

Research on Social Live Broadcast pps in Thenew Media Era

Yue Xu *

Salesforce Service Cloud, Redmond, 98052, USA

*yxu.joyce@gmail.com

Abstract: With the rapid growth of digital media, online social live streaming, as a new means of information exchange, has penetrated into our daily lives and has been widely used in various industries such as enterprise marketing, online teaching, and folk culture inheritance. This article provides a preliminary introduction to the concept, attributes, and classification of online social live streaming, and explores the application strategies in product promotion, online learning, and cultural promotion. When examining the current development status of social live streaming, a series of problems have been discovered, including the proliferation of vulgar information, user privacy and security issues, and intellectual property infringement. Suggestions have been put forward to improve the regulatory system for social live streaming content, strengthen user privacy and security protection, and promote the sound legal system, in order to promote the healthy and orderly development of social live streaming in the new media era and provide reference and inspiration for the industry.

Keywords: New Media; Social Live Streaming; User Behavior; Dissemination Mode; Social Interaction.

1. Introduction

In the current era of rapid development of smart terminals and mobile network technology, real-time interactive social live streaming has emerged as a new way of information exchange and transformed into a mainstream platform for people to obtain information and enjoy entertainment interaction. This live streaming method not only satisfies the public's desire for real-time communication, but also opens up innovative paths for industries such as enterprise marketing, knowledge transmission, and cultural dissemination. Behind the rapid development of social live streaming, it has inevitably encountered a series of problems, including the spread of harmful information, leakage of user privacy, and infringement of intellectual property rights. It is particularly urgent and crucial to analyze the characteristics, application scope, and existing problems of social live streaming, and seek practical and feasible improvement solutions. This article aims to analyze the current situation of social live streaming, explore development strategies, and provide reference for the construction of new media communication ecology.

2. Overview of Social Live Streaming

2.1. Definition of Social Live Streaming

Online social live streaming, as a form of real-time audio and video interaction relying on online media, allows users to use smart devices such as smartphones to conduct live streaming activities at any time and place, and seamlessly communicate and interact with fans. This form breaks the traditional one-way information transmission and realizes the two-way flow of information. Live streamers and viewers can have dynamic communication through text chat, voice calls, video interaction and other means, which enhances user participation and interactive experience. Social live streaming is not just a simple transmission of information, but also a deep means of creating and distributing social content. In the current new media environment, social live streaming is

widely used in various industries such as entertainment, knowledge dissemination, and product marketing, catering to the diverse needs of users through display, promotion, and communication. The core lies in "real-time live broadcast" and "audience interaction", focusing on the timeliness of content and audience participation, making social live broadcast an indispensable social media in the Internet era^[1].

2.2. Characteristics of Social Live Streaming

As an emerging form of media communication, social live streaming has attracted much attention due to its immediacy, interactivity, popularity, and social attributes. Instantaneousness constitutes the soul of social live streaming, where live content can be presented in real-time, allowing viewers to watch and communicate synchronously, enhancing users' sense of on-site participation. Interactivity is different from traditional media, where viewers can interact with the host in real-time through behaviors such as leaving messages, liking, and giving gifts, enhancing user engagement and platform user stickiness. Social live streaming has great versatility in dissemination, as information can quickly spread through various channels such as social networks and short video applications, reaching a wider audience. The characteristics of socialization cannot be ignored, as users establish new social connections through live streaming interactions and strengthen their sense of community belonging. Relying on these characteristics, social live streaming effectively caters to the diverse needs of users and has become an indispensable means of content distribution and social interaction in the era of new media.

2.3. Main Types and Platforms of Social Live Streaming

Social live streaming can be divided into four major genres based on content positioning and application scenarios: entertainment, education, e-commerce, and culture. In the field of entertainment live streaming, hosts attract fans by showcasing personal life details, talent shows, e-sports and other programs, which is particularly popular among young

people. Educational live streaming utilizes real-time interactive features for knowledge dissemination, online teaching, and remote training of professional skills, and has rapidly developed in recent years with a significant increase in demand for online learning. E-commerce live streaming, also known as live sales, promotes product marketing and transactions through real-time demonstrations and communication by hosts, and is an important part of the new retail industry. Cultural live streaming showcases traditional customs, local art, and other cultural features to the audience through live streaming methods, helping to spread and update culture. Live entertainment is very common on Tiktok, Kwai, Instagram and other platforms. Education live streaming is mainly active on professional education platforms such as Tencent Classroom and ClassIn. E-commerce live streaming is mainly conducted on e-commerce platforms such as Taobao Live and JD Live. Cultural live broadcasts appear more frequently on platforms such as Tiktok and Bilibili^[2].

3. Application Areas of Social Live Streaming

3.1. Brand Promotion and Publicity

The real-time live streaming function of online social platforms has become a powerful assistant for business promotion and marketing. Through real-time user interaction and diverse content formats, the emotional bond between enterprises and consumers has been deepened. Compared to traditional advertising models, the instant feedback and sense of participation in live streaming provide brands with the opportunity to have direct conversations with the audience, answer questions, and showcase product features during the live streaming process, shortening the psychological distance with consumers. Merchants often adopt strategies such as collaborating with internet celebrities for live streaming and hosting brand exclusive live events to enhance the market awareness of their products. By placing the product in an actual usage environment through live streaming, consumers can experience the actual application effects of the product more clearly and increase their confidence^[3]. Real time interactive live streaming on social media demonstrates significant social diffusion capabilities, where viewers can quickly gather more viewers with just one click of the live streaming link, greatly expanding the brand's reach and promotional influence in a very short period of time.

3.2. Online Education and Distance Learning

In today's rapidly advancing information technology, online social live streaming, as an emerging form of education, has been widely integrated into the practice of online education and distance learning, providing strong support for the innovation of educational methods. Through live streaming on the internet, teaching activities are no longer limited by time and space, providing students with the opportunity to access high-quality educational resources anytime and anywhere. Compared with traditional video courses, the biggest advantage of online live streaming teaching lies in its interactivity. Teachers can answer students' questions in real time during the live streaming process, enhancing the interactivity of teaching and student participation. Social live teaching can also be combined with various media such as PPT, videos, charts, etc making the teaching content more diverse and easy for students to understand and absorb. The social live streaming teaching

model also fully considers the needs of personalized learning. Teachers can flexibly adjust the teaching progress and content based on feedback from live streaming interactions. Students can also replay the live streaming content after the course ends to better review and master knowledge.

3.3. Inheritance and Innovation of Traditional Culture

Online social live streaming has become a new channel for the inheritance and innovation of traditional culture. By leveraging the power of online platforms, traditional culture has achieved a wider coverage and attracted the attention and understanding of many young people towards traditional culture. Cultural workers and enthusiasts showcase rich content, including traditional art, folk crafts, intangible cultural heritage, such as calligraphy, drama, and window decoration production, to the public through live streaming platforms, revitalizing their vitality through online interaction, display, and interpretation. Social live streaming breaks geographical boundaries, allowing viewers to easily access regional or niche cultures that are usually not easily accessible, providing new opportunities for the maintenance and promotion of traditional culture. Live streaming, as an emerging medium, is innovative in enriching the forms of content expression. For example, integrating traditional art with modern trends, incorporating fashionable music or avant-garde visual effects into live broadcasts, and attracting the attention of young people^[4].

4. The Current Situation of Social Live Streaming

4.1. Spread of Vulgar and Harmful Content

In the current rapid development of social live streaming, the problem of the spread of vulgar and inappropriate content on platforms has become increasingly prominent. Many anchors, in order to increase their attention and attract traffic, are willing to use revealing clothing, vulgar language, and eye-catching behavior to attract the audience's attention, in exchange for more tipping and business cooperation opportunities. Such content damages the overall image of the live streaming industry and also misleads the values of young audiences. Due to the low entry standards for live streaming and the imperfect content review system, the lack of regulation on some platforms has given space for vulgar content to spread. Some platforms even adopt a default or non-interference attitude, believing that such content can increase traffic and revenue. The widespread dissemination of vulgar content has caused serious negative impacts, harming the physical and mental health of young people, and posing a threat to the healthy development of the social live streaming industry. Viewers who are exposed to such content for a long time may experience distorted values, leading to imitation effects and further deterioration of social norms.

4.2. Risk of User Privacy Leakage

With the booming development of social media live streaming, the protection of personal privacy information has gradually become a focus of social attention. During live interaction, users inevitably need to register, leave comments, and like, which leads to the accumulation of massive user data on the platform, such as user nicknames, location information, viewing history, etc. Some criminals exploit technical vulnerabilities to steal personal information, and some even

use this private data for fraudulent or harassing activities, posing a great threat to user security. Some live streaming platforms disclose user data to other partner organizations for advertising purposes without explicit user permission, which increases the risk of privacy breaches. Some platforms do not have clear privacy protection policies, lack transparent user data processing procedures, and users are at a disadvantage in personal information management. The leakage of privacy violates the legitimate rights of users, reduces their trust in the platform, and affects the platform's user loyalty^[5].

4.3. Intellectual Property Protection Issues

With the rapid development of social live streaming, copyright disputes have become increasingly prominent. Many live streamers openly steal others' original music, film, images, and other resources during live broadcasts, and display others' products, performances, etc. without permission. This behavior seriously infringes on intellectual property rights. Some even openly plagiarize the live content or creativity of others, attracting viewers and receiving rewards by broadcasting or imitating their live programs, which damages the legitimate rights and interests of the original creators. The insufficient handling of these infringement behaviors by relevant platforms and the frequent occurrence of infringement incidents have exacerbated the dilemma of copyright protection. The issue of copyright protection not only affects the creators of original works, but also erodes the credibility of live streaming platforms, hindering the healthy growth of the entire industry. The lack of a sound intellectual property protection system for original creators can lead to a decrease in creative enthusiasm, making high-quality content scarce. In order to effectively address this issue, social media live streaming platforms must strengthen copyright control, establish channels for reporting infringement, quickly take measures against unauthorized content, and impose necessary punishments on infringers.

5. Development Strategies for Social Live Streaming

5.1. Improve the Content Review Mechanism

Ensuring the purity and positivity of social live streaming content is the cornerstone of building user trust. Strengthening the content review process is particularly crucial to curb the spread of vulgar and harmful information. The platform has adopted advanced artificial intelligence review tools to implement real-time tracking and identification of live content, automatically filtering out content containing inappropriate remarks, violence, vulgarity, and other elements. With the help of advanced technologies such as voice and image recognition, AI review systems can automatically lock and intercept illegal information during live broadcasts. Content review cannot rely solely on technology. The platform has also added a manual review process, where professional auditors review the content selected by AI to ensure the accuracy and adaptability of the review. The system has established a comprehensive complaint process, allowing users to quickly report inappropriate information, and the platform responds quickly based on this to improve processing speed. By relying on a graded content review architecture, social live streaming services can fundamentally curb the spread of harmful information, ensuring that viewers enjoy a safer and healthier viewing experience. While optimizing the review process, the

platform regularly upgrades and educates the artificial intelligence system and reviewers to improve the review level and ensure the sustainable and healthy development of the content ecosystem^[6].

5.2. Strengthen Privacy Protection Measures

It is crucial to upgrade the protection measures for user data in the field of social live streaming to prevent the risk of improper use or leakage of users' personal information. Live streaming platforms need to upgrade their data encryption level and use cutting-edge encryption methods to store and transmit key data such as users' personal identification information and behavior trajectories, in order to resist illegal data theft. The platform should optimize its privacy settings function and give users more privacy choices, such as deciding whether to disclose their geographic location, interactive comments, etc in order to increase users' control over their own data. In order to enhance privacy protection, the platform needs to regularly update and publicly disclose its privacy policy, allowing users to have a clear understanding of every aspect of data processing and enhancing their trust in the platform. The platform should also increase its supervision of third-party partners to ensure that they comply with privacy agreements and do not use user data outside the prescribed scope without authorization. While strengthening privacy protection, establish a comprehensive privacy risk warning system to promptly identify and address potential security risks, ensuring maximum protection of user privacy and creating a trustworthy usage environment^[7].

5.3. Promote the Improvement of Laws and Regulations

Table 1. summarizes the main directions and corresponding measures for improving laws and regulations

Improve direction	specific measures	goals
Content Management Regulations	Clearly define the legal scope of live streaming content and prohibit the dissemination of harmful content	Ensure healthy content and create a good online environment
The User Privacy Protection Regulations	Mandatory requirement for platforms to encrypt and store user data to protect privacy	enhance user security, and avoid privacy leakage risks
The Intellectual Property Protection Law	Clarify the copyright ownership of live streaming content and crack down on infringement behavior	protect the rights and interests of original creators, and promote high-quality content creation
The platform responsibility identification standards	Establish the management responsibility of the platform for content review and user behavior	ensuring that the platform takes responsibility for safeguarding user rights and interests
Improve reporting and punishment mechanisms	Establishing channels for reporting violations and setting up punishment mechanisms for serious violations	standardize user behavior, and establish a healthy live streaming ecosystem

Promoting the soundness of the legal system is the

fundamental defense line to ensure the standardization of behavior in the field of social live streaming. With the rapid growth of the social live streaming industry, current legal norms are often unable to comprehensively solve various new problems that arise during the live streaming process. Government agencies need to accelerate the construction of a legal system, introduce specialized legal provisions for social live streaming, and provide clear legal guidance for the operation and management of live streaming platforms and user activities.

In the field of content governance, it is urgent to formulate specific regulations to strictly prohibit the dissemination of vulgar and unhealthy information, and ensure that live streaming programs follow the bottom line of social ethics. The relevant regulations for protecting user privacy should be optimized, forcing platforms to encrypt user data to avoid personal information leakage. Regarding the maintenance of intellectual property rights and the strengthening of the protection of creators' rights, the platform has the responsibility to crack down on piracy and infringement, and maintain the legality and compliance of content. Building an open and strict reporting and punishment system is crucial for regulating the activities of users and platforms.

6. Conclusion

In the digital wave, social live streaming platforms have opened up new paths for brand marketing, educational reform, and cultural continuity with their efficient information dissemination and interactive characteristics. With the rapid expansion of the industry, negative phenomena such as vulgar

content, privacy breaches, and intellectual property disputes have gradually surfaced. To promote the healthy development of social live streaming, it is urgent to optimize the content review process, enhance the level of user privacy protection, and promote the improvement of relevant laws and regulations. Strengthen industry supervision and platform responsibility, build a clearer and safer live streaming space, make social live streaming more in line with social needs, and ensure its long-term prosperity in the new media ecosystem.

References

- [1] Xing X. "The Application of New Media Technology in Live Streaming." *Television Technology* 47.11 (2023): 184-186.
- [2] Zhu H. "The Application of Digital Media Technology in New Media Live Streaming." *Television Technology* 47.8 (2023): 168-171.
- [3] Ji W. "Research on the Construction and Operation of New Media Live Streaming Bases in Universities." *Vocational and Technical* 22.10 (2023): 41-46.
- [4] Chen H. "Research on How District and County Level New Media Live Streaming Serves Regional Construction." *Compilation and Editing* 3 (2023): 178-180.
- [5] Zhu J. "New Media Live Streaming Technology in the Era of All Media." *Television Technology* 47.5 (2023): 163-165.
- [6] Li Y. "Analysis of Live Broadcast Script of Tiktok E-commerce Anchor." *Modern Linguistics* 11.11 (2023): 5018-5023.
- [7] Su T. "The Application and Development of New Media Technology in the Field of Live Streaming." *Television Technology* 47.2 (2023): 184-186.