

Modern New Media Drive Which Development in Poor Areas

-- A Case Study of Tik tok Short Video Platform

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Abstract: Nowadays, the world has changed a lot and many cities had made remarkable leaps and bounds, whether it is the economy, the level of medical care or the quality of teaching and learning have all made great progress. But among the many developed areas, there are still other areas that have not been well improved, not only the economy has not been improved, but slowly withdrawn from the trend circle of this modern and fast developing era. Then nowadays new media communication is a good solution to this problem, not only can increase the number of tourists through video propaganda, but also through live with goods, video with goods and other ways to solve the problem of poor areas with a single sales channel and low attention, thus driving the local development and economic improvement.

Keywords: New Media Development; The Development of Poor Area; The Benefit of Live Delivery.

1. Introduction

With the development of The Times and the progress of science and technology, more and more people begin to engage in science and technology and other aspects of the work, thus greatly improving people's economy, new media live streaming has made remarkable progress. Many people can't work offline because of COVID-19, This includes farmers in poor areas, who mainly transport agricultural products to the wet market or sell their own products. However, due to the COVID-19 pandemic, many of them are unable to leave the farm, which will cause their sales to plummet. But, the current way of new media live broadcasting can solve the problem well. Nowadays, the technology has been very mature, which can sell farmers' agricultural products online and ensure that farmers can operate by themselves. It is not only simple, but also will have huge profits

2. Technology Changes Life

China's information construction has made remarkable achievements since the reform and opening up, especially in the past decade, the rapid construction and development of 4G and 5G mobile communication technology has promoted the prosperous scene of new media with all-day and full coverage. At the same time, the construction of a new generation of information infrastructure can not only comprehensively improve the speed and quality of service communications, but also provide network access to remote areas of China, becoming a member of the Internet family.

Nowadays, the new media platform is widely spread throughout the society, various, diverse, can be described as "chaotic flowers gradually charming eyes", the competition of each new media platform is also relatively fierce, but I think the more prominent is Tik tok short video platform. He contains a lot of sections, for example, video section, live section, game section, selling section, and so on, and the most prominent is the live with goods section, every time I see

some with goods bloggers released in the video, the sales volume is particularly high, I was thinking, if the poor areas with goods, will not bring huge income to the poor areas. So, the main question I want to explore is how much benefit the DouYin short video platform can bring to this society, especially for the economic benefits of poor areas.

3. Livestreaming can Improve the Economy of the Real Case

The China News Network published an article in 2019, titled "DouYin short videos are 'shaking' out new potential for poverty alleviation in cultural tourism". The main content of the story is about a post-80s non-heritage craftsman named Pan Shixue. He comes from a very poor background, with his family in the village of Ma Material, Xijiang Town, Leshan County, Guizhou Province, a national poverty-stricken county. The Miao people love silver jewelry, and the village where he is from is far and wide known as the 'silversmith village'. Once here a few miles away you can hear the pleasant sound of hammering from every household, but in recent years the impact of the market situation has caused many people who rely on handicrafts to lose their income, so much so that most of the young people in the village have given up their ancestral crafts and left for other places to become workers, including Pan Shixue who has also moved around other places for 12 years. In these 12 years, he did not give up, has been looking for a way to break through this bottleneck, when the rise of short video, brought him a rare opportunity. In the DouYin, Pan Shixue disguised @ Guizhou hemp material spring rich silversmith, from which business opportunities, although not set off some nearly a million likes boom, but harvested nearly 50,000 yuan of orders. He led his apprentice to learn to live with the goods, editing video, also gained a small income. With such a way to get out of poverty and get rich, the silversmith village also took this to restore vitality, there are young people working outside see Pan Shixue's work are back home, ready to inherit the craft; there are many tourists see have run to the silversmith village to visit the

master's craft, ready to experience handmade silver forging, which makes him also has a small fame, "culture very", "news investigation" have praised him [1].

With green water and green mountains, but no golden mountains, with the landscape, but not even a tarmac road to the mountains. This is the commonality of many poor areas nowadays. It is difficult to see the non-heritage, and it is difficult to pass on the craft, which is the common situation faced by many non-genetic inheritors in the mountains. Beautiful scenery, non-heritage crafts, hardworking farmers, these are rare resources, but although the scenery is beautiful, but it is difficult to become a point of poverty; craft, but it is difficult to become rich, which is undoubtedly a very embarrassing scene, but behind these, is subject to the shortcomings of the use of resources, not richer to use these resources, there is no way to access the market well. But when the rise of short video, enriched the form of information flow, breaking the traditional way of publicity, many poor areas 'by the scene to eat the scene' way of poverty alleviation and non-heritage culture back to people's eyes, the flow of information, these beautiful scenery and beauty through short video, catch a cultural tourism poverty alleviation 'shuttle' [1].

4. The Advantages of Direct Broadcast with Goods

Why is it that the benefits of live streaming outweigh the drawbacks? First of all, the reason why live with the goods can become the mainstream of consumption is because of the simple way to get traffic, according to the short video above the DouYin with the goods template can easily see that the main way to attract traffic is video publicity, advertising delivery and other ways to promote, relatively speaking, the cost of this publicity method is cheaper, but also more convenient. Secondly, live with goods has real-time, after customers buy something, encounter problems can be the first time to go to the business customer service active communication, faster problem solving, but also relatively high efficiency, for customers also have a perfect after-sales experience; at the same time in the process of live, buyers can also raise their questions in a timely manner, for the goods of uncertainty, the seller can be the first time to answer, and show to The buyer behind the screen, timely communication, the transaction rate of the sale is also higher. Last, when the anchor successfully sold a large number of goods, also increased the exposure and visibility of the brand, buyers are more comfortable with a high-profile brand, the selection rate will also be higher [2].

4.1. Marketing Characteristics of Live-streaming with Goods

The operability of binding device is a bit simpler, with relatively low technical content, requiring only a cell phone and a cell phone holder, then you can broadcast live. For the use of a wide range of users, including the economic situation of the weak elderly can also use live with goods to get some extra income for themselves. Live with goods does not need to invest too much money and margin, just need to meet the rules of the platform and network order can be opened live. In the process of live streaming, buyers can interact with the seller and can better and more intuitively show the goods to the buyer, so as to better understand the features, price, appearance, etc., which is conducive to promoting consumer purchases [3].

4.2. Optimize the Economic Industry Chain in Poor Areas

Live with goods can effectively solve the economic industry in poor areas, can be a good solution to the poor areas of the farmers stranded fruits and vegetables or special products, live with goods for the poor areas of people to open up sales channels; for example, in 2020, the epidemic rampant, many poor areas of the farmers cannot get rid of their crops, there is no good way to sell, the family is not rich is even worse. At this time, the live broadcast with goods is just showing its head, because the cost of live broadcast with goods is low, the shopping method is also very intuitive, many anchors live way is more eye-catching, become a new way of shopping. Under the influence of social influence and publicity ability, live with goods has gradually become a trend [3].

5. How to Effectively Develop the Rural Economics

First, Farmers need to put social benefits in the first place, improve the consumer's buying experience, increase the repurchase rate of the product, enlarge the characteristics of the product, the best quality of the product, increase the first impression of customer goodwill; in the process of selling products, farmers should prohibit exaggerated propaganda, truthful propaganda products, exaggerated words will only make the evaluation of their brand worse and worse, false propaganda will only violate the consumer's We should actively transmit positive social energy, so that more and more people in the community to pay attention to poor areas, rural areas of the new development of economic channels, so that more people to support, the brand's economic chain will be better and better. Second, the innovation concept, farmers cannot just stop here, should be as innovative as possible their own brand of ideas, so how to find the differences in the hot live with goods industry, and then transformed innovation? First of all, you need to develop very special live content, such as now popular for live PK, this live way on the one hand can bring traffic to their live room, but also in the process of PK to sell products, not only their own fame increased, the rate of bringing goods also increased, killing two birds with one stone. Secondly, you can create a different shopping experience for the user, when they compare the goods, they will greatly increase the good feeling of your products, for example, you can provide gifts, cash on delivery, or full reduction activities, can promote the buyer's enthusiasm to buy and improve the happiness of the user to buy the product. Finally, after-sales service needs to do a good job, how to leave a deep impression on buyers it, in the buyer encounter quality problems, logistics problems, or buyers do not like the product, you can consider providing a return, or a refund to send full reduction volume, so that users are more satisfied with this shopping experience [4].

5.1. Create a Unique Brand

Taking advantage of the high traffic and unique propaganda of Jitterbug short video, using the popular anchors in Jitterbug short video to attract traffic, not only can drive the economic development of poor areas, but also create a unique industrial brand, bring influence and publicity to poor areas, and create brand awareness, thus attracting more customers to buy. With this advantage, a brand with a distinctive area can be created to pave the way for future development. In the economic

development of poor areas, to create a unique and distinctive agricultural brand is very compelling, relying on the innate geographical advantages, you can quickly get obvious progress, but if you do not establish their own brand, the advantages brought by live banding is only a momentary, if you want to always develop the economy for a long time, not only need a lot of publicity and attraction, which can make this brand continue to extend.

5.2. The Disadvantages of Live Streaming with Goods

However, it will also have some negative impact on the farmers in poor areas. Because of the remoteness of the area, they may not be so avant-garde in education, so they will be cheated by some fake anchor companies or sell some fake products during the live broadcast to combat the integrity of the farmers and affect the local reputation and reputation. Local reputation and reputation, so that customers are more and more reluctant to buy in the live broadcast of products from poor areas, so that the farmers' stagnant crops cannot be sold, so that the cycle has been, slowly will bring negative impact on farmers, the economy will also be backwards; secondly, many farmers are not aware of the importance of quality control, strict packaging and logistics, etc., now most of the agricultural products are basically meat or fresh produce. Most of the agricultural products are basically meat or fresh food, vegetables and other food, in the process of transportation, if there are no good protection measures will lead to a decline in the quality of the product, will lead to buyers receive different quality of goods, not only easy to cause unnecessary trouble, but also lead to the decline of the product's reputation and reputation [4,5].

6. In Addition to Live with Goods There are Other New Media Publicity Methods

On July 4, Zhejiang TV's "Run - The Yellow River" will be on again. This time, the show "ran" to the hot scene of poverty alleviation, "ran" out of the ecological development of the first-line story - the program focuses on the Yellow River along the middle and lower reaches of important cities and counties, variety show "Yellow River ecological economic belt The program focuses on the important cities and counties along the upper, middle and lower reaches of the Yellow River, and showcases the new development of the "Yellow River Ecological Economic Zone" in a variety show, making the program interesting and meaningful. In the "running" to show the new face of the Yellow River basin. This season, why choose to "run" into the Yellow River Ecological and Economic Zone? It is not only to outline the industrial development, but also to drive the hotness of the program through the popularity of the guests. The company's main goal is to provide the best possible service to its customers. Not only that, the running men will also run into Ningxia, Guizhou and other places to carry out a series of poverty alleviation and publicity activities, through the form of variety show dissemination, popularity driven publicity, and substantially improve the tourism industry and special industries in the region.

7. Conclusion

Live with goods is a new way to break through the

development of the rural economy, using the hottest e-commerce platform for live with goods, selling out those good products that do not sell out whether because of the epidemic or market form, using the e-commerce platform can let more users intuitively understand the agricultural products, experience the characteristics of agricultural products. Generally, farmers will be realistic when selling their products and will not be able to raise prices, so that is why many young people, or office workers are now willing to buy products in the farmer's live broadcast. In the process of live-streaming with goods, not only promote the characteristics of the countryside, for tourism has also brought development. In the final analysis, live with goods is about innovation, innovative live will be the main trend of the future development of economic trends. In any case, live with goods have become a new way of development in poor areas, rural areas, is an important way to promote rural economic development.

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