

## The Enlightenment of the Internet Celebrities business Model on the Government New Media

Zheng Xiaoying, Peng Jian

Communication University of China

**Keywords:** Government New Media, Internet Celebrities, fans

**Abstract:** The party and the government actively use new media to promote the openness of government affairs and optimize the service of government affairs. However, the effect of new government media is not good. The operation mode of Internet celebrity has a significant impact on enhancing the communication power, credibility and influence of new government media. Therefore, based on the operation mode of Internet celebrities, this paper proposes to establishing the awareness of serving fans, creating a charismatic and personalized image, outputting functional and strategic content, promoting emotional interaction with the public and strengthening trust.

During the prevalence of COVID-19, Zhong Nanshan spoke on behalf of the "mainstream Internet celebrities", and Doctor Zhang Wenhong was also sought after by netizens for his personality and professional expression. Their opinions, guiding force, credibility and influence are far greater than many traditional media and new government media. This reflects the great role of the key opinion leaders of online celebrities. This paper discusses the communication innovation of new government media through this phenomenon.

### 1. The concept and development of new government media

As of March 2020, "the number of Internet users in China has reached 904 million, and the Internet penetration rate has reached 64.5%. The scale of mobile Internet users is 897 million, and 99.3% of China's Internet users use mobile phones to access the Internet." <sup>[1]</sup>This shows that the public access to information from traditional media to new media. In order to adapt to the development of mobile Internet, build a service-oriented government and explore a new model of social governance, the party and the government practice the online mass line and promote the development of new media for government affairs.

The government new media refers to "government accounts or applications opened on microblog, wechat and other third-party platforms by administrative organs at all levels, institutions undertaking administrative functions and their internal institutions, as well as mobile clients developed and constructed by themselves."<sup>[2]</sup> All localities and departments are actively building the government new media. According to the report from Tiktok, "by the end of 2019, the government of all levels had launched 82937 headlines and 17380 voice signals."<sup>[3]</sup> the government has more than 500 thousand public accounts for micro-blog. "<sup>[4]</sup>The government new media has become an important network channel for the party and the government to contact, serve and unite the masses."<sup>[5]</sup>

However, there is a big gap between the operation effect of different accounts of government new media." <sup>[6]</sup>According to tiktok account analysis report, the government accounts and the other voice accounts of other networks in the same period show that: "the number of government fans is less, concentrated in the interval below 100 thousand, the number of works is less, concentrated in the interval below 100, and the number of praise is also concentrated in the tiktok below 1 million."<sup>[7]</sup>The head of the network red general fans more than 10 million, waist network red general fans more than one million. It reflects the operational efficiency and efficiency of many government affairs number.

In addition to the differences in government attention and investment, there are three operational reasons. First, some government new media have not yet established the service awareness of optimizing user experience, which is reflected in slow response and insincere expression. Second,

some government new media only provide information release services. Third, some new government media can not balance the authority of content with the intimacy of expression.

## **2. Online celebrity and its operation mode**

Internet celebrity is defined in a narrow sense as "Internet celebrity" (Yin Jun, Zhang Yueyue, Ao Peng, Zheng Wencong, etc., 2016). In fact, online celebrities may not refer to people. Cartoon characters, robots and animals may become Internet Celebrities. In general, Rahman (2004) thinks that it is a symbol system.<sup>[8]</sup> Bielby (1995) and others think that it is a kind of "complex cultural construction".<sup>[9]</sup> This paper holds that the Internet red as a noun refers to "based on Internet communication and widely concerned with the personality of cultural symbols."

A technology or a series of practices defined by Theresa senft and Marwick refers to the technology and method of becoming Internet Celebrities. In this paper, it is called "online celebrity operation mode", which is defined as: in the network media, through a series of planning and design, content production, image promotion and technical management, to form a set of methods that are widely concerned and establish stable fans; personalized cultural symbols. As a methodology, online celebrity operation mode can not only cultivate network celebrities, but also be used for the operation of new government media accounts, so as to improve the communication, credibility and influence of new government media.

Public attention has been paid to the online popularity of government affairs. The deputy county magistrate of Xinjiang Yuli County Kwai Kwai has successfully collected 250 thousand fans from the national policy, and Li Hai Ming, deputy director of Weixian County Public Security Bureau of Hebei, has set up a "Weixian County visiting" quick fan live broadcast fan number of 930 thousand. According to tiktok tiktok economic observation data, in 2020 2-3, 16 secretaries and county leaders sold 550 thousand agricultural products through the jowl and watermelon live video broadcast, with sales exceeding 21 million yuan.<sup>[10]</sup> However, there is no simple way for government officials to create a live broadcast system with red media. This paper holds that the Enlightenment of online celebrity operation mode to new government media includes three aspects

### **2.1 Stabilize the output of content and continue to attract attention**

Internet Celebrities can get more attention. Goethe Heber pointed out that "Information is abundant or even surplus, and the scarce resources are not information, but people's attention." Attention refers to the ability of people's senses, consciousness, thinking and psychology to point to and focus on a certain object. However, the Internet red is not a one-time, but a period of time to be widely noticed. Only by being noticed continuously for a period of time can we implant the mentality of netizens and become the image of Internet Celebrities.<sup>[11]</sup>

For example tiktok of Beijing anti terrorist and SWAT general headquarters launched the video entitled "the Beijing anti terrorist special police is officially jitter", using the theme music of the popular games wilderness action as background music, displaying the training of the SWAT team members daily,<sup>[12]</sup> gaining about 8000000 tiktok and more than 180 thousand comments, becoming a network phenomenon, but the subsequent output appeal.

### **2.2 Establish a brand with identification and value**

Internet Celebrities is a brand, which is recognized, remembered, associated and liked by netizens. Brand is the cognition and evaluation of a subject (enterprise, product, city, character) formed in its corresponding object mind, reflecting its difference and value. The formation of a brand name for a new media account means that the majority of netizens can recognize it, and when they see this account, they can associate their differences and values, and they are interested in using this account. The establishment of new government media brand also needs analysis, planning, positioning, design, packaging, promotion, and establish continuous connection with the public through stable content output, expand attention and enlarge influence through specific event communication, and form a good concept in the public mind.

## **2.3 Establish emotional trust relationship with the public**

The value of online celebrities can be divided into three levels, from low to high, according to the relationship between online celebrities and fans. The highest value of online celebrity is to gain the trust and influence of fans. Liang Liming (2016) believes that "online celebrities become influential KOL (key opinion leaders) depending on the development of social networks and the output of their own content." KOL can influence other people's attitude, provide information for others, filter and interpret information. The key to becoming a KOL is to cultivate the trust of fans. The authority and credibility of government affairs number are reflected in this.<sup>[13]</sup> Being followed by fans and gaining attention has low value. Be loved by fans, get emotional stickiness, with high value. Being trusted by fans, gaining influence and having the highest value. Government new media needs to gain the trust and influence of fans

## **3. Enlightenment**

### **3.1 Establish the awareness of serving fans**

Think about who I serve? What are their needs?

The service object of the government new media is the public at all levels and all kinds of corresponding local and departments. The public decides the new media of government affairs. The new government media should provide the public with information release, interpretation and response, interaction between government and people, and government services.

Just as the personality design and content output of online celebrities are oriented by the psychological needs of fans, the brand design, content output and government service of new government media should also focus on public satisfaction. Under the background of information explosion, the public's demand for content quality is improving, and the way of obtaining information is changing. New government media should meet the needs of the public on fragmentation time, keyword browsing, audio-visual information collection, social communication, equal interaction, etc.

### **3.2 Create a charming and personified image**

Think about who I am? What are their characteristics and functions?

This requires to design the orientation of new government media from two dimensions. One is functional orientation. This needs to indicate the service functions provided to the public, be related to the responsibilities of the sponsor, and indicate the name of the sponsor. The second is personality orientation. This needs to think of the account as a person, what kind of personality, characteristics, image, advantages. People tend to communicate with friendly people rather than cold accounts.

For example, the health department can create the image of middle-aged and elderly medical experts; the public security department can create the image of young police; Shanghai can use the image symbols of Shanghai cultural background; Tianjin can use the local dialect. Through the external account nickname, logo, account decoration, output pictures, text and video content, this can highlight the differences with other similar accounts, convey the personalized value and express the attitude of serving the public.

### **3.3 Output both functional and strategic content**

Think about what I offer? In what form?

This requires benchmarking similar successful accounts, designing content topics, highlighting important viewpoints and professional interpretation, strengthening interest and story, providing strategies, recommendations, and refuting rumors. In the output format, text, pictures, GIF animation, short video, audio, live broadcast are used. With the help of strong cultural symbols, celebrities, famous places of interest and current events, the attraction and influence of the content will be expanded.

For example, the new media account of the court government affairs centers around Su Daqiang, a popular TV drama character. It introduces the original contents of "do you agree to the law if you don't support Su Daqiang for the elderly", "Su Daqiang's expression pack, the legal issues behind it"

and "whether this will of Su Daqiang has legal effect". This is closely following the hot drama and thinking closely with the masses, which has achieved good results.<sup>[14]</sup>

### 3.4 Promote emotional interaction with the public and strengthen trust

Think about what I want to achieve?

The value of Internet Celebrities is to gain the emotion and trust of fans and influence on fans. The value of new government media is also same. Online celebrities provide the use of a kind of "Affective Labor".<sup>[15]</sup> Similarly, the staff of new government media should also project their emotions to the contents and works of production, so as to convey them to the public. Emotion and trust are the result of long-term, stable and continuous interaction. In content output, attention should be paid to establishing "dating consciousness". For example, a Internet celebrity Papi insists on sending videos at 6:00 p.m. every Monday, forming the habit and ritual sense of fans waiting at fixed points. The online celebrity anchor will conform to the information receiving habits of fans, determine the live time and keep their promises. This kind of contract spirit should also be strengthened when the information and content of government new media are released and interacted. Maintaining the frequency of interaction and making the public rely on information use can better gather trust.

## 4. Conclusion

The government new media plays an important role in promoting the openness of government affairs, optimizing government services, gathering social consensus and innovating social governance. However, there are still some problems such as insufficient public attention and insufficient function. The operation mode of Internet celebrities is a set of methodology to create personalized symbol image which is widely concerned by netizens based on network communication, including the positioning of online celebrities, interactive services for fans, production and output of content, design and decoration of account number, planning and promotion of image and technical management, etc. It is suggested that the government new media in the dissemination and operation, learn from the operation mode of Internet celebrities, establish a sense of service to the public, shape a personalized brand image, output functional and strategic content, and establish a relationship with the public with emotional temperature and trust.

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