

# The Impact of Aging Population on the Economy of New Media Industry

Shuang Wu\*

Beijing 21st Century School, Beijing, China

\* Corresponding Author Email: ws13683227692@outlook.com

**Abstract.** This paper is divided into two parts. The first is the impact of an aging population on new media technologies. In the new media industry, there are more middle-aged and elderly people to join them, they are both consumers and anchors. With the increase of elderly consumers, some videos that meet the aesthetic of the elderly have gradually become popular. The first is their video shooting style. The second is the words they use on the radio. The second part is the strategy of the new media industry to cope with the challenge of the aging population. The most important thing is the interface, whether the elderly can operate. So the interface of the platform needs to be simple. The second is to create video content for older users that they like. When older users find that the software is not only easy to operate, but also has their favorite videos, they will be more willing to continue using the software, thus increasing user engagement. There are three points. First of all, the platform needs to deeply understand the preferences of the elderly, the second is to clarify the user group of the watch, and the third point is to provide high-quality products and services for the target elderly users.

**Keywords:** Elderly users, new media, anchors, fans, economic effects.

## 1. Introduction

In 2023, the author noticed the emergence of two anchors on the short video platform. They're not like other young bloggers, making drag videos, making skirts, or teaching people how to wear makeup. Both bloggers' videos look simple. Filmed in rural areas, the videos they filmed were mostly of universal songs and dances. So how did they get so hot? During the investigation, it was found that their fan base was middle-aged and elderly, and the video style was rural. Anchors will wear clothes popular in the past and sing songs familiar to the elderly. It doesn't seem like a young person's style. Maybe the video account they originally wanted to do was for older people. In addition to their video shooting style, the other is live streaming. Live broadcasting is the main way for anchors to earn income. These two anchors can make a lot of money every time they live, but their live broadcasts are neither treasures nor handsome good-looking people dancing and singing. They were just plain looking, not particularly outstanding. Why do their fans love them so much? This paper thinks the main reason is that their target audience is older people. The old people like the look is natural, they now see a lot of young bloggers, wearing delicate makeup, that naturally is not adapted to. And "a smile Qin Cheng" and "Xiucui" anchors, their looks make people look very comfortable, not very deliberate. That's what old people like. Secondly, because their fans are older, they don't always need to change their video style. Older people are slower to adopt new things than younger people, and they still remember the old stuff, which saves video creators a lot of thinking. Once the video creator has found the style that his target audience's old fans like, because it increases the fans, the video creator can always use the same style to attract the love of old fans. Thus driving the economic development of the new media industry.

Author's research goal this time is to understand how the elderly population drives the economic development of the new media industry. Analysis from the two aspects of anchors and fans. Anchors have "a smile Qincheng", "Xiucui" and so on, their target audience is elderly users. So the videos that come out are things that were popular in the past, like songs that were popular in the past, clothes that were popular in the past are things that appeal to older users. In a completely unfamiliar new media environment, when the elderly see unfamiliar things in the videos of a large number of young anchors,

they will suddenly become interested in several familiar anchors. From the fans' point of view, the children of most elderly people in China need to go out to work, they can't take care of their parents, so many elderly people feel lonely. They see that there are bloggers they are familiar with and like on the network, and these anchors will give the elderly people-friendly names in the live broadcast, which can alleviate the loneliness of the elderly.

## 2. New Market Opportunities Arising From the Growing Elderly Population

According to the "China Aging Research Report 2022" by Ren Zeping's team, China's aging has five obvious characteristics. By 2020, the number of people over 65 in China will reach 191 million, accounting for 13.5 percent of the total population, and one out of every four elderly people in the world will be Chinese. It is expected that by 2057, the number of people over the age of 65 in China will peak at 425 million, accounting for 32.9 percent to 37.6 percent of the total population [1].

In 2001, more than 7 percent of China's population aged 65 or over entered an aging society. It will take 21 years to enter a deeply aging society, that is, 2021 when the proportion of people aged 65 and above will exceed 14%, which is shorter than 126 years in France, 46 years in the United Kingdom, and 40 years in Germany [1].

Aging and empty nest problems are becoming increasingly prominent. With 36.6 million people aged 80 and above in China in 2020 and expected to increase to 159 million by 2050, the elderly may face more serious health problems, and the growth of empty-nesters and elderly people living alone will weaken the function of family care [1].

The elderly dependency ratio is significantly increased, and the burden of old-age care is increased. The elderly dependency ratio stands at 19.7% in 2020 and is expected to exceed 50% by 2050, meaning that every two young people will need to support one elderly person. The cost of raising old people and children is high, which puts pressure on young people [1].

Get old before you get rich. China's per capita GDP is close to the lower limit of advanced economies, but its population is 13.5 percent older

This level, which already exceeds the 10.8% average for upper-middle-income economies, will face pressure from both economic growth and pension burdens. The increase of the aging population has increased the burden on the society and the country. The state needs to increase investment in old-age security for the elderly population. About 1 billion people are covered by basic old-age insurance nationwide, and the total pension fund exceeds 3 trillion yuan [1].

In the new media industry, people should immediately think of young people, but in fact, now the elderly are also gradually joining them. Most people's impression of the new media industry is that where there is fire, there is more money. Coupled with the increase in the elderly population, many elderly people are also beginning to join the new media industry. In this context, middle-aged people and even older people are beginning to be able to find well-paying jobs in the new media industry. First, the growing trend of the elderly population. According to the National Bureau of Statistics, "By the end of 2022, the elderly population aged 60 and above will reach 280.4 million, accounting for 19.8 percent of the total population. There were 209.78 million elderly people aged 65 and above, accounting for 14.9% of the total population. The dependency ratio of the elderly population aged 65 and above was 21.8% [2]. That's a huge amount of data. These older people also bring a lot of benefits to the new media world. In 2023, Douyin has two very popular and age-appropriate anchors, Yixiao Qincheng and Xiucui. Although the two of them are not middle-aged per se, the fans they attract are middle-aged. The two were not aimed at young people at first, their audience was middle-aged and elderly. In China, many elderly people are sent to nursing homes by their children or have nannies at home to take care of them. So they are very lonely and empty. Many elderly people are addicted to their videos, such as "Small Qincheng" and "Xiucui", after their anchors appear in the same era as middle-aged and elderly people. How did these two win the hearts of millions of fans in such a short time? First, they shoot "earthy short videos." It's the kind of video that young people see and leave. Even click "not interested." However, old people like these things. By "local video", the shooting

location of these anchors is usually in the countryside, and the stories they shoot are usually some scenes of daily life. These are in line with the aesthetic of the elderly and will make the elderly feel familiar, natural, real, and close. In the case of "Xiucui", many of his videos are lip-synching in the fields and wearing "old-fashioned" T-shirts, which attract many aunts and older brothers. Judging from the Tic Tok fan pictures of Yixiao Qingcheng and Xiucui, most of their fans are over 50 years old. Secondly, they will rely on live streaming to stimulate the consumption of uncles and aunts who like them. In the live broadcast, anchors usually express their concern for fans with gentle words such as relatives around them, which makes many elderly people who are always lonely feel satisfied. These caring words make the elderly people watching them feel that they are loved and need to be understood. The elderly feel that they have spiritual sustenance and emotional satisfaction. The mutual companionship between these anchors and fans greatly enhances the stickiness of fans. Therefore, some old people who have money and leisure seem to give people rewards. First, the author felt that freshness and was willing to try them. Second, fans like anchors. "Insight into the Development of China's Short Video Live E-commerce in 2022" shows that 51-year-old Kuaishou users' TikTok degenerated by 18.9%, and nearly 30% of users spend more than 2,000 yuan online each month. Then how to attract such talents has become a problem for people in related industries to think about. They need to tap into the potential needs of the elderly in the new media world. Finding the needs of the elderly is the basis of marketing, cultivating fans' trust in bloggers is the core, and good marketing is to arouse the resonance of consumers [3].

### **3. The Challenges and Adjustments Brought About by the Increase in the Elderly Population**

According to the National Bureau of Statistics, by the end of 2019, the number of people aged 60 and above in China had reached 254 million, accounting for 18.1 percent of the total population. According to the 46th Statistical Report on China's Internet Development, as of June 2020, there were about 96 million mobile Internet users in China aged 60 and above, which means that more than 150 million elderly people have not had access to the Internet [4]. The Internet is very convenient for young people because they are young and can accept more new things. But old people are different. Older people live in an age without technology, they can accept a lot of new things, and before technology, there was no technology at all. So most older people don't use new media. Therefore, new media platforms can make some interface or functional adjustments for elderly users. For example, the "video", "follow", "live" and other buttons are placed in an obvious position that users can see immediately. Or make the buttons bigger, and so on. These can help the elderly more convenient use. There are also corresponding adjustments to the audience interface for watching live broadcasts, such as the overall increase of "like", "reward", "bullet screen" and other functions conducive to the platform. For elderly users who do not need it much, such as live streaming to join the fan group, and other functions such as United Buy can be removed according to the needs of the anchor. These basic issues have been improved and the platform has become more useful for older users. This will attract more regular users to the platform. Old people and young people like different things, so for elderly users, short video platforms should produce things like "small Qincheng", "Xiucui" and so on that can make old people anchors. They shoot videos in the countryside, wear shirts popular in the past, and the music or songs they sing are familiar to older people. This will make the old people feel close to them and familiar with them. Therefore, platforms should provide specific types of videos for older users, rather than the same trending videos that younger people like [5].

#### **4. Strategies of the new Media Industry in Coping With the Challenges of an Aging Population**

First, improve technology accessibility and technology friendliness. How to increase the acceptance of new media technologies among the elderly? Author thinks a lot of older people are reluctant to engage with new media platforms because they won't use them. If someone want to increase older people's acceptance of new media platforms, they need to get them to use them. Now those short video platforms have many functions, in addition to watching videos, and even shopping, ordering takeout, taxi, and so on. But in fact, older people don't need so many features, so the first platform could provide a clean version for next year's users. This software only needs a few basic functions to meet the needs of the elderly, such as "video", "live", "likes", "tips" and so on. The page should not be too fancy, just clear enough so that regular users can see every feature. Or when the user is just starting with the software, give the user an option to "need to watch the tutorial". After reading this article, users can better understand how to use this software and improve the proportion of elderly users. The second is to recommend videos that older users like. For example, two particularly popular anchors "Xiucai" and "A Smile Qincheng" are targeted at middle-aged and elderly people, so they will use middle-aged and elderly people who like music and wear popular shirts, and elderly people generally do not speak Mandarin very well. It can bring back memories of middle-aged and old people. As the technology becomes more popular and user-friendly, more older users will join the software. In this way, the demand of elderly users for short videos has increased, and more people have joined the industry of live broadcasting or shooting short videos. In this case, the anchor can profit from more users in the following year, and the elderly users can also gain happiness and companionship from the anchor's videos and live broadcasts. It promotes the development of a whole new media industry.

The second is to tailor services and content for the elderly. Customized services and content have a pioneering effect on the new media market. First, by customizing services and content, platforms can better understand users' needs and preferences. By collecting and analyzing user behavior data, browsing history, followers, likes, and more, the platform can gain a deeper understanding of each user's favorite content. Second, customized services and content can improve user experience and satisfaction. When users find that what they like can be easily found in the software and meets their needs, users will be more willing to use the software. Third, customized services and content can increase user stickiness and loyalty to the software. Once the user finds that the software recommends to them the content they like, or the content they need can be found from the software. They will become more dependent on the platform and will be willing to use it for a long time. So how do you recommend videos that older users like based on their preferences? First, the platform needs to understand the target market. Gain insight into the interests, needs, and consumer behavior of the elderly. Make relevant videos based on the preferences and needs of the elderly. The second is a clear target user group. For example, most of the fans of "Yi Xiao Qin Cheng" are elderly people living in rural areas, so the platform will recommend this fan positioning to users in the same geographical location. For better promotion. The third is to provide high-quality products and services for the elderly. Emphasize the value of products and services. The elderly market pays more attention to the good use of the product itself and how the service is. For example, this product can make the elderly healthy, convenient life, and so on. The quality of products and services can directly determine whether the elderly buy the product or not. Personalized products, services, and content can improve economic performance in the following ways.

First, improve user stickiness to the software. Providing users with content they like and need increases user satisfaction with the software, which in turn makes customers more willing to stay with the software.

Second, increase users' willingness to pay. Personalized needs and services can meet the needs of each user, increasing the willingness of customers to pay for these products.

Finally, according to the personalized needs of elderly users, the platform can save unnecessary costs. Elderly users do not like the content, the platform has not done the corresponding promotion. Save costs and improve efficiency.

## 5. Conclusion

According to the whole article, it can be concluded from several points that the growth of the aging population is conducive to the development of the new media industry. From the video data and fan data of the two anchors "Yi Xiao Qin Cheng" and "Xiu Cai" in 2023, most of their fans are old people, and it is also old people who like to watch their videos. As people can imagine, they were created especially for older users. Wearing the old popular clothes, singing the old people familiar songs and so on. In the live broadcast, they will speak the friendly dialect to the old people to talk about them. This makes good use of the fact that Chinese elderly people generally feel lonely. In China, many old people will be sent to nursing homes by their children or ask babysitters to take care of them at home, they can't feel the company of family members. Those anchors took advantage of that. Instead of their children to tell them to pay attention to their health and so on, so that the elderly users who feel lonely in real life rely on the anchor, thereby increasing the stickiness of fans to the anchor. The second is how the platform appeals to older users. Today's short video platforms have a lot of features, which is undoubtedly good for the average user. But for older users, it will increase their burden. Elderly people's eyes are generally not good, and they need to wear reading glasses to look at mobile phones. If there are too many functions on this screen, the words will become smaller, and it is difficult for old people to read the small words. So the platform can open a simple version for older users. Only a few important functions needed by the elderly are displayed on this interface, in this case, the elderly can easily find the functions they need, and they do not have to worry about accidentally clicking on the functions they do not need, and then do not know how to quit. The ease of use of the software will make the elderly more dependent on the software, thus increasing the number of elderly users. In addition to the interface of the platform, the platform also needs to recommend videos to elderly users based on their preferences. With this platform, elderly users can easily find the functions they need and recommend their favorite videos based on their preferences. When they cannot easily find better software, they will rely on this software and increase the time they spend on this software.

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