Analysis on the Way of Short Video Platform Guiding Media Users to Carry out Self-marketing: Taking Kuaishou as an Example

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Abstract. It is of great significance to explore the survival of short media platform to guide new media users to adapt to the development of digital media marketing theory. With the development of society, such related studies as virtual society on short video platforms have begun to appear. On the basis of summarizing the previous research on digital media marketing, the author tries to make in-depth research on the way of guiding new media users to conduct self-marketing on the short video platform. At present, there has been relevant research on the responsibilities of news marketing and short video, but there is almost a blank field in the realization of users' self-value. For the first time, the author innovatively puts forward a new perspective of focusing on the connection between users' emotional regulation and self-realization, in order to provide suggestions for practitioners or related application fields for users to realize self-value in the short video platform in the future.

Keywords: User self-marketing, self-value theory, digital media marketing.

1. Introduction

In today's new media environment, everyone is participating in cyberspace activities in own unique way. Media users complete the self-role remodeling in the new media environment and adapt to the media survival. Today, the pattern with traditional media as the core is breaking, and an individual will media with media users as the core is forming. Today, the related research of self-worth theory still needs to be deepened.

Through the retrieval of keywords such as "media convergence short video" and "new media short video" on the Internet, it is found that the relevant research is mainly focused on the short video and the short video content itself [1]. User own marketing information sharing plays a significant role in boosting the effectiveness of short video marketing [2]. Studying how the short video platform can undertake the responsibility of making everyone develop in all aspects in terms of self-worth realization and self-image promotion to the maximum extent in the era of media, refers to short video platform, so as to improve the popularity, reputation and reputation of the platform and bring marketing benefits to the platform. In fact, it helps to guide people to have a positive and important impact on the construction of individual self-worth realization system in real life. In theory, the short video platform guiding media users to conduct self-marketing.

This study takes the Kuaishou platform as a case, mainly using the method of literature analysis, to explore the influencing factors of digital media marketing of short video and media platform on the realization of users' Self-worth and the promotion of self-image. Through relevant reference materials, on the basis of the predecessors, combined with the case, this paper attempts also to explore the way of short video platform guiding the media users to conduct self-marketing.

2. Theoretical Basis

The marketing 4P theory was proposed by Professor McCarthy of the United States in 1960, the theory is the foundation of marketing theory and is widely used in the research of marketing field. The author quotes the concept of marketing 4P theory and extends it in the field of the media
marketing for the first time into: positioning, value, purpose and feedback. Positioning is that the media people make positioning for self-marketing content according to their own characteristics; Value is the value of the media people's clear self-positioning content to themselves and the social development; The purpose is that the media people know whether the purpose of the value establishment has a positive or harmless effect on social development; Feedback is how media people adjust the first three elements to respond to public feedback in self-marketing. The creation of this theory is expected to provide reference for the self-marketing field of media.

The author uses the self-worth theory and theory of psychology to analyze comprehensively. The theory of self-worth was put forward by Martin Cowington, an American psychologist. The theory holds that people are born with a need to maintain self-esteem and self-worth [3]. The author extends this theory to the field of real media marketing, and also starts from exploring the internal motivation of users. It is a stable feature of everyone to seek to show how to mine their own undeveloped fields through the channels provided by the short video platform to realize their self-worth and avoid being isolated by the society.

3. Form Analysis of Media Self-marketing on Kuaishou Platform

The concept of the media self-marketing is that people need to relax themselves through necessary entertainment methods, means and ways, so that individuals can obtain a healthier lifestyle under social pressure. The existence of media is the network scene of people in a certain dimension of the real self, that is, the shadow reflecting the real self. In the era of new media, using various media for self-promotion and packaging is one of the most convenient ways to obtain identity. Quickly make brand positioning for docking with sinking user groups; the purpose is to enhance the three degrees of brand awareness, reputation and loyalty; Value is to encourage ordinary and ordinary media people to realize their self-worth on this platform; Make timely adjustments according to social development.

The media people conduct self-marketing in several ways, and the Kuaishou platform participates in it, playing a guiding role. The author summarizes the following:

3.1. User Type Group Category

3.1.1. Share type

Kuaishou saw business opportunities from the cases where the media people such as Gao Moupeng did self-marketing by the form of "performance" and brought huge benefits to the platform. It timely transformed and developed the new live broadcast of Kuaishou, setting off a wave of knowledge live broadcast. On June 6, 2020, the 9th anniversary of Kuaishou released "see", which was broadcast intensely on it, and this advertisement fully reflected. "Through the joys and sorrows of ordinary people with soul and flesh, they speak for Kuaishou and attract well-known brands to settle in Kuaishou. For example, knowledge celebrities from various fields such as Himalaya China National Geography have joined Kuaishou live. Their positioning of self-marketing is to use their own characteristics of special knowledge to export knowledge for free or paid to other users; the purpose is to use the network social relationship capital to achieve the knowledge price in their own field Value to obtain social identity; Value will benefit more users and be applied to their own work fields, providing better services for other people in social related fields; Feedback is the realization of communicators' Self-worth in many aspects in the relevant social fields, and reversely promotes communicators to continue self-marketing.

3.1.2. Fried hot type

Social hot spots are often the focus of attention of some media people; that is, the positioning of such media people. The development of short video platform on how to guide users to build their own image is the top priority, that is, value. It is the purpose to improve the three dimensions of the
platform and bring benefits to the platform in the marketing center. The platform should become the backbone guiding force for news values, which is feedback.

In the era of distribution and fragmentation, the information explosion is a test of users' ethics, which tests how users can shape their own spiritual image of professional ethics to realize their own value.

3.1.3. Traffic is king's type

When major news comes into the view of netizens, it is partly benign guidance and partly malignant hype. For example, during the epidemic in Wuhan, various kinds of news were flying all over the world. When it was difficult to distinguish the true and false news with the "truth", the rational analysis of some media people played an important role in stabilizing the network public opinion, and the purpose was positive; but there is also a kind of media people with traffic as the king, whose purpose is not positive. These people "stand out" by all means, earn money to get fans' attention and increase traffic, and some even break the bottom line and trample on the legal red line. Such as the farce of "tiger roaring and dragon singing" in 2020. Another part "beautifies" hot spots and other contents with high sounding sugar coating, forming a viral transmission. For example, a news report on "rubbing epidemic hot spots" published in Xinmin Evening News on March 20, 2020 investigated and dealt with a number of illegal media people who hyped the epidemic, spread false information and created panic.

3.2. Summary

The platform strengthens the supervision of malignant operations and makes rational and thorough remarks become the guiding target of positive energy view of the network. For this kind of media person platform that is damaging to three degrees, relevant rules should be issued to control this kind of media person with bad self-expression and purify the society. Provide users with a high-quality platform and create a win-win space.

Encourage users to find ways to realize their self-worth in fragmented information. For the recipients of knowledge output users, although fragmented knowledge can appropriately expand the breadth of existing knowledge, it may not bring the depth of knowledge understanding. Some paid or free knowledge on today's platform try to make the knowledge easy to understand and accept. Although it may be able to appropriately alleviate the anxiety of other users about their thirst for knowledge, it may not be able to establish a sufficient and systematic knowledge system for users. Therefore, in order to avoid fragmented information access becoming an obstacle for users, how to try to build a balanced model in the era of new media marketing is an important issue for researchers.

Positively guide users' media personality. Every new media technology reform will bring the impact on the use of media for marketing. In each change, the change of users' habits also gradually affects the change of users' individual personality. Everyone may make their own changes affect others. In the past, some scholars pointed out that although the media marketing method will strengthen the relationship between people, it will change people's social character. Therefore, user's intrinsic personality orientation should be paid attention to by sub researchers.

4. Suggestions of Platform Guiding Users to Conduct Self-marketing

In order to fully reflect the demand for self-worth realization of media users in self-marketing, from the perspective of combining user self-marketing with platform marketing, taking the Kuaishou platform as a case, the author puts forward:

4.1. Suggestions on the Embodiment of Positioning, Purpose, Value and Feedback on the Platform

The basic marketing idea of Kuaishou is full link marketing [4]. By distinguishing and understanding the users' own user habits, and taking advantage of the platform, Kuaishou has refined the brand's new consumption scenario playing method in Kuaishou, that is, the three-dimensional
lever of Kuaishou [5]. The Kuaishou platform attracts a large number of users through short videos and can get happiness from short videos in fragmented time. The core is to stimulate users' self-propagation [6]. It is an equal and sinking marketing method to delegate the right of choice and drainage to each user. That is, positioning.

Another concept of the sinking type is to give users a sense of respect (a sense of security in which their self-worth is fully affirmed). Matthew effect, as a sociological concept, can also be cited in media digital marketing. As a negative effect of avoidance, Kuaishou makes full use of the emotional mechanism of "trust" on the basis of Gini law to popularize interpersonal relationships. That is, the purpose.

In the future, if the psychological theory of interpersonal strategy in sociology is integrated with advertising marketing and digital marketing, it will be a breakthrough. For the majority of ordinary people neglected in society, the atmosphere of equality, love and respect will make it possible for them to gather under the sinking channel. Taking fast hand as an example, ordinary and personalized craftsmen may be ignored by busy people if they perform on the street. When more and more craftsmen in the same industry shine with respect in fast hand, even if the shooting technology is single, the content will be recognized due to recognition. This is Value.

Whether short videos and media platforms, as official shared content, help to enhance users' sense of presence, enhance personal social image, or help maintain and expand social networks. Thus, it has played a huge marketing function. Short video is a typical "content is advertising" form [7]. The communication of individual users will eventually converge into the overall distributed marketing. The user's personal value is also formed here. At the same time, it also improves the platform's three dimensions and brings marketing benefits to the platform. Feedback.

4.2. Suggestions on Specific Implementation

Love and belonging are the middle level of Maslow. Donald, an early media scholar, put forward the "agenda setting" media theory, which has not yet been applied to the field of digital media marketing. When the two blend, it will be found that digital media marketing is ultimately a discipline based on the study of people and human behavior, which is inseparable from psychology and media science. At the same time, a series of psychological phenomena have also appeared in the process of interaction with media. Users' emotion regulation mechanism should be established on short video and media platforms by using social psychology, marketing psychology and other comprehensive disciplines. In psychology, projective effect refers to the tendency to attribute one's own characteristics to others. Users share and infect each other in the platform world, and values permeate each other. People often try to seek their own sense of existence, that is, the explicit embodiment of self-worth, through the shaping of self-image and the display of relevant abilities [8]. Even on the same platform, people also seek a sense of self-existence in interaction with others.

The virtual community is a gathering group formed by human beings in the virtual cyberspace [9]. The more media people comment on and forward the content, the more the content they present is recognized and supported by the audience, which is a sign of popularity and an accumulation of popularity [10]. For most users, it is easier to release intense emotions on the Internet than in reality. This reflects people's anxiety of fear of loneliness, so as to obtain the essential characteristics of a sense of security on the network platform. Early scholars proposed "disinhibition" to try to solve this problem, but with the development of society, forced disinhibition has become a way to treat the symptoms rather than the root cause. The value community built by users' independent interaction has become a new trend. Short video platform manages the emotional regulation of new media users on the short video platform is an important issue in the future. The author suggests that starting from the comment area, people with similar behavior patterns (language style, information acceptance preference) should be classified into user groups: knowledge output type, self-expression type, public opinion marketing type, and different adjustment mechanisms (reduce/increase push, set the user to search shielding words, guide words, guide push other content) should be made to guide the action. Some users with high media literacy will form a virtuous circle in the platform and give full play to
the guidance, dissemination and influence of public opinion. It is also a counter promotion to the brand image promotion of short video and media platforms.

5. Conclusion

At present, the author focuses on the self-image building of media users with the help of the platform to realize their own value, so as to promote the promotion of the brand image of the short video platform. There are few limitations of relevant data and theories, mainly focusing on suggestions and prospects. The short video platform, taking Kuaishou as an example, adopts the sinking strategy to lower the threshold, and the two sides form a digital marketing community to create a new ecology of media-based survival. When information fragmentation and distributed marketing promote the final formation of the individual value center and establish the user emotion regulation mechanism, it is an important link to pay attention to the sustainable development of digital marketing combined with "community" and "personal node". When the new temporal marketing of short video and media platform digitalization creates an environment that allows users to have self-realization, it will also react on improving the individual image of the brand and bring marketing benefits to the brand.

Through the research on how to shape a new form of digital media marketing from the perspective of consumers' self-realization needs. The author attempts to use the multi theory comprehensive analysis of psychology, sociology and other disciplines combined with digital media science to analyze how users transform in the virtual (platform world) and real world. Breaking through the traditional model of analyzing platform management responsibility from the single media theory. Under the inevitable situation of platform socialization, From the perspective of users' full self-release, it is suggested for the first time that the future platform should establish and improve the user emotion regulation mechanism. It is the first time to innovate the digital media marketing theory based on the short video media platform - focusing on the new perspective of user emotion regulation and self-worth realization. So as to enhance the brand and bring marketing benefits to the brand. This study is expected to help users in the future to realize their self-worth through the platform. This study does not study more parts about new media marketing. Future research can further improve new media marketing and subdivide the theories of new media marketing that users can realize their self-value on the short video platform.

References