Research on the Psychological Adaptability of the Audience in the Start-up Advertising on Sina Weibo APP

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Abstract: With the widespread application of Sina Weibo App, its start-up advertising plays an invisible role in promoting the audience, but at the same time, there are some problems, such as the lack of pertinence of targeted advertising, the trouble in operation of returning to the interface after clicking the link of the advertisement page, etc., which affect the sense of user experience. The research mainly adopts the form of questionnaire, conducts a survey on the acceptability of start-up advertising on Sina Weibo App , in order to put forward corresponding suggestions for improvement.

1. Introduction

With the development of the Internet, people can get all kinds of consultation without leaving home. Various apps providing consultation platforms emerge in endlessly. Among them, according to incomplete statistics of Chinese Internet Data information Network, the number of downloads of Sina Microblog App exceeded 340 million in 2018. The advertisement on the opening page of Sina Weibo plays an important role in its cooperation with advertisers. However, there are still some problems in advertising: First, in the process of advertising targeted content and forced playback, because the "skip" button is too small, users will jump to another interface when they click the "skip" button, and it is very troublesome to jump back to the original page operation -- sometimes even need to click "back" four times to return to the original interface. Secondly, if the advertisement playing time is too short, the audience who are willing to watch the advertisement will know that the information is not sufficient, and the audience cannot choose the advertisement with the content they are interested in, etc. All these problems will reduce the acceptance of some audience to the opening page advertisement, and finally affect the user experience of Sina Weibo App [1, 2].

Under the social background of rapid information iteration, the rules of the game in the consumer society have changed from the traditional offline to the online form. Countless communication enterprises have emerged in the information age, but only a small part of them have been able to establish themselves in the society. All of them have taken advantage of the advantages of big data and won the information war. Sina Corporation is a network media company serving the Chinese community in China and around the world. Its Sina Weibo achieves instant information sharing, communication and interaction in the form of text, pictures, videos and other multimedia,

and is widely favored by the current young group with its operation mode of keeping up with The Times. However, as a user-oriented service platform, it still needs to pay attention to the needs of users in real time [3].

The purpose of this survey is to understand users' demand for advertisement setting on the startup page of Sina Weibo App through questionnaire, and to find out the existing specific problems by studying and analyzing audiences' acceptance of advertisements, so as to put forward improvement schemes and enhance user experience [4].

2. Research Methods

2.1. Target Audience

This questionnaire was distributed to the whole network in order to obtain the opinions of different groups on the startup advertisement of Weibo App and put forward more comprehensive suggestions for improvement [5].

2.2. Research Content

The questionnaire is mainly set up from five aspects: the necessity of advertising, the right of audience to choose, the proportion of advertising page logo, the setting of replay and jump button, and the form and content of advertising. The questionnaire is delivered online [6].

2.3. Research Methods

2.3.1. Methods

This survey mainly adopts the method of questionnaire survey. The questionnaire mainly focuses on the five topics mentioned in the research content and sets a total of 20 questions, including 13 single choice questions, 6 multiple choice questions and 1 open answer question. The logical jump is set according to the nature of the question itself and different options, so that more specific answers can be obtained according to different answers [7].

2.3.2. The Range of Users Investigated

Questionnaires were published online to investigate groups of different age groups.

2.3.3. Data Sources

The sample size of this survey was 310, which was collected through questionnaires.

3. Results Analysis

3.1. Users

The target audience of this survey is distributed at all ages, and most of them are 18-25 years old. Most of them have college education, accounting for 80.97% of the total. According to the questionnaire data, there are 28 Users of Sina Weibo App among the research objects, accounting for 73.55% of the total. Among them, the number of female users is larger than that of male users, accounting for 60.65% of the total ratio. 86.64% of Sina Weibo App users have paid attention to the starting page advertisements [8].

3.2. Questions

3.2.1. The Necessity of Advertising

People have long been used to getting information online. As an App platform with a large number of downloads, Sina Weibo uses startup pages or dynamic pages for advertising, so that users can notice advertisements when they interact with brands. These channels bring advertisement play volume and good publicity effect, but at the same time, they also bring inconvenience to users. According to the questionnaire data, 75.88% of the audience think the startup advertisement of Sina Weibo App is unnecessary. In addition to the user's lack of interest in the advertisement itself, 82.12% of the users said that the setting of the link on the advertisement page was unreasonable (Table 1). After the user clicked the "skip" button mistakenly, it would automatically jump to other pages, and it was troublesome to go back to the original interface, requiring more than four consecutive clicks before returning, which greatly wasted the user's time. Advertising is one of the most important marketing methods for online products. The problems mentioned above need to be solved urgently in order to give full play to the advantages of the Internet [9].

Table 1: Question 18 -Why do you think the AD page setting is unnecessary? (Multiple choice)

options	total	percentage
Not interested in the content	84	55.63%
A waste of time	93	61.59%
Click the "skip" button and accidentally click on the AD link	124	82.12%
It is troublesome to return to weibo interface after delayed advertising	88	58.28%

3.2.2. Proportion of Advertising Page Logo Settings

According to the data, only 44 percent of the audience think the "skip" button on the App startup page is appropriate, while the rest of the users think the button is either too big or too small. Among them, 63.82% of users think that the setting of the button is too small (FIG. 1), which may be one of the reasons why users are easy to mistakenly click on the link of the advertisement page, and there is a lot of room for improvement. In particular, it is pointed out that the progress of science and technology is accompanied by the rapid rise of many communication enterprises. In order to highlight the characteristics of each enterprise brand, the Settings of communication products are also different, even the different electronic products of the same company. For example, apple's mobile phone has different model sizes, and the screen resolution and size Settings are also set according to different user groups. It is also an important question to discuss whether the button Settings can be adjusted according to the screen when the Sina Weibo App is used in electronic products with different configurations. Similarly, for users of different ages and different physical and mental conditions, the setting of buttons in sina Weibo startup advertisements should also be based on sufficient social research.
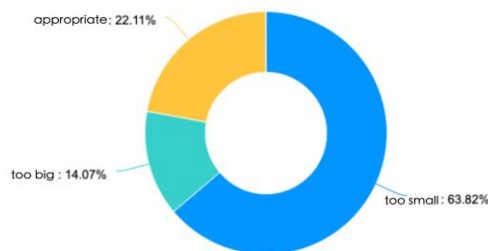

Figure 1: Audience's opinion about Proportion of advertising page logo Settings

3.2.3. Advertisement Replay and Jump Settings

When seeing the startup advertisement of App, 53.77% of users choose to skip the advertisement directly, while the remaining half choose to watch the advertisement. Among them, 34.17% of users will occasionally watch the advertisement that they are interested in, and 69.57% of users will choose to replay the advertisement that they are interested in to further understand the relevant information if conditions are set. Currently, the waiting time for advertisement on the startup page of Sina Weibo App is 5s. 42.39% of the audience think that the time should be changed reasonably, while 48.91% of the users think that the time should be reduced to 5s. Only 8.7% of users think that the waiting time can be set to 6-10s, so that they can have more time to understand the advertising content they are interested in (FIG. 2 and 3).
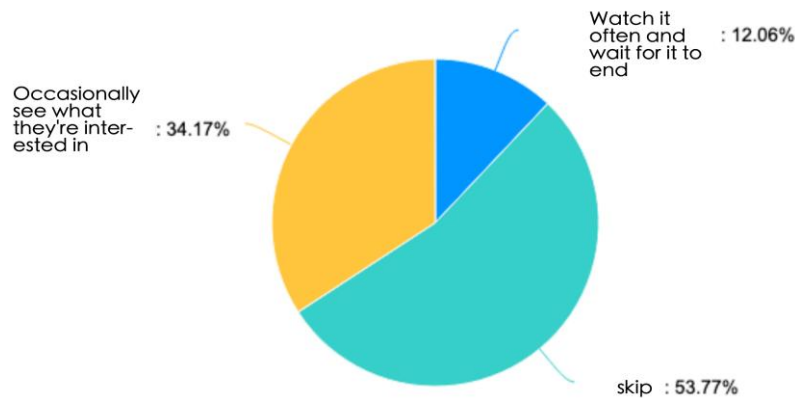

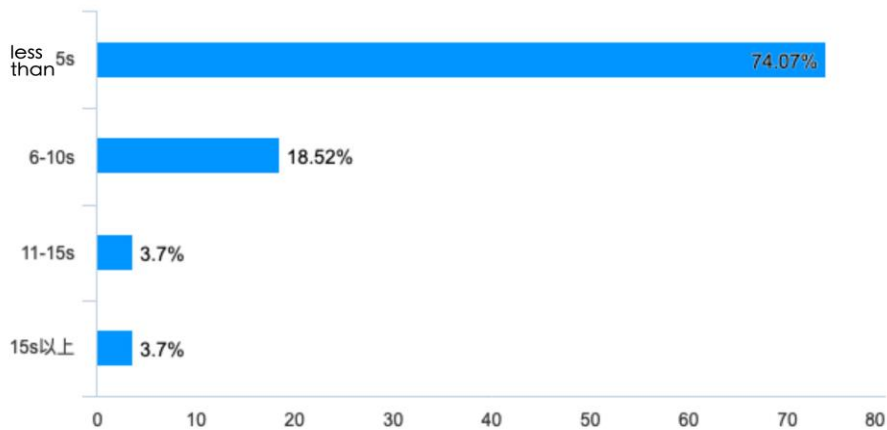Figure 2: Whether the audience will watch the ads

Figure 3: Audience's views on the duration of the ads

3.2.4. Form and Content of Advertisement

At present, 67.39% of the research subjects accept targeted advertising, 32.61% of users do not accept targeted advertising. Among the surveyed users, the top three contents that should be included in advertising pages are news events, product activity information and brand information, accounting for 61.96%, 52.17% and 42.39% respectively, and the rest of the users think that the content should also include information about stars, movies and variety shows. The content that audiences are most inclined to receive includes the ads for clothing, shoes and hats, variety show and television propaganda, cosmetics, sports events and games (Figure 4). Therefore, the AD content setting of App should be as diversified as possible, and free selection of services should be

provided to audiences (FIG.5).Generally speaking, the current information setting of Sina Weibo is mainly divided into three categories: national politics, social news and star entertainment, and each category can be further divided down. Accurate advertising can maximize its utility, and the audience can also receive the information they need at the fastest speed.
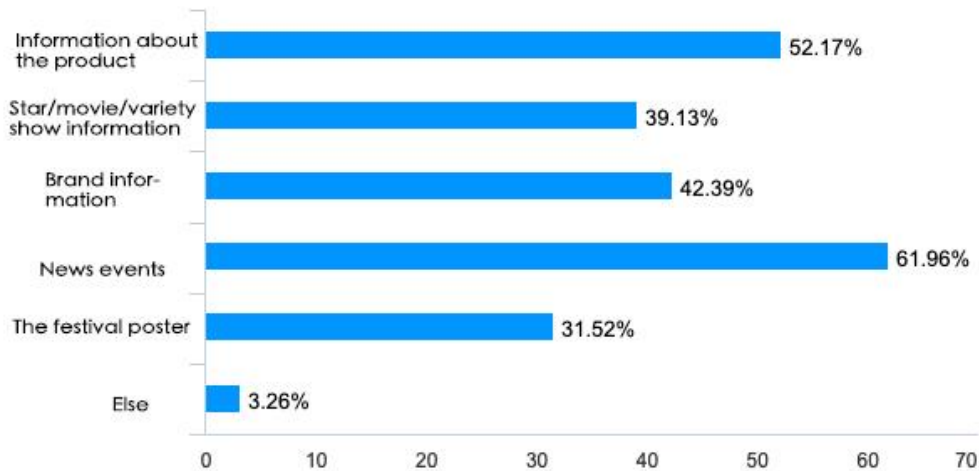

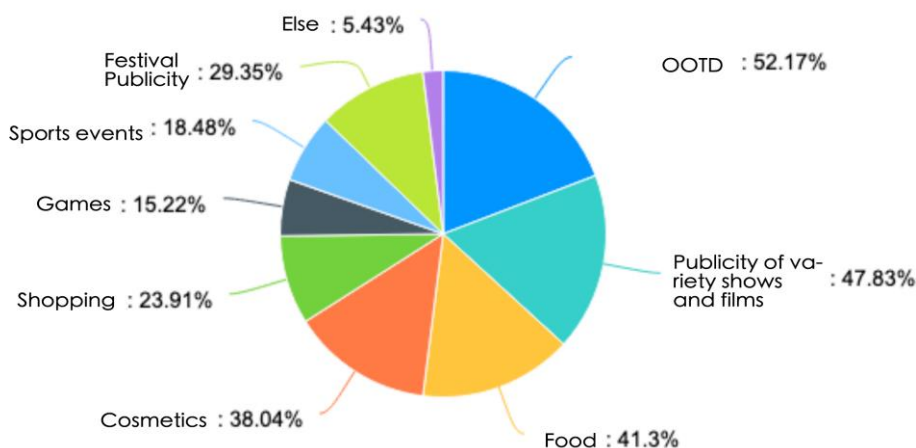Figure 4: Audience's views on the form of advertisement

Figure 5: Audience's views on the content of advertisement

As for the form of advertisement, 59.78% of the audience choose dynamic advertisement presentation on the starting page, while 35.87% of the users think dynamic advertisement interweaving on the dynamic page is more attractive to them, and the visible advertisement content presented in a dynamic way is more visually attractive (Table 2). According to specific data analysis, among various forms of dynamic advertising, hand-drawn animation, live-shooting of stars and animation display of real objects account for 56.92%, 50.77% and 49.23% respectively, ranking as the top three choices in audience preference (Table 3). As for these dynamic ads, about 70% of users think it is ok for them to be presented in silent mode, because audio playback will cause inconvenience in public places. With the overall situation in mind, changes in small details can bring different comfortable experience to users, and the good reputation formed through detailed control can also create a good corporate brand image, which can be spread through the rapid Internet, increase the download of Sina Weibo App, and gain a firm foothold in the Internet era of rapid update and iteration.

Table 2: Question 12-Which form of advertising do you think appeals to you more? (Multiple choice)

option	total	percentage
Static ads on the boot page	26	28.26%
Dynamic ads on the boot page	55	59.78%
Dynamic ads interspersed with dynamic pages	33	35.87%
Static ads interspersed with dynamic pages	21	22.83%
else	3	3.26%

Table 3: Question 13 -What kind of dynamic advertising do you think is more attractive to you? (Multiple choice)

option	total	percentage
The form of hand-drawn animation	37	56.92%
The form of celebrity endorsement	33	50.77%
The form of endorsement by ordinary people	11	16.92%
Presentation of static diagrams	21	32.31%
An animated representation of the object	32	49.23%
else	3	4.62%

3.2.5. Right of Audience Selection

Currently, the opening page advertisement of Sina Weibo App is targeted. However, most users believe that there should be a button to set whether to accept targeted advertisement, accounting for 71.86% of the total number, because the audience has the right to choose, while the rest of the users hold a neutral attitude towards this setting, or can understand that targeted advertisement of Sina Weibo is a way to make profits.In the Internet era of information explosion, network platform is a double-edged sword. Users with various educational backgrounds and different knowledge backgrounds can receive the information they need according to their own situation, but at the same time, they will inevitably receive a huge amount of junk information. Internet users have huge differences in the extent to which they receive information. In this case, it is the key to the success of a platform to develop targeted services and information input according to users. Therefore, it is particularly important for advertising and users to choose their audiences.

4. Summary and Suggestions

4.1. Summarize

In the process of using Sina Weibo App, the opening page advertisement plays a pivotal role in the promotion. At present, advertisements are mainly delivered to users in targeted ways. Now there are both dynamic and static forms of advertisements, covering brand promotion advertisements, film and television entertainment publicity, games and sports events, and most of them are displayed in the form of star line-up or physical animation. Generally speaking, the scope of advertisements is not wide enough.When watching advertisements, most audiences choose to skip directly because they are not interested in targeted advertisements. However, because the "skip" button is set too small, users have a high probability of mistakenly clicking on the link of the advertisement page to enter the new interface, and it is difficult to return to the original interface, which needs to be improved urgently. However, some users who are willing to watch the advertisement on the startup page cannot fully understand the advertisement information because

the playing time is too short, but there is still a gap in the Settings of replay or playback.

The form and content of advertising, although now also covers a variety of types of content, but the audience is still expect to have a set of more diversified demand for personalized content, in addition to the traditional dress collocation, variety of film and television propaganda, food, cosmetics and advertising event class, the festival of classes and the arts advertising also can enrich the users choice. In addition to the dynamic display on the startup page, the dynamic and static advertisements interspersed in the user interface are also favored by users.

At present, the advertising form and content of Sina Weibo App are targeted in a mandatory form. Although it provides an ad-free "Sina Weibo International version" App, many regular search functions, such as popular search and city search on the "recommendation" page, are reduced, which reduces the user experience. Therefore, while diversifying and enriching the content and form of advertising, we should also consider the audience's right of independent choice.

4.2. Suggestion

Based on the data feedback analysis of the questionnaire, this study can put forward the following suggestions for improving the starting page advertisement of Sina Weibo App:

Diversify the content and form of advertising. The advantage of the Internet lies in the fast speed, wide range and rich content of consultation. At present, the starting page advertisements of Weibo are targeted, and the audience can only choose to watch or jump, which is also one of the reasons why the audience feel that advertising is not necessary for them. The content cannot arouse the interest of users, and even targeted advertising will affect certain dissemination. According to the data of the above questionnaire survey, most users think that the content of the advertisement page should include news events, commodity activity information, brand information, star/movie/variety show information, etc. The content that the audience is most inclined to receive includes the advertisement of clothes, shoes and hats, variety shows, cosmetics, sports events and games. Therefore, the advertisement content of the App should be diversified as much as possible and the service of free choice should be provided to the audience. Users can set the "advertisement you are interested in" when using the App. Customize more personalized advertising services for users. In terms of advertising forms, silent dynamic advertisements can be selected. In addition to setting on the boot page, they can also be interspersed in the process of users using the App, which can also attract more audiences.

Set the replay and jump buttons of the advertisement. For the ads that the audience is interested in, the short 5S playing time may not be enough to understand the detailed product information, in addition to the mandatory advertising page link, setting the replay or playback button seems to be a more reasonable choice. By and "skip" buttons account for a small proportion of the advertising page, the chance of missing the advertising page is greatly increased, jumping into a new page to return to the original interface needs to click four times or directly exit to re-enter the App, which is also the most complained problem of the audience. It is suggested to improve the page Settings by setting buttons such as "Skip", "Replay" and "Know More" together with the advertising page in a reasonable proportion, and cancel the setting of automatic jump when directly clicking on the page, so as to provide more choice space for users.

With the progress of era and the development of the Internet, advertising is closely related with the development of economy, consumption people obtain information through various online platforms, and merchants also profit from the advertising information, with different app personal customization, ads on these platforms is also a crucial link, this is a mutual benefit and win-win cooperation process. In the context of consumer society, especially in the service industry, people's consumption behavior is closely related to service quality. Therefore, Internet platforms like Sina

Weibo need more customized services. This paper only conducts research on the button setting of sina Weibo startup advertising page and puts forward corresponding suggestions for improvement. More user-friendly user-oriented page design is also needed to achieve mutual benefit and win-win situation in the consumer society.

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