

Assignment 1

Title:
Douyin platform plays an active role in poverty alleviation in society

Name: Liu Xi
Student Number: 20200084
Unit Name: Social Media, Communities and Networks
Email Address: xi.liu3@student.curtin.edu.au
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Liu Xi

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Abstracts

Under the huge impact of the Coronavirus pandemic in 2019. The short video platform Douyin (Chinese version of TikTok) rapidly developed into an E-commerce business in 2019 from the forced isolation policy and has achieved huge development. With the national rural revitalisation programme and the development of ecommerce in rural areas, live broadcast of products has become hotspots recently (Ren, Zhijun, 2021). TikTok immediately sold agricultural products in impoverished areas through live broadcasts and short video guided more traffic to help farmers products for the poverty alleviation policy proposed by the government. This article will discuss in detail how E-commerce on the Douyin platform has changed consumers' usual shopping habits and resellers' marketing methods. In response, the policy, through the association between social media and the community, breaks the economic backwardness and underdeveloped communication in poverty-stricken areas. This platform not only gives customers a possibility to resolve poverty but also aids farmers to extract out of poverty through E-commerce. This article will illustrate how social media promotes the development of the community through the support of the TikTok platform for poverty-stricken areas.

Introduction

As the largest short video social platform in China, Douyin has more than 400 million daily active users. For such a large-scale platform, its influence is no longer limited to users or a certain circle it has gradually influenced society. The live stream of E-commerce developed by Douyin has allowed more people in the society to obtain employment opportunities, strengthened the sense of closeness to the Internet era, and kept up with the trend of the new era. This article conveys that Douyin can introduce huge traffic to poverty-stricken areas and poor people through information distribution, and efficient and accurate contact, thus attracting more attention from the outside world. Through multi-level content creation and live broadcast delivery, it focuses on publicity, display and promotion of characteristic agricultural products in poverty-stricken regions and cultural tourism resources enhance the brand value of local agricultural products plus cultural tourism resources. In the process of live broadcasts, the display of high-quality characteristics, growing environment, history and culture of local products, create and disseminate high-quality new media content for poverty alleviation through consumption, so that Users have a better buying experience. The success of Douyin live stream E-commerce the close relationship between social media and community as well as pervasive Awareness, results from the ambient nature of digital communication technologies, with the ability to share information and indicate the attentiveness and availability of social ties (Wellman, B. 2018).

Douyin video platform content

The content displayed by the video platform involves all aspects of social life. Along with the support of technology and platforms, the production, sharing and dissemination of videos are now progressively more convenient. Everyone can record, show and share what they see and hear through video. For example, in July 2021, when the Zhengzhou subway in China was flooded by heavy rain, the citizens at the scene quickly shared the situation of the flood on social media platforms through short videos, which quickly attracted widespread attention; society asks for help and accelerates the rescue work.

Short videos become a new channel for publicity of poverty alleviation policies

With the continuous deepening of "national rural revitalisation" and "precise poverty alleviation," e-commerce poverty alleviation as one of the country's "top ten targeted poverty alleviation projects" was proposed by the central government of China in 2015 (Zhijun.2021) rural E-commerce "has become an important driving force for promoting employment and increasing farmers' income" by changing the mode of rural economic development, optimising the industrial structure, promoting trade flow, and promoting innovation. Agriculture is an industry with the potential to incorporate the application of new technologies and popular gameplays in the Internet industry to the marketing of agricultural products so that the value of high-quality agricultural products can be reflected, is the true meaning of the development of E-commerce in agricultural products.

Creation of short videos and live delivery of goods, a new model of agricultural product marketing

In many impoverished mountainous areas, there is no shortage of resources, such as characteristic agricultural resources and ecotourism resources, but the ability to utilise resources is lacking. In the past, the lack of resource utilisation capacity limited their imagination. With the development overtime, more urban consumers are willing to pay for healthy and safe agricultural products. In order to inform consumers about the planting, production, processing, warehousing, logistics and other aspects of these high-quality agricultural products, Douyin live stream provides a way for farmers in poverty-stricken areas to sell high-quality agricultural products through live broadcasting, it can be transmitted online from time to time, so that consumers can feel immersive, seeing is believing, allowing them to see the real planting process, growth, and post-processing of agricultural products so that consumers have a full understanding of the production process of these agricultural products(Wei Wang,2021). Douyin can introduce huge traffic to poverty-stricken areas and poor people through information distribution, and efficient and accurate contact, thus attracting more attention to those in the outside world.

Government officials and platform creators linked poverty alleviation

According to data released by the China Internet Network Information Centre (CNNIC), as of March 2020, the number of netizens in my country has exceeded 900 million, of which the number of online live broadcast users has reached 560 million, accounting for 62% of the total number of netizens (CNNIC, 2020).

Douyin launched the "County Chief Comes to Live Broadcast" project, inviting county (city) chiefs from all over the world to join forces with platform creators to endorse the live broadcast of local agricultural products. For example, according to the statistics of the China Tea Circulation Association, 337 of the 832 impoverished counties in the country are related to tea, and nearly 1/3 of the farmers in the counties and districts use tea as the main source of household income. To help the poor farmers in the tea industry, from April 2nd to May 24th, 2020, Douyin, together with the China Tea Circulation Association and the China Tea Society, invited 31 counties (city, district) chiefs to live broadcast with 27 models. Famous Chinese teas are delivered to consumers through the Douyin live stream. Through the live broadcast, consumers can experience the visit to the tea garden most intuitively, learn how to make tea, let consumers intuitively feel the growth environment and traditional production process of tea, attract consumers to buy tea, popularise the cultural knowledge of tea, realise the high degree of integration between industries with strong poverty-stricken capacity and the external market will drive the income of the poor to increase. As of May 24, 2020, a total of 529,000 pieces of various types of tea have been sold, with a sales volume of 40.41 million yuan, a cumulative viewership of over 4.5 million, and assistance to 10,731 poor people who have been registered.

The impact of Douyin platform on society

First, the emergence of the Douyin platform has changed people's way of leisure and entertainment. Before Douyin was not popular, people's entertainment on mobile phones was only chatting, playing games, watching the news or browsing Weibo. The emergence of Douyin allows people to have a new entertainment item - a short video. Through Douyin, people can more intuitively understand the living conditions of different people. The most important thing is that Douyin has a complex algorithm that can recommend to users. Favourite short videos ensure a pleasant leisure time for users. There are not only a lot of entertainment content on Douyin but also teaching videos. Users can learn knowledge in just 2 minutes hence users can learn new knowledge while having fun and entertainment.

Second, Douyin is a platform that brings together many netizens. More and more official media and even the government choose to settle in. The official publishes short videos, social hotspots and even new policies through the Douyin platform, which expands the official's influence on society. China People's Daily Online is one of them. From the serious image in the people's impression, People.Cn has narrowed the distance between the citizens through the skilful use of Internet

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words and emoticons, making current affairs news no longer boring and attracting people's attention to current affairs news. People's Daily Online uses Douyin to promote the country's image and chooses soldiers as the main target, such as frontier soldiers (People.cn,2022). Through short videos, it directly witnesses the spirit of frontier soldiers in harsh climates and desolate frontiers. With text and music, it further captures people's attention and resonance well, realises the perfect combination of content and form, and conveys mainstream values to the people.

Third, the Douyin platform's response speed and actions for current affairs hotspots. Hubei Province in China is the hardest-hit area in the new crown Covid-19 epidemic. Douyin, together with the Hubei Provincial Department of Commerce and other government departments, opened the "Hubei Restart Douyin Help-Douyin Aid Hubei Recovery Plan" (Marketing China, 2021). Mayor of Wuhan City, Hubei Province with dozens of well-known Douyin bloggers, they sold Hubei specialties through live broadcasts, helping local product sales and increasing farmers' incomes. The total sales of live broadcasts in one day reached 17.93 million yuan, and the cumulative hot-selling products exceeded 299,000 pieces (Chinadaily,2020). This plan is aimed to help Hubei enterprises resume normal operations. Douyin provides Hubei businesses with full-process services from entry to operation, including some fee reductions and exemptions for Hubei industries, free marketing courses, and service fee reductions for Hubei businesses. Douyin will also carry out a number of special trainings for Hubei enterprises and creators, including systematic new media training, live broadcast specific operation training and commodity sales training, etc.; to help creators quickly master operational skills and increase income through live broadcast

Conclusion:

Whether the Douyin platform is a short video creation, live broadcast delivery, poverty alleviation programs, or the economic recovery plan created by the coalition government, it all shows the important impact the Douyin platform has on society. This article mainly shows that the penetration of digital technologies in rural China has enriched the local layers of technological articulations (Wang & Wu, 2021). Farmers in impoverished areas benefit from the Douyin platform to be able to sell their products in a short period of time, keep up with the trend of the Internet age and strengthen their close relationship with society. In addition, the Douyin platform has formed a broader development ecology in the whole society in addition to poverty alleviation and agricultural development. Realise the full activation and linkage of production factors, incorporate passive and remote production factors into the digital real-time production chain, and activate production. Taking agriculture as an example, the integration of electronic monitoring, evaluation, forecasting, and communication enables rural areas and farmers to obtain more reliable information on the production side, further

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guarantees the growth, production and sales of agricultural products, and social production is more capable to drive the production than before. Marginalised production objects (Computing for society, 2021). In the future, the Douyin platform needs to take on more social and political responsibilities. The live broadcast economy must have a clear value position, value system, fully understand and master the community characteristics, social mentality, and hot issues in the social field to ensure that the content of the platform is correct. The topic of the platform is time-sensitive, and the tone of the platform is inclusive to become an active participant and builder of global digital rules.

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