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Portrait Perspectives and Their Social Impacts on Digital Media Platforms

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Abstract: With the support of artificial intelligence generated content (AIGC), digital media based on mobile networks have made an overwhelming impact, which is unstoppable and needs no resistance. In this general trend, whether it is a leader or a captive, everyone is moving forward, drawing a picture of themselves, and awakening the world is imminent. The paper takes digital media platforms Zhihu, Douyin and Xiaohongshu as the objects to give a portrait of people. Firstly, the history and marketing model of Douyin, which is mainly short videos, and Xiaohongshu, which started with shopping, and Zhihu, which is knowledge-based, were investigated; Subsequently, a large number of social surveys were conducted to draw some meaningful conclusions. In short, digital media that enjoy entertainment, learn knowledge, and think about society are all based on interests as glue, knead actors and audiences, communicators and listeners together. In fact, it is difficult to distinguish who is the actor and who is the audience. Everyone is carnival-like, some people are making profits from it, some people are having fun from it, most of them are ignorant and waste their time. In the long run, the consequences for the countrymen are worrying and worth waking up.

Keywords: digital media, Artificial Intelligence Generated Content (AIGC), marketing model, social influence.

1. Introduction

The Internet plus has been around for more than 20 years. With the development of science and technology, the Internet has gradually matured, and the digital economy based on the Internet has gradually flourished. Various media platforms have emerged as a result.

Digital media platforms use digital technology to create, distribute, and manage relevant content. These platforms are highly interactive, accessible, and connected, and can support various forms of media content, such as text, images, audio, and video. These platforms are widely used in many industries, including advertising, education, entertainment, healthcare, tourism, and more. The short video and UGC platforms led by digital media have had a great impact on the economy[1,2] , culture[3] , social interaction[4,5] , and human emotions[6] .

From chatGPT to Sora, the technology of artificial intelligence generated content (AIGC) is becoming more and more mature. This new production method of automatically generating content using artificial intelligence technology is considered to be a new content creation method after professional generated content (PGC) and user generated content (UGC). With the development of deep learning technology and the accumulation of big data, as well as the increasing power of

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computing, AIGC technology has made significant progress in natural language processing, computer vision, speech recognition and other fields. Its application scenarios cover information search, writing, virtual people, live e-commerce and games, film and television, games and other fields. The influence on digital media platforms is becoming increasingly evident, providing portable services for the convenience, speed, and universality of information dissemination, while also providing more possibilities for content innovation and commercial applications.

Of course, the development of AIGC technology also faces some challenges, such as data privacy, algorithm bias, and copyright issues, which need further research and solutions. At the same time, with the gradual popularization of AIGC technology, the content of digital media platforms has increased dramatically from artificial creation to machine creation, and the targeted delivery of recommendation algorithms has made the public feel overwhelmed and produced subcultures, anime, etc.[7,8], making young people addicted to the vast sea of digital content and lost their way.

The paper starts from the research on typical digital media platforms, focusing on the generation that has grown up with the Internet, and analyzes the impact of these digital contents on them. It aims to analyze the situation of young people under the explosive push of these digital media, as well as the deep-seated social problems that have been triggered.

2. The Development Process and Unique Strategies of Typical Digital Media Platforms

2.1. Zhihu of Digital Media Platforms

Zhihu is a question-and-answer community platform dedicated to solving users' problems. The platform provides creators with multiple content publishing channels such as Q&A, articles, and videos. Creators can attract fans by sharing knowledge and insights in the form of Q&A, articles, and videos. The user group of this platform is of high quality, and the discussion of issues is in-depth and professional. The milestones of the platform are shown in Figure 1.

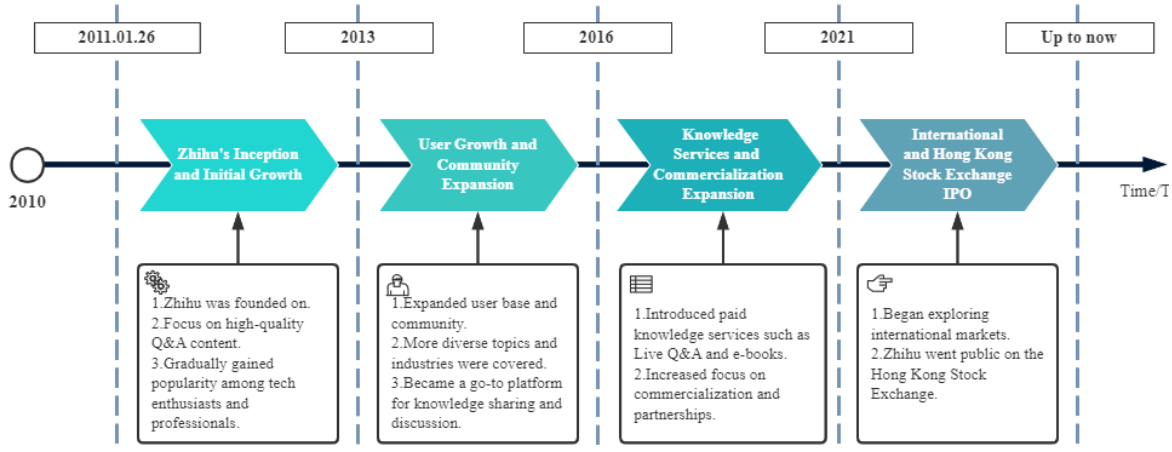

Figure 1: Timeline of Zhihu's milestone events.

The survey found that Zhihu has the following characteristics. (1) In order to ensure the quality of users, Zhihu adopted an invitation-based registration method in the early stages. (2) In order to meet the diverse needs of users, Zhihu has continuously launched new features and products, such as paid columns and salt members, and actively cooperates with major media, enterprises, and institutions to jointly promote knowledge sharing and dissemination. (3) The distinctive online Q&A model of Zhihu has successfully connected users from all walks of life. (4) Zhihu not only provides users with

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a platform to share knowledge, experience and insights, but also provides a variety of products and services for the whole society.

These features of Zhihu are related to the founder Zhou Yuan, who has always believed in knowledge sharing, and is committed to building Zhihu into a high-quality and efficient knowledge sharing platform. Under the leadership of Zhou Yuan, Zhihu has continuously launched innovative products and services to meet the growing needs of different users.

2.2. Douyin of Digital Media Platforms

Douyin is mainly short videos and supports multiple creative forms. Users can show their talents and creativity by shooting and sharing short videos. The platform's algorithm is precise and can recommend relevant content based on users' interests and behaviors, attracting a large number of users to stay on the platform for a long time. The platform is positioned as a young and active group of people who are curious and enthusiastic about new things.The milestones of the platform are shown in Figure 2.

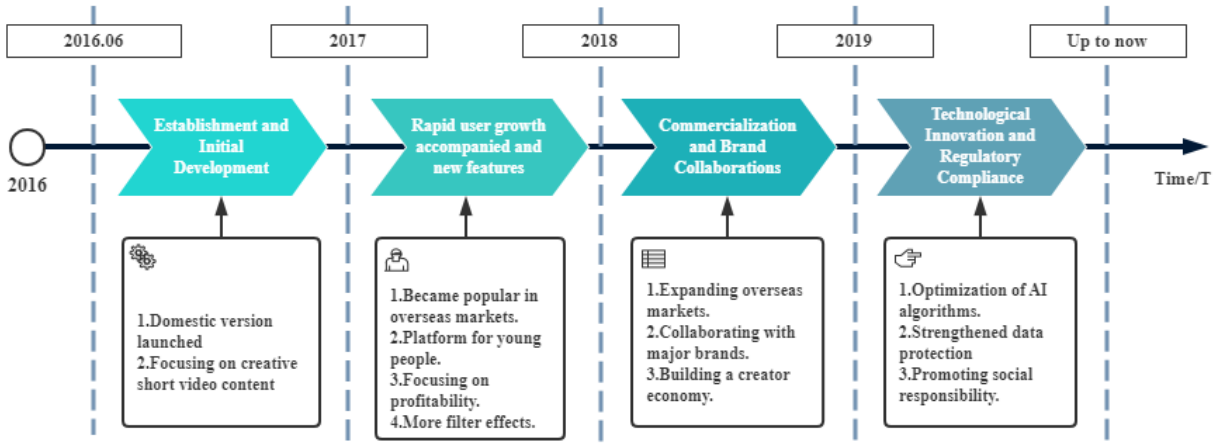

Figure 2: Timeline of Douyin's milestone events.

Douyin is a short video social software launched by ByteDance. Its primary features are as follows, (1) A clean and simple interface, a rich music library, and a powerful recommendation algorithm, which have quickly attracted a large number of young users. (2) ByteDance launched the international version of TikTok after acquiring Musical.ly and merging with Douyin. It still focuses on short videos as the core content format, emphasizing user experience and interactivity, and has gradually become one of the most popular short video social software around the world. (3) Douyin has a rich music library and special effects tools, which makes it easy for users to create and share personalized short video content. (4) Douyin uses algorithm recommendation technology to accurately push content that users are interested in, which improves user stickiness and activity.

Zhang Yiming, one of the founders of Douyin, is a software engineering major. He was born in 1983 and has promoted the rapid development and internationalization of Douyin through innovative product strategies and strategic decisions. Under the leadership of Zhang Yiming, Douyin has continuously introduced innovative features and product strategies, such as algorithm recommendation technology, enrichment of music libraries and special effects tools, which have laid a solid foundation for the success of Douyin.

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2.3. Xiaohongshu of Digital Media Platforms

Xiaohongshu is a social e-commerce platform that focuses on fashion, beauty and lifestyle. Its unique social attributes, rich and diverse content, convenient shopping experience, accurate user portraits, and powerful search and recommendation functions stand out in the fierce market competition and become a lifestyle platform that is popular among young people.The milestones of the platform are shown in Figure 3.

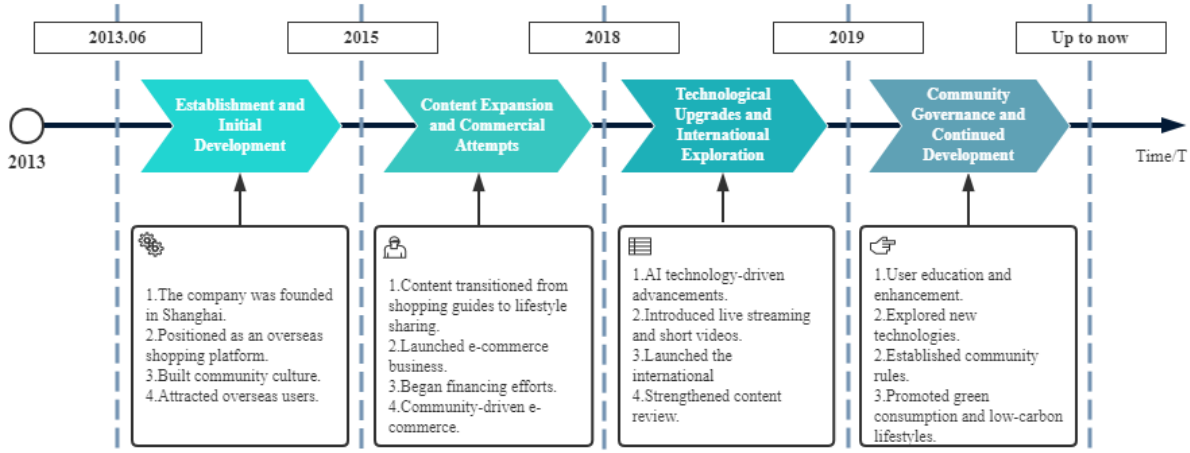

Figure 3: Timeline of Xiaohongshu's milestone events.

According to the survey, the characteristics of Xiaohongshu areas follows, (1) Users have close relationships and are positioned as young women with high pursuit of products. Through original content, accompanied by graphics and videos, they show their professionalism and authenticity. (2) By cooperating with KOLs to enhance brand influence, they conduct targeted advertising and open community e-commerce platforms. Users can achieve traffic monetization by purchasing products. These features make Xiaohongshu an important platform for brands to conduct market promotion and marketing.

Xiaohongshu was co-founded by Mao Wenchao, a mechanical and electronic major, Qu Fang, also born in 1985, and Zeng Xiulian in Shanghai in 2013. It is positioned as a lifestyle platform and consumer decision-making portal.

3. Social Conditions and Deep-seated Problems of Digital Media Platforms

This article takes the generation that has grown up with the Internet as the survey object, and uses Zhihu, Douyin and Xiaohongshu as the main objects. The educational distribution of the survey participants is shown in Figure 4.

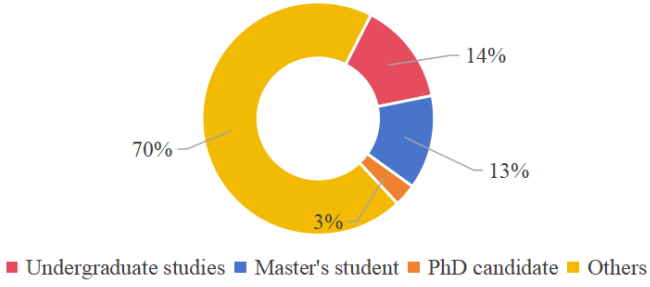

Figure 4: Educational background of surveyed individuals.

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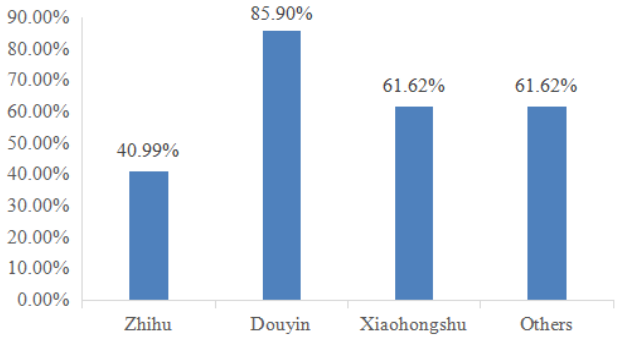

Figure 5: Usage of digital media platforms.

Figure 5 demonstrate the participation levels across different platforms, with generally similar usage patterns at various levels. The number of users, in descending order, are for Douyin, Xiaohongshu, Others, and Zhihu, indicating that people's hobbies in their spare time primarily revolve around short videos, shopping, and knowledge sharing.

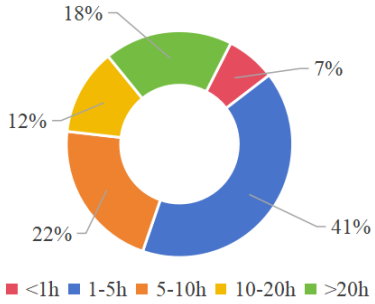

Figure 6: Weekly usage time on media platforms.

Figure 6 display the weekly usage time across different media platforms. The largest group spends 1-5 hours per week, followed closely by those who spend 5-10 hours. For high school students and below, these data are somewhat understandable given the daily one-hour mark. However, for the rest of the surveyed individuals, there is a significant discrepancy between these statistics and our usual understanding, suggesting that the respondents may have intentionally concealed their true usage. It seems that they do not perceive this as a positive or desirable activity.

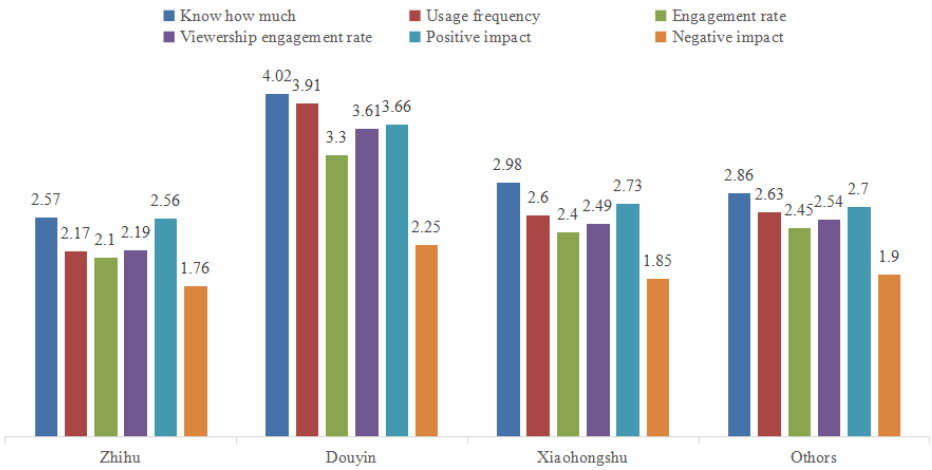

Figure 7: Detailed usage score of media platforms. (On a 5-point scale)

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Figure 7 presents the survey results for different media platforms, covering six aspects: awareness rate, usage frequency, dissemination participation rate, viewing participation rate, positive impact, and negative impact. Overall, Douyin has the highest participation rate, and it is generally believed that its positive effects outweigh the negative ones. However, the dissemination participation rate and viewing participation rate are basically similar, which differs from offline observations.

4. Conclusion

The paper takes Zhihu, Douyin, and Xiaohongshu as the main objects of investigation and uses online surveys and questionnaires targeting young and middle-aged people online to draw the following conclusions:

(1) Every digital media platform that has grown and thrived has its precise positioning, unique marketing strategy, and a clear-thinking leader.

(2) Digital media affects everyone in life. Different groups have their preferred platforms and spend a lot of time and energy on them.

(3) AIGC has a significant amplification effect on the social impact of these digital media platforms.

In-depth offline investigations have revealed that digital media platforms occupy a significant amount of people's spare time, greatly affecting the time young people have for personal development activities. This topic deserves further research as an in-depth issue.

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