

Brief Analysis of the Strategy Research of Creating Online Celebrity for the Elderly on Short Video Platform

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Abstract: With the iterative update of media technology, after a series of rapid growth cycles, the media platform of short video is not difficult to find that the short video industry is gradually changing from the previous traffic competition to the era of "content is king". It is not hard to see that in fact, users on short video platform may have aesthetic fatigue for ordinary online red, but the Internet celebrity for the elderly is refreshing and completely caters to the curiosity psychology of short video platform users. And according to the survey of media use of the elderly, we can find that: with the increase of the number of middle-aged and elderly people surfing the Internet, the new media platform is no longer just a gathering place for young people, and the scope of online red should not only be limited to the young online red. From the perspective of short video platform as a whole, the commercial implantation of short video content is gradually deepening. The massive and fragmented User-created Content of each platform is in opposition to the large-scale demand of advertising, and it can not meet the continuous demand of the platform for high-quality resources. The emergence of Multi-Channel Network has greatly improved the content production efficiency, and it has become a professional content production support organization, playing a role of economic support The role of economy and business. According to the first mock exam, most of the old red nets are also out of the Multi-Channel Network business model. The advantage of Multi-Channel Network is that it can not only achieve mass production in production content, but also realize the industrialization and industrialization of the network redactor training strategy. Created a large number of high-quality elderly web celebrity short video content creators, also led the new short video platform to create web celebrity business model.

Keywords: Short video, Elderly internet celebrity, Multi-Channel Network.

1. Introduction

Human society has gone through the development process from oral media to print media, to electronic media and then to digital media, and the iteration of emerging media continues. As the core logic of the evolution of media technology, "breaking through the boundaries of time and space" does lead to the loss of communication information and communication effects in the process from oral media to electronic media. However, the digital media has reshaped the "face-to-face communication", and the age of intelligent media has brought about the return of physical media and the breakthrough of communication boundaries. It is possible to achieve a win-win situation of "freedom" and "fidelity".

With the emerging technologies of Internet storage, connection and communication as the main body, digital media has re-endowed ordinary individuals with the right to use media and independent communication. Instant and video based social media technology brings about the "face-to-face communication" communication scene. The return of clues to the super freedom of time-space connection makes up for the reliability and validity of interpersonal and group communication, and the "global village" that McLuhan predicted to break time-space is being realized.

It is through the above process of communication development that mankind has entered the new media era. Short video is a new way of content transmission in the new media environment. It is popular among users in the network with its refined, short and simple content. And with the popularization and development of mobile Internet in the era

of We Media, short video platform has been loved by the majority of audiences for its wide range of communication, fast speed of communication, strong social attributes, simple operation, etc. In addition, a large number of online celebrities emerged at the historic moment, and a group of middle-aged and elderly online celebrity groups gradually rose rapidly. They brought new values with their actions, and also brought traffic and profits to the platform. When the elderly online celebrity groups play a variety of personal characteristics and charisma on the platform to attract fans' attention and harvest attention and love, in fact, the flow realization, capital manipulation, commercial market and other factors behind them have already been surging.

2. The Current Situation of Short Video Platforms Deriving Network Celebrity Economy

2.1. Media platform: flat communication with two-way interaction of technology empowerment

From the perspective of short video communication structure, through the technical empowerment of the audience by the network media, the audience has changed from passive to active in the mass communication structure, gaining the right of access to the media and the right of information communication, and the social communication structure has changed from dominant to two-way interactive communication structure. At the same time, with the

development of communication technology, the communication structure gradually flattens. The social communication centered relationship structure is transformed into a multipoint relationship structure, which not only reduces the cost of social communication, but also improves the efficiency of social communication.

In recent two years, short video, a new media form, has witnessed a blowout growth. This is closely related to the empowerment of communication technology, the transformation of new media, the realization of platform traffic and the manipulation of commercial capital. In fact, this more truly reflects the gradual transformation of user needs. For example, such old social software platforms as QQ, WeChat and Weibo have gradually lost their momentum. In addition, it is not difficult to see from some survey reports that some old users will also feel a little tired of using these platforms. Therefore, when a new and highly creative and attractive social platform comes into the eyes of users, especially for some old users who do not like to express and record their lives in words, social media such as microblog can not fully meet the needs of some users, while the emergence of new social platforms such as short video just breaks this bottleneck, allowing users to have more forms and opportunities of expression. Moreover, the revolutionary sinking of the new media market brought about by the short video platform has also enabled more different users to find their own and favorite online expression methods and expression spaces.

2.2. User demand: short videos lead the audience to pass the time of fragments

From a macro perspective, short video platforms not only have a significant increase in the number of users, but also have a very high user stickiness. The main reason may be that new media social platforms like short videos, in today's fast-paced life, not only cater to users' fast reading and browsing habits for content consumption, but also make reasonable use of users' fragmented time. And with the rapid development of new media technologies such as intelligent terminals and mobile communications, the mobile communication era is gradually deepening.

Under the trend of rapid and recreational development of information communication, information narrative communication has got rid of the "long form" model described by David Weinberg and is developing in a reverse direction towards brevity, fragmentation and entertainment. The booming of short videos in recent years is the result of fragmented media contact. More specifically meet the needs of users of social platforms in all aspects.

2.3. Content supply: Continuous expansion of industrial scale and diversification of content and form

The threshold for short video production is low, so it can give more expression rights to user groups. In particular, short video, based on "imitation", forms virus transmission under the effect of Internet meme, and provides KOL with a lot of creative inspiration for original content. Admittedly, with the emergence and strength of UGC, KOL's content production accounts for a large proportion of content creation on the short video platform. However, with the gradual empowerment of communication technology, the increased user bonus in this form will slowly decline. When KOL's growth rate slows down and KOL's content production gradually flattens, the

production of short video content will also be more subdivided, better and more vertical.

With the expansion of the scale of online celebrity economy industry, the form of content production is more and more vertically subdivided in multiple fields, and its content forms are gradually diversified. The audience positioning is also gradually locked and clear. Therefore, a large number of relevant online opinion leaders and commercial institutions in vertical fields have been generated correspondingly, and their growth momentum is also derived from the audience's recognition of vertical segmentation of content and the purchase of new online marketing methods. And the main operation core of online popularity economy is to create value by content, and the form of its content is also updating with the iteration of communication methods. From text to pictures and now to video, it can be seen that the short video era is clearer and more intuitive than the previous network platform communication mode, and can catch the audience's attention, so it is more conducive to the development and expansion of the business model of traffic realization. In the current period of storm growth, the industrial structure of the short video platform is gradually clear, and the segmentation of the audience and online celebrity is also gradually obvious. Thus, online celebrity for the elderly came into being.

2.4. Commercial structure: the commercialization process of short video industry chain is accelerated

At present, the short video platform has ushered in a period of overall acceleration of commercial development. The diversified advertising, public relations, publicity, marketing and other systems created by some e-commerce organizations and head media organizations on the short video platform have their own characteristics. In addition, interactive marketing activities that stimulate users to participate widely have also attracted the attention of platform users. This kind of marketing activity started with the platform's opinion leaders, who set up multiple activities or themes through viral communication to arouse users' interest, and encouraged users to actively participate through some incentive mechanisms.

In terms of the construction of the platform's advertising, public relations, publicity, marketing and other systems, the main methods are: launch official sales accounts, hold large-scale online advertising marketing activities, promote the anchor to bring goods, etc. At present, for example, Tiktok, Kwai, and Meipai, three short video platforms have launched their own advertising marketing systems and models, mainly to facilitate the provision of resources trading, sales management, evaluation and monitoring services for advertisers. In addition, it can be seen that the major brand enterprises also pay more and more attention to brand communication through short videos, and have opened their own official authentication accounts on the platform to market their brands and maintain long-term interaction with users. In addition to the official promotion and communication and online large-scale advertising and marketing activities, the short video platform also has an important sales method - "buy while watching". Online shopping has become a major scenic spot of platform marketing means. By adding product links and promoting and selling products on their own videos, live broadcasts and personal homepages, online celebrities have fully opened up Tiktok platform and Taobao platform, Kwai platform and

Youzan platform. It greatly improves the efficiency of the platform's online celebrity sales and the convenience for users to buy goods.

3. The Reasons of The Rise of Elderly Internet Celebrities

Whenever a new media platform appears in people's view, the reorganization of traffic on the network platform will usher in huge opportunities and challenges. In particular, as the short video platform has come into the public's view, we can better seize the realization of elderly Internet traffic by grasping this rhythm and making more accurate statistics and analysis of elderly users' Internet traffic. For example, for the use of the WeChat platform, the data shows that the middle-aged and old people are about three years behind the young people to enter the rapid growth mode. However, the popularity of short video platforms today is very similar to that of WeChat platforms in those years.

According to the 2019 Research Report on the Development of Online Audiovisual in China, from the perspective of age composition of short video users, the proportion of users over 50 years old has risen from 6.5% to 11%, while users under 20 years old, 20-29 years old, 30-39 years old and other age groups have shown a downward trend. That is to say, users over 50 years old are becoming the main incremental population of short video platforms.

Although most people believe that new media platforms such as short videos are more suitable for young people, in fact, the elderly Internet users are imperceptibly changing the structure of Internet users. At present, for example, Tiktok's short video platform has seen a surge of online celebrities for the elderly. The video content they created covers a very comprehensive range of fields: sharing health and healthy life, sharing funny and entertaining jokes, discussing young people's urban emotional topics, and taking street photos of fashion, etc. The content created by these elderly online celebrities is more contemporary and infectious than that of young groups.

3.1. The rise of post metaphor culture and the realization of technology feedback

The rise of "post metaphor culture" has made technology feedback a reality. "Post metaphor culture" refers to the process of young people transferring knowledge and culture to their living elders, which has increased the elderly's learning and use of new media to a certain extent, but this effect is limited at this stage. Moreover, there is still a huge "taste gap" between the two groups. The youth groups flaunt the scarcity of their own culture and hold an "exclusive" attitude towards the elderly. However, we have to admit that the reason why most elderly people learn to use the Internet still comes from the "digital feedback" of their children or younger generation, which lays a certain foundation for the popularization of the elderly's use of Internet media.

With the increasing improvement of people's material standard of living and the empowerment of communication technology, the technology and equipment that rely on the network platform to spread has gradually popularized every family. The elderly can learn to use new media and can integrate into the new media social platform. The learning style of the elderly has also been more popular.

3.2. Interaction in the cloud social era needs to express desire

According to Maslow's hierarchy of needs theory, the highest level of human needs is self realization. With the rapid development of today's society and the continuous increase of the population, the aging phenomenon is also deepening, but now more and more middle-aged and elderly groups are no longer satisfied with the old age life, but the life attitude and

The way has generated great interest. For example, the popularity of the Internet has opened a new door for them, and the popularity of mobile Internet devices has provided them with a "channel" to enter this door, allowing them to see the colorful world of young people. Today, most of the children of middle-aged and elderly people are post-80s and post-90s. When they see their children skillfully using mobile software, And while enjoying all the conveniences that the Internet era has provided for our life, for example, they can easily purchase online with a little finger without leaving home, open mobile phone software, and "know the world" at the fastest speed without leaving home. They must also be eager to keep pace with the times, enter the door of this network, and integrate into the lives of young people.

On the other hand, most of these middle-aged and elderly groups are also lonely and lack companionship, because most of their children cannot accompany them, and their children are busy with their work and life. This group is more eager to be interacted with and listened to. Especially for the middle-aged and elderly people who are talented, have dreams and are curious about life, for example, the popular Tiktok short video platform provides them with a good social platform to show themselves and share life. They can share their life, creativity and talent with more people through short videos, and can have social interaction with more people, In this way, some talented and dreamy elderly online celebrities come to the fore. They are no longer alone, but also achieve other specific goals such as self-worth. Therefore, more and more middle-aged and elderly people choose to contact and use short video software such as Tiktok to get their own longing and satisfaction for life, and at the same time, share this positive elderly mentality with more middle-aged and elderly audiences, so that they can re contact and reproduce.

3.3. Catch the audience's curiosity in the era of eyeball economy

The so-called "attention economy" is also the "eyeball economy", which refers to the economic activities that attract the attention of the public to obtain economic benefits. In the current era of rapid and vigorous development of new media, this economic form attracts the attention of the audience more than ever. In this era of "traffic is king", the popularity of eyeball economy makes the audience's information intake increase day by day, and the scope and form of information intake become more and more tolerant. The amount of information is increasing, and the demand is increasing. This phenomenon also brings about the homogeneity and oneness of network content.

Therefore, in order to break through this shackle in the highly competitive market, the platform, in order to seek new ideas for development, has found a new way to seize the audience's curiosity. The "old age" online celebrity has more "gimmicks" in the short video platform, which makes it easier to obtain views, spread more widely, and get popular.

3.4. Broad audience from the perspective of intergenerational relations

Intergenerational relationship, also known as parent-child relationship, as the name suggests, refers to the vertical social relationship between two generations. However, in academic research, intergenerational relations are often limited to the family system, that is, the relationship between parents and children within a family.

The storm growth of the number of elderly people accessing the Internet is closely related to intergenerational support, which plays an important role in the network communication activities of the elderly. Mr. Fei Xiaotong once summarized the Chinese intergenerational relationship model as the feedback model of the next generation supporting the previous generation, and believed that Confucius' concept of "filial piety" thousands of years ago was a reflection of this model. And what this mode reflects in the era of information explosion is that children's help guidance and information support on the Internet for the elderly, which is a kind of feedback to the previous nurturing kindness, and this is also a concrete manifestation of filial piety. Therefore, more and more elderly online celebrities appear on the short video platform, which is not limited to the elderly. From the perspective of intergenerational relations, elderly online celebrities will not only be supported by older media audiences, but also by young and middle-aged audiences.

4. Analysis on the Strategy of Building Internet Celebrity for the Elderly and the Way of Capital Realization

Due to the short period of time for middle-aged and elderly Internet users to move to the short video platform, many elderly Internet celebrities began to appear on the Tiktok platform after the second half of 2018. In addition, compared with the previous data, this year's online celebrity market for middle-aged and elderly people is more mature and the business atmosphere is stronger. The elderly online celebrities on the platform can not only promote the brand image for enterprises, but also carry out advertising and marketing. Especially when some brands target the middle-aged and elderly groups, when they want to use the platform for communication and marketing, the role of the elderly online celebrities on the short video platform is particularly important for the brand.

4.1. Platform building: short video platform building Internet celebrity IP analysis for the elderly

In recent years, with the popularity of the Internet, online live broadcast, short video, e-commerce sales, online shopping and other online celebrity economic industry channels continue to expand. Domestic MCN institutions are also expanding rapidly with the help of various platforms, and more and more head IP based MCN, e-commerce based MCN and other different types of MCN institutions have emerged. At present, the development of China's MCN institutions has a profound impact on all aspects of the development of the online celebrity economic industry chain.

According to statistics, we can see that since 2019, the number of elderly online celebrities on the Tiktok platform has grown very fast. For example, the "Fashion Grandma

Group", an elderly online celebrity team composed of several fashionable and beautiful grandmothers, made its first appearance on the Tiktok platform on June 7, 2019, and its first shooting won 119.4w praises. The feature of the "Fashion Grandma Group" is that the clothes worn on several exquisite grandmothers are elaborately designed and integrated with Chinese style clothing elements, and most of the clothes are designed with batik, which plays a very good role in promoting the "batik culture" of intangible cultural heritage.

"Auntie Fan'er", a popular online celebrity for the elderly, was recorded by her earthy grandmother, who recorded rap quotes. Her works released on May 31, 19, won 171.7w praise. It used to take more than a month for this account to grow more than 400000 fans by publishing original works. In June, there were two short videos ranked in the broadcast volume, ranking in the top 20 of the broadcast volume of Tiktok platform.

4.2. Flow realization: the endorsement of "to B" and "to C"

4.2.1. The endorsement of the elderly online celebrity to B

In this era of flow realization, commerce, market and capital are the main promoters of flow realization. The elderly Internet celebrities occupy your eyes, use various features on the screen to harvest a large number of fans, and also aim at your pocket. In general, the realization of elderly online celebrities through short videos mainly depends on the delivery of goods to C and the endorsement of to B.

As for the endorsement of to B, the elderly online celebrities generally choose to cooperate with brands suitable for the elderly. In October last year, the elderly care fan tried to cooperate with offline stores, such as Tiktok short videos and various offline stores. Their team's brand promotion also received good feedback.

In the future, the important channel for the realization of online celebrity for the elderly will still be to choose the right brand and shoot high-quality videos. At present, short videos such as Tiktok are still dominated by traffic, and their purchasing power will be weaker than that of Taobao's e-commerce platform. Therefore, compared with the goods brought by to C, the brand endorsement cooperation for to B is a better way of realization.

4.2.2. Old age online celebrity to C

We can see the effect of the elderly internet celebrities, for example, the majority of the audience in Uncle Mouna's recommended content. The books displayed in the merchandise window include "I like you, like the wind going 8,000 miles", and the newest book "The best of our time". For another example, the fashion grandma group is an online celebrity group with fashion and catwalk orientation. Their goods window displays mainly cheongsam. Most cheongsam are elegant and retro Chinese style, just like the fashion grandma group.

However, in the current situation, the realization method and effect of young online celebrities far exceed that of old online celebrities, and the carrying capacity of grandparents is far less than that of young online celebrities such as Li Jiaqi. However, this does not deny that the middle-aged and elderly have extremely strong purchasing power.

According to the Mobile Internet Life Report of Parents released by Alibaba in October 2017, nearly 30 million middle-aged and elderly people across the country love online shopping, of which the proportion of 50-59 years old is as

high as 75%. It can be seen from this that not only the online popularity of middle-aged and elderly people has risen in short video platforms such as Tiktok and Kwai, but also the purchasing power of middle-aged and elderly groups can not be underestimated, so the sales sector of middle-aged and elderly groups can not be ignored. And it is in today's new media era that we should pay more attention to the huge effect of online celebrity shopping. From this point of view, if there are more and more elderly online celebrity shopping groups with more and more outstanding online celebrity shopping groups, then the elderly online celebrity shopping field to C will also become an important part of the online celebrity shopping field.

5. The Significance and Influence of Short Video Platform to Build Online Popularity for The Elderly

5.1. Theoretical significance: enrich the theoretical basis of short video platform

Whether the carnival of "elderly online celebrity" is simply due to the power of scientific and technological change and network popularization, or is it supported and promoted by institutions with business models such as MCN behind it? How did the "silver star" of the short video platform become popular, promoted the strategy of building "elderly online celebrity", and analyzed and explored the flow realization mode of "elderly online celebrity". These are the research purposes of this topic.

Through the research on the strategy of creating online celebrity for the elderly on the short video platform, combined with the relevant theoretical research, we will integrate the online celebrity for the elderly with the business model of creating online celebrity behind it, investigate and analyze the current status of the short video platform, and enrich the theoretical basis of the new media platform, short video; Research and analyze the current problems of online celebrity for the elderly, and enrich the theoretical significance of online celebrity for the elderly; Research and analyze the business model strategy of the platform to build the elderly online celebrity, and provide valuable theoretical thinking for future research on the building of the elderly online celebrity of the short video platform.

5.2. Practical influence: leading the platform's new group consumption mode

In the new media era, as the most popular media platform for recent audiences, short video has a huge space for development. The emergence and vigorous development of short videos have also brought more possibilities for the development of online celebrity, and to a certain extent, they have cultivated a series of commercial capital industrial chains such as the rapid growth of a large number of MCN institutions and the realization of online celebrity economy. And with the development of modern information technology, mobile media has gradually become popular

Many short video platforms can gradually see that the online popularity on the platform is not only the people of the post-80s and post-90s generation, but also more and more elderly people have started to enter the network and use the online social networking platform to share their lives. The "elderly online popularity" has become a new and powerful force in the online popularity world. Our research on the rise

and building of online celebrity for the elderly has provided new ideas for short video platforms to build online celebrity strategies for the elderly. Taking the online celebrity of the elderly on the short video platform as the research goal, based on exploring the strategy and business model of creating online celebrity of the elderly on the short video platform, further explore online celebrity, online celebrity of the elderly and short video platform. Analyze the case of the latest and most typical short video platform to build online popularity for the elderly, through the subject, object, media, content and effect of communication. These five elements of mass communication are used to comprehensively analyze the building strategies and the current problems faced by the elderly online celebrity, so as to carry out research on the strategies and business models of building the elderly online celebrity.

As the elderly opinion leader of the short video platform, the new business consumption model led by the elderly online celebrity not only affects the life of some middle-aged and elderly audiences, but also affects the consumption outlook of two generations. From the perspective of this research approach, the group of "elderly online celebrities" is more worthy of discussion and excavation than the research of young online celebrities, and can open up a new development direction of online celebrity business model research in the short video era.

6. Epilogue

Indeed, in today's new media environment, the rise of online celebrity groups for the middle-aged and elderly in the short video platform can show that some middle-aged and elderly people have the awareness and ability to access the Internet. But there are still some elderly people who are not willing to accept and try new things, but their own knowledge level is limited. This has touched on the "knowledge gap" between the elderly and young people. Therefore, it is difficult for them to open the "Internet door". On the one hand, children need to strengthen communication and help with their parents, improve their media use ability through "media feedback", and lead them into the "Internet", a new world for them.

We can also see that in the short video platform, the rise of the middle-aged and elderly online celebrity groups actually reflects that most middle-aged and elderly groups are still willing to actively explore and brave to seek new knowledge. At the same time, they are also eager to have more opportunities to express themselves to the society in a single elderly life without children. Therefore, in the Internet era, we young generations should actively explore the purpose and needs of the middle-aged and elderly groups to access new media, so that more and more middle-aged and elderly people can live a more colorful life. And some MCN elderly online celebrities will drive some of the consumption economy of the middle-aged and elderly. Whether it is the elderly online celebrities who bring goods or their endorsements, these can promote not only the online consumption of the middle-aged and elderly people, As the children of the middle-aged and elderly group who are extremely active on the Internet, they will also pay attention to this sales segment because of their parents, and select and buy for their parents when necessary. Let the elderly live a more comfortable life, and let the middle-aged and elderly Internet users experience the colorful Internet world more happily and comfortably.

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