Research on the Online Star Economy

Hong YU¹,a,*, Lin ZHU² and Xin-xin LIU³

¹,²,a Wuhan Textile University, Wuhan, Hubei, China
³376940580@qq.com
*aCorresponding author

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Abstract. The rapid development of economy and Internet technology has led to the development of a series of new industries, and the online star economy has also taken advantage of the rapid rise of the east wind. The Internet provides a display of the social networking platform for online star, and people stress the boredom of life that they find a new way to get rich. It can be said that the online star has become a new economic phenomenon, and is also a unique cultural phenomenon accompanied the development of the Internet economy. In fact, the initiation of the Internet has affected our lives everywhere, and the emergence and reputation of online star have changed. All in all, the industry chain of the online star has become more mature, and gradually toward the direction of specialization.

1. Introduction

The development and wide application of Internet have made people’s life very different from their former life. Internet has the characteristic of both traditional and modern interpersonal communication at the same time. The emergence of mass culture is inseparable from the development of science and technology. Internet has built an online community between the virtuality and the reality for modern human being. Based on the platform which is provided by the internet adding some hype made by individuals or teams, or masses catering, the number of online stars has surged in recent years. With attractive appearance and the great ability to earn money, online stars are loved by Internet users.

2. The Classification and Characteristics of Online Stars

With the rise of microblog, live software and other a number of media platforms which have the distinct feature of interaction, online start’s life seems to be colorful and the group tend to be more pluralistic. According to the difference of their main business and the property of it, we simply classify online stars into four categories: e-sports online stars, live online stars, e-commerce online stars and event online stars.

In our understanding, online stars all have their own marketing teams to package them. But in fact, not all online stars have a professional team and a detailed plan, also not everyone wants to become online stars. Different types of online stars have different purposes. For example, event online stars are mostly ordinary people with their unique features. First, they came from the bottom of the society and played the role of passers previously. This kind of online stars did not want to show off, but their inadvertent actions were uploaded to the internet by netizens in the form of pictures or videos, the curiosity of citizens drove them to pay attention to those contents, they thought those videos or pictures were fun and those videos and pictures catered for this cultural consumption mentality at the same time. They acted as a pastime and acquired large number of hits. When they become popular, they are not aware of the fact that they have become the focus point on the internet overnight, becoming the online star in the eyes of netizens. For example, it was because of nonstandard dialect the “lanshouxianggu” were discussed by many people, quickly become popular. This kind of online star is more traditional, they reflected the internet era of mass carnival style of consumerism cultural mentality, the internet serves as an information sharing tool, let ordinary citizens get everyone’s attention.
Unlike unwelcome accidents, more online stars carry out network activities to achieve their goals and gain benefits. There are usually marketing teams which are of great abilities behind themselves, so that those persons can be packaged to be professional online stars. E-commerce online stars promote their goods by doing live broadcast frequently.

2.1 Employing fashion insiders as online stars’ image representatives

Under the guidance of star insight, they choose model and carry out visual extension, which help boost their popularity in social media. Relying on enormous fans, they carry out directed marketing, change their fans into purchasing power. It is said that, seven in ten of woman’s clothing stores whose sale volumes rank top ten on Taobao are supported by online starts. The main features of online stars are beautiful and young, they understand how to dress fashionably and run Taobao shops. They are good at showing their collocations and goods on social networking media, and they also interact with fans frequently. In terms of quantity, online starts who sale something on the Internet have accounted for half of the number of Chinese online starts. E-sports online stars get high click rate through broadcast playing video games live, thus they turn it into economic interests. The most important thing for them is to practice game techniques, and the level of income is associated with their excellent game techniques. Of course, if you have super game techniques, and meanwhile you have physical attractiveness, you will attract more audiences to some extents.

2.2 The Online stars not only have beautiful faces but also have good communication skills

However, it’s difficult to remain long-term heat by sharp rhetoric and offbeat behaviors. If they want to become more influential and far-reaching Online stars, they will have to experience the test of time. The topics need continuous and constant featured contents, and keep up with the change of the way of communication media. They are similar to e-sports online stars, also need high click rate. They also can make money by receiving gifts from fans during the live broadcast. They know how to self-marketing and understand to label themselves as a brand. The three types of online star are emerging with the development of internet technology. Compared with the traditional Web celebrity’s unexpected popularity, they acquire reputation through ego hype. At the same time, they achieve personal career earnings. Generally speaking, they gain fame and benefits at the same time.

Online stars with professional team not only can make their developments into a diversified trend, but also can optimize the environment of Internet and to achieve the coexistence of economic and social benefits. So that let the sustainable development can be true. Continuous innovation is the soul of the online star project and a good management makes a good earning.

3. The Hidden Trouble Existing in Online Star Economy

But everything’s arisen should be limited, within the range that we can control. The way of Internet communication, and the network space as a community where both can be real and imaginary, lacking the applicable rules and restrictions. All of those made the online stars are enable to emerge one after another. But as spectator and pusher, the audience doesn’t need to worry for the missing of performer on this stage. So the online stars should not be too much but within a reasonable and controllable number. After all, the online star is a product of development of the social network. They entertain the public mainly through the network way. At the same time, they can get profits. If the quantity is too much, it is easy to cause the public’s aesthetics tiredness. We should develop a various kinds of high quantity online stars to amuse and enrich our lives like Papi Jiang.

4. Conclusion

Living in a multimedia society, the emergence of the online stars has both advantages and disadvantages, but we should have correct values to treat them. No matter how much people love to talk about online star and network economy, but number of the online star who can truly become famous and keep it is rather small, online stars like Papi jiang are “lucky”, they cannot on behalf of
online star’s fate and the trend of the industry. The online stars are not a bad thing, and they are just a spoondrift the internet economic wave. Of course, it can’t influence people’s attentions to the economic of online stars. After all, the economic of online star is a new type of business which can’t be ignored in this era. It is worth noting that nowadays someone break the line, pollute social atmosphere by flaunting wealth or broadcasting sexual contents in order to become a online star, which is common among online stars.

However, the people in online star time seem to be fooled more easily, the internet doesn’t make people become more rational. In contract, people’s pursuit of new things always leads to the irrational and blind following. The relevant departments should conduct more researches and manage this phenomenon in a creative way. As an audience, we should watch and distinguish calmly.

References