

In the era of big data, the practice of Internet advertising administrative supervision in Guangdong Province, according to the current situation of Internet advertising administrative supervision in Guangdong Province, effectively uses big data technology, strengthens the administrative supervision of Internet advertising, purifies the Internet environment, and achieves the effective mode of Internet advertising administrative supervision practice. Therefore, in the practice of Internet advertising administrative supervision, we should pay attention to the application of big data technology, and promote the results of Internet advertising administrative supervision from four dimensions: exerting the government administrative supervision, building the administrative supervision database, improving the media literacy of the audience and enhancing the industry self-discipline, so as to show the value of big data in the application of Internet advertising administrative supervision in Guangdong Province

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