A Brief Discussion on the Absence and Responsibility of "Digital Responsibility" in New Media

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Abstract: The rapid development of new media has not only drawn the high attention of the government leadership in China, but also exposed the weak awareness of social responsibility, lagging management system, loopholes in laws and regulations, etc. How to use, guide, regulate and manage the new media industry, it is necessary to analyze the specific manifestations of the lack of "digital responsibility" of new media and its harmfulness, reinterpret the "digital responsibility" that new media should assume, and further explore effective means to fulfill their responsibilities. It is necessary to analyze the specific manifestations of the lack of "digital responsibility" of new media and its harmfulness, to reinterpret the "digital responsibility" that new media should assume, and to further explore effective means to fulfill their responsibilities, which has become an important issue that all parties need to strengthen their research.

Web 2.0 websites are filled with original "citizen news" by netizens, and are therefore regarded as a true "grassroots media", but due to the vulgarization of content pursued by some websites, the negative impact on social culture is great. "The internet culture today is more about rights than responsibilities, and lacks the concept of "digital responsibility". The development of the domestic new media industry has attracted great attention from the leadership of China's government, but at the same time has also revealed a weak sense of social responsibility, lagging management system, lack of laws and regulations, etc. How to use, guide, regulate and manage the operation of new media, and reinterpret the "digital responsibility" that new media should assume, has become an important issue that needs to be studied by all parties more urgently.

1. The "digital mainstream public opinion field" hovering between commerciality and publicness

The online communication between government managers at all levels and netizens is called "an active practice of democratic politics". The mainstream media recognized by the public usually meet two conditions: content value and commercial value, the former is to be able to timely report important social events, assume social responsibility and influence public judgment on social events, and the latter is to be able to reach a large enough audience and have profitability. According to this criterion, some important portals in China can be called mainstream media, giving full play to the core influence of the "digital mainstream opinion field". After experiencing many social events

promoted and participated by the Internet, the management of China's government has defined online media as mainstream media, which has been used as a new means of social mobilization, and social elites and others have consciously acted as spokespersons and mobilizers of groups, guiding the public to freely participate in online opinion dissemination, and the influence of online media has been transmitted from the virtual world to the real world. In fact, the mainstream of online media does not come from the growth of wealth, nor the increase of Internet users, but from the increase of credibility of the media, more in the emergence of problems, questioning, solving and government decision-making established, and an important performance of the increasing maturity of Internet users is that their discussion topics from non-mainstream to mainstream, expecting to bring more influence to the real society through the network.

According to the statistics of Harvard University, the number of cases of being sued for defamation of others' reputation due to online posting has been increasing in recent years in the United States, involving websites such as Google and Yahoo, etc. Some legal experts point out that this is mainly due to the vague and loose management of grassroots content posted on websites by the Communications Decontamination Act, which is used to control vulgar content online in the United States[1]. For example, San Francisco's OPENTABLE website, which provides ordering services, stipulates that only those who have dined at a restaurant are eligible to post reviews on the website. At the same time, China's new media has also experienced an unprecedented crisis of confidence, with the negative behavior of major portals using capital to undermine the public interest being constantly exposed[2].In fact, the key is not to trace whether these new media have received "black money", but to think about some serious topics when their own values and business models deeply affect social responsibility:in an "user-oriented" era and a highly developed consumer society, does the maximization of user value by new media mean that the interests of citizens can be set aside? Is the "digital democracy" that people once hailed only a utopian imagination, as it may be replaced by "digital monopoly"? In fact, the new media technology itself is pure and trustworthy, and the key reason for problems is people. New media organizations are often bound by business ethics alone, which reflects our lag in Internet management and legislation, such as how intellectual property laws, advertising laws and anti-unfair competition laws apply to the online environment and other practical issues are worth exploring.

2. The absence of "digital responsibility" of the new media and its hazards

If the content of new media is incompatible with social progress, it is against the essence of the Internet, and thus the advanced nature of the Internet is obliterated. With the promotion of national network governance and the rise of mainstream news websites, the network public opinion environment has improved significantly, but the absence of social responsibility in China's new media is still very common: first, there is a lot of false news, some websites unilaterally pursue commercial interests, and in order to increase the number of visitors and create a sensational effect, they post unverified rumors online; second, there is a lot of speculation and follow the trend, especially for the entertainment news "gossip", "love affairs" and other vulgar content[3].Third, plagiarism and infringement are much, some new media ignore intellectual property rights, plagiarism of other people's knowledge, unauthorized forwarding and quoting other people's articles, some new media do not pay attention to the protection of other people's privacy, minors, and so on. Some new media do not pay attention to the protection of other people's privacy and minors, and violate the legitimate rights and interests of others in order to pursue the click rate;fourth, there is more invalid information, and flood of commercialism has led to the proliferation of advertisements in new media, which has greatly reduced the amount of effective information in the media;fifth, there is more harmful information, and some new media broadcast false commercial advertisements

and yellow text messages in order to make money.

The theory of "information symmetry" in economics helps us deeply understand the harm of the absence of "social responsibility" in new media, that is, the market economy has many irrationalities and incompleteness. In order to achieve a fair trade, the information held by both sides of the transaction must be symmetrical, and only adequate information exchange can effectively allocate resources, while some new media participate in shielding negative news about enterprises, leads to intensifying the information asymmetry between consumers and enterprises, and poor quality products that harm public interests[4]. This alienated media power is excused as a new communication technology, and what is more terrible is that it reinforces this alienation of media power in the opposite direction, and once the media resources holding power and other powerful social resources are hostage to each other, it will certainly cause more destructive power to public interests. Therefore, the social responsibility of the new media should be based on ensuring the public's right to know, access and supervision, which is the bottom line of maintaining social equity and justice. If the new media deliberately create communication barriers by some technical means to "filter", "shield", "alter" and "package" the real information that is necessary for public interest, it will not only damage their own professional ethics, restrict and destroy the freedom of information in cyberspace, but also lose long-term interests due to the damage of their own credibility.

3. The effective means for the new media to assume "digital responsibility"

3.1 Government regulation level

China's government departments have issued a series of regulations on the management of Internet audiovisual programs, but due to insufficient legal level or inadequate supervision, coupled with the influx of diversified social funds, resulting in a strong tendency of new media to profit, especially the popularity of social media applications, all drive new media regulation into a new stage of standardized governance, with regulation shifting from a loose approach of "self-regulatory conventions" to a strict model of "government regulation". It is no coincidence that in recent years, the U.S. Internet regulators have also been asking influential social media such as Facebook, etc to take more social responsibility, urging them to take effective security measures to ensure that defamatory, pornographic, false and other problematic content is blocked, and public opinion has been calling on the government to strengthen the regulation of online information.

On the contrary, domestic media has long been mainly responsible for propaganda functions in China, while new media has industry and industrial color, and its industrial development urgently needs more perfect system protection. The high frequency of information misconduct has led to the disorder of network communication, which also affects the healthy development of new media industry. The legislature should enact special laws on new media operation as soon as possible, so as to limit the commercialization of new media to a highly operational and relatively fair industry law framework, and within this intervention system the government can apply laws and regulations to manage and coordinate new media operation in a timely and appropriate manner. In order to strengthen the new media's self-regulation and prevent them from greed for commercial interests to the detriment of public interests, they should be widely supervised by the power of public opinion for their reasonable and lawful operation[5], and it is suggested to set up a special complaint institution for new media management, which is responsible for supervising and evaluating the professional ethics of new media.

3.2 The level of media self-regulation

When commercialism penetrates into the new media activities and affects its communication process, the soundness and perfection of laws alone cannot completely solve all the deficiencies, and the role of morality should be brought back into play, and media self-regulation can be incorporated into the new media evaluation system. An industry-wide or regional information platform can be established to publish the self-regulation of journalistic ethics within the new media industry, and each new media can access their own and other media and their practitioners' ethical self-regulation performance at any time to monitor and promote each other.

Compared with traditional media, the technical threshold of new media self-regulation is significantly higher. We need to use advanced media technology to accurately and scientifically track, evaluate, monitor and sanction misconduct, and our Internet self-regulation convention currently lacks regulations on new media monopolies and profit methods, etc. Therefore, an operable, quantitative and objective self-regulation specification should be formulated. The new media should consciously stay away from low interest and maintain the seriousness and authority of the news. The problem of low credibility of the new media in general exists, one of the important reasons is the low professionalism of its practitioners. At present, the main sources of new media practitioners in China include: one is converted from traditional media practitioners to new media, another is socially recruited, and another is ordinary netizens, among whom there are fewer who have really studied journalism and understand news, and their ideology, business quality and political quality are relatively weak. All new media practitioners should correctly understand the link between new media development and social progress, and realize their social responsibility.

3.3 Self-discipline of netizens

Therefore, everyone who participates in online information dissemination should consciously assume social responsibility in the current open social opinion field: first, actively spread positive public opinion. Even if the bad information is deleted in time, it is difficult to eradicate the indexed information that has been quickly crawled by other search engines, therefore, the responsibility of information gate-keeping falls on each Internet user who uploads information. Second, strict compliance with network norms, and actively influence more netizens to jointly maintain the network order. China has formulated and introduced a series of relevant laws and regulations and management methods, and is still rolling out a more scientific and reasonable new media regulatory system, which is conducive to both network content publishing and daily operation, as well as to ensure the right to voice of netizens and regulate their online behavior. Finally, efforts should be made to raise netizens' awareness of Internet self-discipline and continuously improve their Internet information literacy[6]. A healthy and civilized Internet depends on the social consciousness of all Internet users, and today, when the Internet system and norms are not yet sound, it is even more necessary for Internet users to rely on social moral codes to discipline themselves. While traditional media communicators need strict professional training to publish information on the Internet, when Internet users are increasingly involved in the Internet information dissemination, their self-training is particularly important, and the key is to improve their ability to analyze and judge Internet information, especially to learn to identify irrational social opinions and induced violence, rationally control their own words and actions on the Internet, and jointly create a healthy and civilized online environment.

4. Conclusion

The Internet is not a vacuum, if advanced culture is not occupied, it will be replaced by vulgar

culture, and our online discourse will be lost. Therefore, the new media has developed to today's social media stage, where everyone can participate in the production and dissemination of online contents, and it is necessary to mention the importance of "digital responsibility" again. Although this is a combination of self-discipline and other discipline, it ultimately depends on whether the majority of society has a "public consciousness" and makes "public welfare" one of its goals, otherwise the new media field will be another "tragedy of the commons"! Responsible new media should be the main force to focus on social livelihood and spread positive culture, and should be a discussion platform for netizens to participate in social public affairs, and the real group wisdom should be dedicated to serving social development and strengthening the country and enriching the people.

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