

Play-Working: Study on Phenomenon of Children Digital Work as Chair Grabbing Games on Micro-Video Platforms

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Abstract. "Children's play" or "children's labor" are two controversial technical ethics endpoints in the issue of young digital labor on the platform. Although some digital smart workers who are deeply involved in the "chair grabbing game" regard children as the main content, they are also tired of the traffic tournament in the rush game. Based on the content of multiple children's accounts in the micro video platform, this study conducted text interpretation and paid attention to the living conditions of young digital workers. Children are different from adults. This paper believes that micro video accounts that made children as tool to present content should comply with laws, regulations and ethical norms. The platform should strive to standardize the behavior of account subjects, avoid being involved in public opinion, thus the audience would consciously strengthen media literacy.

Keywords: Chair grabbing game; Micro video; Children; Play; Digital labor.

1. Introduction

In the era of the Internet, the micro video platform has attracted a large number of Internet users by virtue of its low production threshold, strong entertainment, fragmented communication, and special social attributes, resulting in a large number of digital labor with the micro video platform as the workplace and a large number of platform users as the main body. In the closed-loop system built by Tiktok, users on the micro video platform are gradually integrated by "production" and "consumption". At the same time, the platform capital uses the concept of "chair grabbing game" to explain how the data push system mastered by the platform controlled the labor of digital labor, which makes users blur the boundary between labor and entertainment, while it would make them pay unpaid labor for the platform without knowing it. However, among a large number of digital workers who are not aware of themselves in the digital factory, there is a group of immature young digital workers-digital child workers. Due to the popularity of mobile Internet, social requirements, accuracy of platform algorithm recommendation, juvenile curiosity, poor self-control and other factors, a large number of surplus labor time spent by juvenile digital workers on micro video platforms is occupied by capital free of charge. In addition, some children who do not have the ability to use the micro video platform transfer their personality rights to the micro video platform in the casual records, or it would deliberately packaged micro videos taken by their guardians in the digital factory for the purpose of social entertainment, with them recording their growth trajectory, obtaining traffic income, etc.. What may do something to force them to become digital child laborers in the civil activities of online labor. With the continuous development of media technology and the breakthrough of time or space constraints, digital child labor has also grown up in an environment where the boundaries of entertainment and labor are blurred, with them providing continuous unpaid digital labor for micro video platforms, what may further lead to the spread of digital labor at a younger age.

Digital labor on the micro video platform refers to an informal employment labor on the micro video platform supported by digital technology, which relies on the platform users as the labor subject and takes the user data generated by the platform users' emotion, cognition and digital virtual body as the labor object during the remaining labor time of users. The network platform capitalists accumulate capital by selling the labor output of the labor subject to advertisers, and at the same time, they sell some digital labor products to platform users, such as various advertisers' commodities, virtual gifts, dou+ Traffic promotion, etc., to further strengthen the commercial closed-loop system of the micro video platform.

The platform economy relies on proprietary contracts, so its employees cannot obtain regular employment benefits, such as medical care or maternity leave. Digital labor has little legal protection, and the mechanism change of the platform aims to reduce the responsibilities of employers (Moore, P. V. 2019). At the same time, what Internet users do on the micro video platform is informal employment labor under the self operating contract signed with the platform capital rather than the labor contract, so it has liquidity. The platform capital is to fix and increase its digital labor, so that it could maintain the vitality of digital labor. Capital uses the concept of "chair grabbing game", just like adults use control music to manipulate children in the game. Platform capital uses algorithmic tools, platform incentive and subsidy policies and other ways to use users' overnight popularity and social identity to control digital labor. It enables the platform capital to continuously obtain updated user data and continuously strengthen the closed-loop system. In the "chair grabbing game" of the micro video platform, the flow interest relationship of likes, comments, and attention between digital workers has been strengthened. Hidden behind the closed loop system, it is the platform capital that is not easy to be detected that is occupying the labor achievements of digital workers for free.

The Internet penetration rate and electronic device penetration rate of minors are getting higher and higher. It is inevitable that their use rate will continue to be younger, which also makes the real social interaction of children affected by micro video online social interaction. At the same time, the imaging information and grassroots content of the micro video platform have lowered the threshold of understanding media content. Children are exposed to the micro video platform in curiosity and social needs. In addition, the platform's accurate algorithm push system has increased children's addiction to the micro video platform, and under the micro video production mode with simple shooting and operation, children's desire to express and imitate is stimulated to promote their digital work.

With the rapid development of information technology, children are forced to conform to the consumption logic and aesthetic needs of the adult world in advance on the network platform, and become a member of the digital labor in the digital factory where the entertainment labor boundary is vague. This research is just based on this point to explore the issue of digital labor. As far as the research content is concerned, the key issues of this paper mainly include the following three aspects:

RQ1: What is the current situation of children's participation in digital labor? What is the current management method of micro video platform for children's participation in digital labor?

RQ2: What are the legal and ethical dilemmas of digital child labor? What is the boundary of minors' Internet use behavior? How to regulate minors' Internet use

RQ3: Could the sociological theory be used to analyze the issue of digital child labor to respond to the immediate problems of young digital labor? Assist in solving problems related to children's media use.

2. Literature Review

2.1 Digital Child Worker

In the micro video platform, the social phenomenon of children participating in digital labor has received social attention. At present, the young digital labor is mainly divided into two categories: the first category is preschool children, aged 2-6 years. In this case, guardians often need to shoot videos and upload micro video platforms; The second category is children aged 6-14 who are in primary school to junior high school. Although they already have the basic operation ability of video content, micro video content is often shot with the help of guardians. Digital child labor, as a different kind of digital labor, has received rapid attention after the outbreak of major public opinion events such as the "Niuniu case". The "Niuniu case" was included in the "Ten Typical Cases (Events) of Social Governance for the Protection of Minors" by the Supreme People's Procuratorate. The parties were introduced by their biological mother and brokers to Zhili in April 2018 to "experience the first show" from their native place in Jiangsu. After the fact that Niuniu was beaten by her biological mother was exposed, The fact that they have become child laborers has also attracted social attention.

On April 24, 2018, a monograph titled "Caring for Children's Childhood" was published to evaluate the social impact of Hangzhou's "child floating" event.

In the study of law and sociology, the concept of child labor has always been controversial. The definition of child labor in Chinese law refers to children under the age of 16 who have labor relations with units or individuals and are engaged in work with economic income or individual labor. To sum up, how to define whether it is child labor mainly depends on; location, economy and culture. The labor law defines the labor location of child labor as a unit, while the labor location of digital child labor has changed from a traditional factory, mine, shop and other labor locations to a virtual online micro video platform. Children who use the micro video platform during non labor hours unconsciously provide the platform with personal information data, while labor value free of charge under the calculation tools have been controlled by the platform.

2.2 Children Social Media Using

Children's media use behavior is often included in the discussion of media literacy, neglecting the attention to ethical and legal issues, for example, in the study of left behind children's media literacy. With the development and popularization of Internet technology, as the digital "original generation", contemporary children can more and more quickly and effectively participate in the current developing new media communication environment. The younger age of children's media use is an inevitable trend. In the new media era, media literacy is gradually changing from the traditional media use and critical ability to the current information management ability. The use of the Internet and its related services is becoming an increasingly popular pastime, which also brings many benefits, For example, the increasing interaction technology provides children and young people with the opportunity to exchange personal text and visual information in an online space that could be publicly accessed, searched and commented. Although these new uses may potentially promote children's social competence, self-confidence and identity formation, they must also be aware of the risks involved. Children are more likely to encounter inappropriate content online than they are. The risk of dangerous contact of online acquaintances has received less public attention, and the potential concerns include pornographic, racist, violent and terrorist content, self injuring websites, etc. (Livingstone & Haddon, 2009).

Therefore, ethically, children's use of media should be supported, and their behaviors of social networking through the Internet should be encouraged. However, children's poor self-control and lack of good media literacy make it difficult for them to balance the virtual digital world with the physical real world, as well as the impact of inappropriate content that cannot be completely and accurately controlled on children's healthy growth. On the basis of supporting children's use of media, parents schools and society should guide and restrict them to some extent. Meanwhile, in the current social network environment, because there is no cultural circle specifically belonging to children in Kichung, children, as a large part of the digital army, could only be passively involved into the network environment when contacting social networks, while they are forced to accept the aesthetic and world outlook of the adult world.

To support the use of children's media, attention should also be paid to the protection of children's rights. It is important to think about problems from the perspective of children's rights. Children with weak awareness of prevention are easy to become victims (O'Neill, 1988). With the development of the Internet, databases, cloud computing and other high-tech, the protection of personal information has undoubtedly become a new challenge facing modern society, and the law has not adequately addressed this challenge. When children use the micro video platform, the platform not only requires children to fill in basic personal information, but also provides online goods or services on the premise that the "consent" network platform can search and use this information. Although this has been approved by children, the platform has obtained children's basic personal information, but also obtained relevant data raw materials in the process of children using the platform, Under the closed loop system of the micro video platform, the data will be converted into commodities and sold by the platform. In this case, the behavior of children using media is transformed into digital labor by the

platform capital, and children are quietly attached with the identity of digital child labor. Similarly, the right to personal information and the right to delete information are not guaranteed for digital child workers whose personal growth experiences are published on the Internet that everyone can see in the immature period.

3. Exceptional state of child labor: Digital survival of children in Tiktok micro video platform

Tiktok is one of the more active micro video platforms in China at present, which focuses on the basic survival situation of China's digital labor and greatly affects the digital survival status of children. Through field research, this study found that young digital workers have a certain number and scale in the Tiktok platform. Many children oriented accounts have a large number of fans, a large number of video works, and a wide spread of influence. Although digital child labor is actually the subject of digital labor by children, both administrative agencies and digital platforms acquiesce in the legitimacy and rationality of such accounts, so why is digital child labor an exception? The answer to this question can be traced back to the definition of "child labor". In sociological research, when analyzing child labor, economic or non economic terms are not used, but market work and housework are used to define whether it belongs to child labor. In the definition of the concept, the location indicator is regarded as an important sign to identify child labor. For example, children who help with household chores in their families are not generally regarded as child labor, but children who work in factories, shops and other places are used to be classified as child labor (IPEC, 2009). The current Provisions on the Prohibition of Child Labour in China defines child labour as "minors under the age of 16 who are recruited by the employing unit", while the "unit" is generally outside the family space in terms of location indicators.

During the investigation, it was found that the micro video works of young digital workers in the Tiktok platform often use the game based narrative strategy to achieve humorous effects through the imitation of daily life, thus gaining the attention of fans. Therefore, the definition of this part of digital child labor is mainly based on its characteristics, and most of them are classified as "media contact digital child labor". The digital child labor in the micro video platform is mainly composed of preschool children (generally 2-6 years old) and children and adolescents (generally 7-14 years old) from primary school to junior high school. The former is young, and most of them do not have the ability to independently use electronic devices, while the latter has the ability to browse and produce video content.

3.1 Media contact digital child labor: Daily life oriented children's rush to work game

As far as preschool children are concerned, these children belong to young children and have no ability to shoot videos. Video editing is mostly done by guardians. Because of the uncontrollable factors of children at this age, these children are more media contact child workers, and the account subjects are more individuals. As far as the content of micro video creative work is concerned, the shooting subject is mainly parents, the content is mostly daily life records, and the video background is mostly life scenes. In terms of editing techniques, the "similarity" of the lens is highly valued. The use of visual rhetoric techniques such as parallel montage gives adult thinking to children's behavior, achieves the humorous effect of perversity, and completes the task of "chair grabbing game" of cutting traffic while increasing entertainment. Preschool children physically participate in the production of media content. Their specific communication practices include three video creation methods, namely, children's talent display, children's short plays, and sharing of childcare experience. These accounts are mainly based on children's video display content, and the fan group is also relatively concentrated.

3.2 Physical Participatory Digital Child Labour: Organizing Specialized Digital Child Labour

Children who can independently perform certain professional behaviors such as singing and dancing talent show are more physical participation type digital child labor, and most of them are

children and adolescents from primary school to junior high school. This part of children with certain media performance ability are different from children. They can use micro video tools to build their self-image, but in reality, these children are still the subjects of photography. In this category, the number of media contact child workers has decreased significantly. The accounts of media contact child workers at this age group mainly record their daily lives from the perspective of their parents or sisters. Digital child labor at this age is mainly physical contact type child labor, and the creative content is mainly various children's short plays, song and dance videos, (light and dark) advertising photography. Children who are the subject of photography need to perform certain professional acts such as singing and dancing. The study found that the Internet has produced some "reverse domestication" effect on children, which directly affects children's consumption behavior.

4. Discussion

In the new media technology environment, the problem of the younger age of digital labor has attracted the attention of all sectors of society. Reaffirming the boundary of ethical issues for child labor is conducive to building a digital form that transcends media centralism and is more humane. As Lewis Mumford, a scholar of philosophy of technology, discussed value rationality and tool rationality, the disorderly expansion of tool rationality is not conducive to the overall development of society, but the pursuit of technology value rationality is to promote technology to serve people and promote the healthy and orderly development of society. Based on the sorting out of digital child labor, this study analyzes the possible crisis of young digital labor, summarizes the types, characteristics and connotation of micro video texts of children's accounts in micro video platforms, and believes that children's play has the nature of digital labor in the process of media presentation. The "chair grabbing game" designed by the platform involves a large number of users with children as the main content. In the future, the platform should assume the function of "gatekeeper", Pay attention to the standardization of the operation of such accounts, and avoid the negative impact on the audience's emotions due to the public opinion involved in children's ethics.

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