

Study on the Two Perspectives of Understanding the Internet: Technical Composition and Relationship Reality

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Abstract: The article analyzes the “Internet thinking” and argues that the Chinese industry and scholars have not yet reached a consensus on the Internet. Although the dispute has been settled under official recognition, it is not conducive to deepening the understanding of the Internet. In this context, the article proposes two perspectives for understanding the Internet: The first is the perspective of technical composition, which believes that the basic technical structure is the starting point for understanding the Internet, which is reflected in nodes, connections and the relationship between the two, which can explain the actual “Internet gameplay” “, but does not have long-term and effective explanatory power; the second is the perspective of relationship reality, which believes that relationship, as an important concept and analysis tool in organic system theory, is real and primary. The Internet changes the relationship by reconstructing the information dissemination model. This causes social changes and has ontological significance.

1. Introduction

Regardless of the academic circles or the industry, the understanding of the Internet in Mainland China is focused on the expression of “Internet thinking”. The so-called Internet Thinking was put forward by Li Yanhong, the founder of Baidu Company in 2011, and became a hot word after the feature film was broadcast on the National TV Station “News Network” after 2013. However, the industry and academia are still arguing about what is Internet thinking, or what is Internet. Now nine years later, Internet thinking has become commonplace-anyone who has been exposed to Internet products or services can say a few words. However, what does the Internet and Internet thinking really mean, and how to understand them? This article attempts to investigate the “Internet thinking” cut into, deeply analyze and understand the two perspectives of the Internet, technical composition and relationship reality.

2. Research Overview

2.1 Search and Research Popularity

Searching the Baidu Index (www.index.baidu.com/) and China Knowledge Network (www.cnki.net) shows that the search interest and research interest of the term “Internet thinking” was concentrated from 2014 to 2016, and then it returned to normal. The same is true in academic circles, and most of the research literature is concentrated in these three years.

Obviously, thanks to reports from national TV stations, Internet thinking is widely known and quickly exploded topics. The industry and academia continue to contribute opinions. News reports, special forums, seminars, research papers, etc. emerge in endlessly, occupying the high ground of public opinion for a while. However, after 2017, the search and research popularity of Internet thinking has not fallen off a cliff, but it has also gone downhill. On the surface, Chinese officials have identified Internet thinking as “Internet+” and have widely resorted to practice[2], which seems to have calmed down the dispute between the industry and academia, but this definition is only for pragmatism and ease of management. Fei elaborated on Internet thinking, or the nature of the Internet.

2.2 Discussions from Industry and Academia

The discussion of Internet thinking by industry celebrities and academic elites generally shows the following characteristics:

The industry's understanding of Internet thinking is based on the operating experience of the industry and enterprises, with a very obvious tendency towards pragmatism. However, the Internet is not so shallow, and is regarded as a way of thinking "far beyond the operational level...with philosophy The significance of the system and methodology" [3] In this regard, the academic circles have more in-depth discussions on Internet thinking, pointing out some of the key elements, but less literature has paid attention to the logical problems behind the Internet, and due to lack of practical experience, the discussion The practical application of Internet thinking is often "unexplainable, unclear". In general, in the current boom in artificial intelligence, big data, and blockchain, many elaborators and researchers in the industry, scholars, etc. have not yet reached a consensus on the old concept of Internet thinking. Engaged in related activities under the packaging. So, what is Internet thinking, and what is the Internet?

3. "Node" Plus "Connection": the Technical Structure and Practical Application of the Internet

The basic structure of the Internet is the starting point for understanding the Internet. The basic structure of the Internet is "distributed nodes" plus "connections". It comes from the infinite increase of nodes and connections (everything can be connected to the Internet). The Internet has huge social energy and commercial value. Therefore, nodes and connections Relationship helps to deepen the understanding of the Internet, manifested in the following two aspects:

3.1 Connected Nodes

The interconnected nodes in the basic form of the Internet change the atomic structure of the small world. Because of the interconnection, the node is redefined-from a silent resource and energy to a revolutionary force with unlimited potential, which is especially concentrated in social and commercial activities, bringing about various changes, giving birth to new phenomena and new formats. Therefore, Internet researchers and practitioners attach importance to the value of each node in the Internet: the academic community emphasizes "people-oriented" and "emphasis on the individual", the industry has formed "user thinking", and so on.

3.2 Node Connection

The connection in the basic form of the Internet can be regarded as the basic force of the "community" and an effective means to realize the "free connection of all free people" should be a society. Around the "connection of nodes", the degree of connection, freedom, and openness have become the judgment indicators for measuring Internet entrepreneurial projects. At the same time, it has also derived a number of terms popular in the industry and academia, such as "fans", "community", and "trust". Agent "KOL" and so on.

In short, the technical structure of the Internet provides the most basic analysis perspective for understanding the Internet. The emphasis on the value of nodes and connections has become the most popular and core expression of the Internet and Internet thinking in the industry and academia. In other words, most of them are Many theories of the Internet can be restored to nodes, connections and the relationship between the two, including the so-called Internet spirit of "openness, equality, collaboration, speed, and sharing" and the new social and economic forms brought about by the Internet. It must be called "decentralization", "user is king", "disintermediation", "word of mouth", and "Internet +" provided by Chinese officials.

3.3 How to Play on the Internet in Reality

In the real society, in view of the technical structure of the Internet, Internet thinking replaces abstract nodes with individuals in society. Each individual accesses the Internet through smart devices or other forms. The connection of nodes restructures social relationships, and individuals

are The Internet is activated. In other words, the individual's obliterated preferences, emotions, intelligence, time and other resources in the atomic society have all been discovered, so "the individual's ability to manipulate social communication resources is activated." Preferences are activated" "All kinds of idle micro resources of individuals are activated" [4]. In the new social relations, the cooperative relations and production relations between individuals have broken free from the shackles of modern industrial society due to the "connection of nodes". Individuals have the status and capabilities equivalent to organizations and are no longer in a weak and passive position. Status is confined to an asymmetric, one-way, and localized relationship. Instead, it takes the individual as the center, connects through the Internet, and redistributes communities according to personal characteristics (preferences, emotions, and personalities), transforming weak connections in order to strengthen the connection, individuals will be aggregated, various micro-resources are integrated, and new collaborations are expanded. Taking the self-media "Luo Ji Thinking" as a typical case, its Internet practice goes beyond the industrial logic of providing high-quality products or services as its core. Instead, it regards high-quality products or services as essential products and becomes a trusted agent. Individuals with a sense of identity are connected to form a strongly connected community, and together they can accomplish things that are difficult for isolated individuals in the traditional era.

In addition, there are also "Internet gameplay" on the surface that attaches great importance to user needs, maximizes services or products, and attaches great importance to user interaction, but the essence is only the internetization of industrial production, that is, whether it is services or For products, whether users pay directly or pay by third parties, the core is still standardized, large-scale, and rational industrial logic. The Internet is only a tool that plays a role in reducing transaction costs and optimizing production factors for products or services, although Internet technology is involved. Structure, but the basic point of its practice is not based on this, at most it can be regarded as the "body" of industrialization and the "use" of the Internet, which is a typical application of "Internet +" advocated by the government.

4. Relationship, a Perspective Beyond Technology

The above-mentioned "Internet gameplay" is an Internet phenomenon based on the understanding of Internet technology in the real society, but it is not the whole of the Internet, but only a form or appearance, and it is the scale brought about by the exponential increase in the number of nodes and connection types. The "flow" and "channel" formed by the expansion and complex structure have made them. In fact, an understanding based solely on the technical composition of the Internet will narrow the Internet into a technical problem, but the problem is that the nodes and connections in the Internet will not increase the total plate of social resources due to technological progress. The saturation of "traffic" and "channels" is reached. At this time, the use of technology to explain the Internet will probably not be able to explain reality. In other words, technical composition is an important part of understanding the Internet and Internet thinking. It is not the core. Whether it is a node or a connection, it is not enough to choke the "throat" of the Internet. In particular, the current Internet development has entered the stage of digitalization and intelligence gradually replacing the most basic "networking". Valuable traffic and channels have been developed. Obviously, technology cannot solve all the problems of the Internet. You must truly understand it. It is necessary to go beyond technology and find the variables that really dominate the Internet.

4.1 Internet Reconstruction of Information Dissemination Mode

Nodes and connections are the inherent form of the Internet, but what really has revolutionary power is not the mechanical network itself, but when they are highly embedded in the social system and can interact with life, matter, information, and energy, these four elements-especially It is energy and information-unparalleled potential power will be released. Dr. Wu Jun, a well-known Chinese best-selling author, believes that energy and information are "the ultimate answer to the world." "Matter is essentially composed of energy." "Information is the law of organizing and

mobilizing energy.” For civilization, information is a measure. The scale of the level of civilization development is “the smoother the information dissemination, the faster the development” [5]. Obviously, the technical structure of the Internet is the best carrier for information flow. It can be said that the Internet has subverted the old information dissemination structure and dissemination rules by changing the mediating variable in the ontological sense of information, thereby reconstructing the “people's organization” The law of “and mobilize energy” then fundamentally reconstructs the social form and becomes the underlying logic of social operation. As a result, the social form has changed from an isolated “atom” to a connected “network”, and there are qualitative differences between the two, which are reflected in the relationship structure between the subjects in the society: the former emphasizes the “subjective subject-object binary relationship” , The subject is isolated, while the latter emphasizes the “intersubjective relationship between multiple subjects” and the subject is interactive.

In short, the technological structure of the Internet has reconstructed the relationship between everything and everything by changing the mode of information dissemination, turning being into a “co-existence between subjects” and urging human beings to transcend “anthropocentrism” and “instrumental rationality.” , Gradually returning to the original face of the world, that is, the connections between people and the world are coexistent and interdependent, “rebuilding the intersubjective existence structure in mutual communication and dialogue” and “value rationality [6] In other words, relationship is a key to understanding the Internet and the nature of Internet thinking.

4.2 The Nature of the Internet

Relationship is an extremely important concept in system theory. It is regarded as “meta-communication” in the discipline of information communication, which can “influence the way of information transmission and the understanding of meaning” [7], and is “higher than content” and can “influence “Content” or even “determining content”[8] has an ontological significance. As a fundamental force operating at the bottom, the Internet is highly embedded in the operation of society. Therefore, when examining the Internet, it must abandon the single, isolated, and static mechanical perspective and adopt a complex, connected, and dynamic organic system perspective. Obviously, the relationship is the most important in organic system theory. One of the core analysis tools

The relationship in the composition of the Internet technology is manifested as the physical connection between nodes. That is to say, in a mechanical network, the relationship exists because of the node. For this reason, Western atomic theory believes that the individual as a node is real, but the relationship is not. Reality, that is, “individuals are the primary”, things are ultimately not explained through the relevance of the elements, but “the final explanation can be obtained through the elements”. The relationship plays the role of “coordinating force”, which means “from The second existence derived from the elements”[9]. In other words, the technical composition of the Internet seems to indicate that the individual as a node is primary, while the relationship as a connection is secondary. The relationship is derived from the individual. The interpretation of the Internet form (or structure, element) must be “ After explaining it from the perspective of the side (relationship)”, “advancing forward to the elements can be closer to the essence of things”. Obviously, the above-mentioned cognition of the secondary nature of relationship simply restores the Internet to the so-called primary point of homogeneity, ignoring the complexity of the Internet form and the huge explanatory power of the relationship as a reality. Just like using agricultural thinking to recognize the phenomenon of industrialization and industrial thinking to recognize the phenomenon of the Internet, one would only think that industrialization is agriculturalization 2.0 and the Internet is industrialization 2.0, ignoring the qualitative difference between the two, and therefore cannot be effective. Explain.

In fact, relationships do not wait for physical connections between nodes. In system theory, relationship is a necessary condition for the formation of “nature” and even “object”, and is the basis for defining system theory, cybernetics and information theory. The “three theories” jointly revealed to the world that the unity of the world is not only in the aspect of material entities, but

also in the relationship that is closer to the essence that can form a system structure [10]. In other words, relationship is a more ontological element, and has the same status as the material energy in material reality. Contrary to the cognition of atomism, the relationship itself is reality, primary, rather than derived from other elements. From the perspective of ontology, the reality of the relationship is manifested in “intrinsicity and irreducibility”, that is, “the relationship is within the system as a whole and becomes its structural element” and does not have the possibility of downward reduction [11]. For the Internet, the relational perspective enables the understanding of the Internet to go beyond the physical connection of the concrete and go deep into its bottom layer, enhancing the lasting explanation of Internet phenomena.

5. Conclusion

In summary, there are two perspectives to understand the Internet, one is the mechanical network-style technical composition, the other is the organic system-style relationship reality, the two determine the cognition of the Internet and Internet thinking from different levels, during which Relations are like trends and ocean currents: the continuous progress and application of technology has brought about a wealth of Internet practices and diversified Internet phenomena, especially in the fields of business transactions, economics and finance, education and media, and social interactions that highly rely on “node connection” In the non-Internet environment, they have problems such as not enough nodes and insufficient connections, so they are almost unable to resist the invasion, rapidly Internetization, and become the appearance of the Internet, appearing like a trend; but behind the trend, there is a dark ocean current -The relationship reconstructed by the Internet has become a huge and difficult-to-known basic force of change. It imperceptibly promotes the change and evolution of social forms, and finally causes the adjustment of social structure and qualitative changes.

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