

The Research on the Promotion Model of Informationization Courses in Chinese Universities Based on MCN (Multi-Channel Network)

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Abstract: During the period of 2017 to 2016, there was a new term appearing on the internet, that is, Multi-Channel Network is short for MCN, which is used for serial release of information throughout the Internet. Since 2015, Ergeng Media has launched its Ergeng partner program across the country which is to complete the serial release of content between content creation teams. In August of the same year, the Video Alliance PGC was officially launched. In 2016, closely following the rise of the live broadcast industry in 2015, PAPI Sauce, a phenomenon-level section of short video content, launched its own short video platform Papitube, and got the first round of 20 million capital investment to formally open the new era of MCN institute in China. By 2018, over 3,600 MCN institutions have been established nationwide. Among them, parts of institutions like service brand "Shell Video" focused on the text creation and marketing and "Beauty" focused on beauty short video got A round of 22.6 million in 2016 and B round of 60million in financing respectively that were used for the establishment of media. This type of commercial model is popular with the capital market, based on effectiveness of MCN promotion way. How to apply this model in promotion of informatization courses in Chinese universities is the research purpose in this paper.

1. Literature Review

1.1 Matrix Background of MCN

From the rise of the short video industry in 2013, by the end of 2016, a large number of MCN institutions were established. According to iResearch data, the mobile media sides owned the audience paying attention to short videos to reach 150 million, which equivalently, 1 of 11 Chinese is a loyal user of mobile short video. As Analysys data showed, just in 2017, the number of single-day user logins on China's short video platforms such as vibrato, micro-vision and other platforms increased by 67%, the per-person viewing time rose by 45%. By the end of 2018, there was a population of 242 million. In the face of the audience popular with geometrically multiplied video content, China's Internet 3 giants bat (including Tencent, Ali, Baidu) quickly responded. In 2017, Tencent released the "Plan of Grain 2.0", announcing the investment of 1.2 billion to

subsidize UGC (User Generated Content), of which 1 billion in cash was used to support the production of its short video product "micro-view"; In the same period, Ali Entertainment announced that Tudou had been transformed into a short video platform with 2 billion Yuan of investments to support content production. In 2018, Baidu began to invest in the promotion of its short video product "Fire Shoot". With the introduction of the three giants, the number of short video users increased sharply, and a small number of PGC (Professional Generated Content) production content of the head content cannot have satisfied the demands of consumers brought by a huge amount of content in the capital market. As most of the UGC (User Generated Content) published in the industry is unevenly distributed, just relying on individual content producers, can no longer enjoy the same capital as the previous papi sauce, in order to achieve the balanced supply and demand of content consumption, the industry service framework to build the video industry has become the consensus within the industry. The MCN model and the MMM (Mobile Media Matrix) model based on the MCN model appeared naturally in the industry and began to capture capital resources. By the end of 2018, all platforms (including Chattering Video, Micro-view, Fire-shooting, Potato Short Video, and Natto) have all been prior to cooperate with MCN institutions. The MCN model has become the next Internet outlet.

1.2 Research Background of Online Network Courses--Informationization Courses of Chinese Universities

Massive Online Open Courses (MOOC) is an online course that can contain a large number of online courses for learners. All users are able to take courses freely and learn at their own pace. Although the number of registered users continues rising, how to promote and attain rich revenues is a common concern of the MOOC platform and the various course content platforms.

Currently there are three main related research aspects of MOOC: Firstly, research on MOOC audience portraits. For example, Ebben et al.^[1] carried out the survey of MOOC audiences from 194 countries, with statistics covering gender, age, education, family background, etc., Secondly, research on the influence of MOOC on current educational theory. For example, Koutropoulos et al.^[2] found that through analyzing some of the emotional words used by learners in the discussion, they can judge their performance in online course learning. Finally, it is the research on the challenges faced by MOOC. However, there is no literature on the effectiveness of MOOC promotion for the promotion model of mcn in Chinese universities.

1.3 Research on the Influence of Video Platform on Users

As the era of reading images, reading dynamic pictures, short videos, and other pieces of fragmentation information is coming, mobile media users are more likely to obtain information through mobile devices and networks. Dynamic pictures and video content have become one of the means for units and enterprises to conduct promotion. The production of short video is also divided into two trends including the visual expression based on composition color and the story narrative form based on content design. The former focuses on the artistic expression of images while the latter focuses on the interesting promotion of content. For example, Macinnis et al.^[3] pointed out that picture information has such features as vividness, intuitiveness and interactivity, which can make up for disadvantages of text information. In terms of the mechanism of action, pictures and texts will evoke dynamic images in the minds of users, which will help users understand and remember the information content. In summary, at this stage the content producers of the MCN matrix mostly stay at the analysis level of the performance form, yet few researches on how the content of the MCN matrix affects the audience and achieve effective promotion.

2. Initial Establishment of Promotion Model of MCN Content

2.1 Data Source

This paper collected data from 15,389 courses in total on the Cloud Classroom of Netease on September 16, 2018, covering all courses on the platform that day. Of the statistical courses, those lacking of evaluation of the course content and the length of time was excluded, and finally 10389 samples were obtained. Details of online some open platform course shall be shown as Figure 1.



Fig.1

From the figure show, it can be seen that MCN promotion way of MOOC takes the text and video as the main. The promotion information that can be set textually has such categories as course title, course instructor, and course user portrait. The promotion information that can be set in video is mainly course video profile. Based on the requirement of modeling, recruitment factor for the text information like course title, teaching instructors, and similar courses for user portraits was set to 10:1 and 1038 samples were obtained, with 1of 10 samples as the main research sample. The recruitment factor for other supplementary research items like course user evaluation, course category, course price and course time was set to 5:1 and 519 samples were obtained , namely with 1of 5 samples as the research sample. The video course samples are mainly based on the classification of the video course and whether the videos are charged, in which there are 7613 free courses. By the recruitment factor of 10:1, 761 samples, 7776 free courses, 777 samples were obtained. The total samples of the text courses were 1557, and the samples of the video course were 1538. The reason why the number of video and text samples is inconsistent is that the course videos were not uploaded on the page with some courses set. Based on the above sample classification and users' feedback, in this paper the content promotion method of the MCN matrix with user behaviors were initially combined, which made the 4H model of MCN matrix for consumption demand of MOOC network course user content.

2.2 Perceptual Usefulness of MCN Content Promotion

Perceptual usefulness was initially used to study whether specific technologies were effective in improving individual working achievements. Recently, more scholars have applied the concept of perceptual usefulness to the field of brand promotion. Shih^[4] pointed out that the richness of

information on the web page would influence consumers' 'perceptual usefulness of the website, which further would affect intent to purchase by consumers. Chen et al.^[5] found that, the more perceptual usefulness the evaluation had, the greater the influence on product marketing. Chevalier et al.^[6] found in the research that the sales and evaluation of online books also had a positive impact. Whether it is the promotion of video content or the promotion process for online courses, they all have similar functions of the process of online shopping. In this article, the concept of perceptual usefulness was applied to the context of online course promotion. The perceptual usefulness of the video content of the MCN matrix was defined as the sense of usefulness of the audience watching online courses after MCN promotion. According to the previous research conclusions, the usefulness of online courses through MCN will affect the audience's attitude towards online courses, thus influencing the audience's intent to watch courses.

H1: The perceptual usefulness of MCN promotion has a positive impact on the amount of online course watching. The higher the perceptual usefulness of MCN promotion is, the higher the amount of online course watching will be.

2.3 Perceptual Self-benefit Motivation of MCN Content Promotion

Consumers often attribute corporate motivation to self-benefited motivation and altruistic motivation^[7-9]. Self-benefited motivation means the motivation related to the company's own interests, such as increasing profits, increasing sales, and releasing brands. Altruistic motivation refers to these motivations related to social interests, for example, help the elderly, orphans, and support the development of poor areas. Altruistic opportunities bring positive consumption behaviors of consumers. The self-benefited motivation may bring about the consumer's resistance mood, which will motivate the original identity and purchase intent of the enterprises^[7]. When promoted by MCN, the audience will also attribute the motivation of the online courses institution. In this paper, the perceived self-motivation of MCN promotion is defined as the self-benefited perception of the course institution after the audience watches the online course promotion information of the MCN. When the perceived motivation of the course institution is high, the audience may associate the purpose of the course set by institutions with the business profit, and lower the watching degree of the courses.

H2: The perceptual self-benefited motivation of MCN content promotion has a negative impact on the online course's watching volume, that is, the higher the perceptual self-interested motivation of MCN content promotion is, the lower the amount of online course watching will be.

2.4 Perceptual Uniqueness of MCN Content Promotion

The unique demands of consumers mean that in their own anti-crowd motivation, consumers are inclined to pursue the consumption of products or brands that are different from others^[10]. Stapel et al.^[11] pointed out that self-forming demand will influence individual's unique demands. When the audience tends to be independent ego, the individual pays attention to the difference from the crowd. Therefore, the demand for uniqueness is relatively high. When the audience tends to form into the social ego, the individual regards itself as one of the group. Therefore, the uniqueness is much lower. In contrast to forming into the social ego, the purpose of online learning is usually to present the individual uniqueness from the group through online learning, that is, to form into an independent individual. Therefore, the audience of online open courses may also have clear unique demands, which prefer to some non-universal content promoted by MCN method. In this paper, the perceptual uniqueness is used to measure the uniqueness of the course perceived by the audience after MCN content promotion. When the content promoted by MCN makes the audience feel that the uniqueness of the course is high, the unique needs for the online course audience can be met, as a

result, the audience shall be more inclined to watch the online course.

H3: The perceptual uniqueness of MCN promotion has a positive impact on the watching volume of the online courses. The higher the perceptual uniqueness of MCN content is, the higher the viewing volume of the online courses will be.

2.5 Perceptual Popularity of MCN Promotion

The sale amount of products is one of the good news that e-commerce shows the quality of its products. Compared with consumers who are not affected by the brand premium, they are more inclined to produce higher consumption intent according to the quality of brand products. In addition, when consumers face unmarketable products, the lower sense of security drives them to behave more carefully, thereby reducing consumer intent. Conversely, when consumers are faced with best-selling products, a higher sense of security will reduce the perceptual risk of consumer behavior which thus will increase consumers' intent [12]. In this paper, define the popularity awareness of MCN content promotion as the perception of the online course playing popularity by the audience after the promotion of MCN. When the online course of MCN content promotion has a higher popularity, the audience think that the quality of the course is relatively good and the security of the course is higher, so that they will watch such courses; On the contrary, when the MCN content promotion makes the audience think that the course is unmarketable courses, the audience have less security in such courses, so they choose to watch other courses.

H4: The perceptual popularity of MCN content promotion has a positive impact on the online course watching, that is, the higher the popularity of MCN content promotion perception is, the higher the online course watching will be.

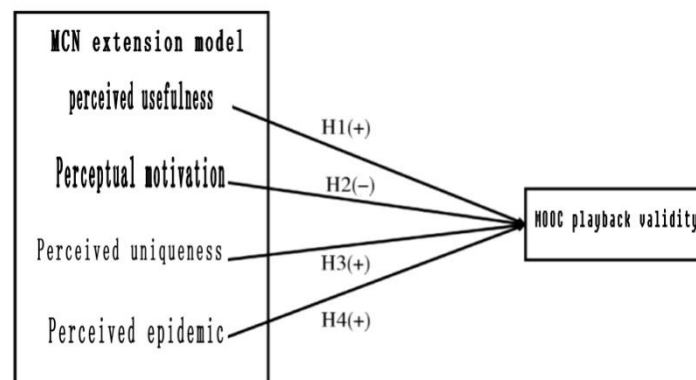


Fig.2

3. Summary

In this paper, an effective promotion model of MCN matrix for college MOOC online courses was established from such four levels as perceptual usefulness, perceptual self-benefited motivation, perceptual uniqueness and perceptual popularity. Hope to trigger the discussion on the promotion model effectiveness of informationization courses from Chinese colleges on MCN matrix. The theoretical contribution of this paper mainly reflect in the following two aspects: Firstly, this paper enriches the research on MOOC business model. Secondly, this paper enriches the new field in which MCN matrix promotion can be applied, and deeply explores the user's cultural consumption behavior, having more theoretical supports for commercial application.

Up to now, in this paper there are still its owner limitations inevitably. Firstly, this paper only adopts the data of MOOC online open course platform on September 16, 2018. Although it is not a

special holiday, only one day of samples may have contingency. Secondly, the draw of video image information is not perfect, for example, how to transform the image intention into a researchable sample can be studied. In the future research of college informationization course promotion by the MCN matrix, we will find solutions to explore this object in combination this deeper learning in computers and image recognition technology.

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