

Analysis on the Lack of Responsibility of Network Anchor and Countermeasures

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Abstract

With the continuous development of Internet technology, not only the relationship with people's life is more and more close, but also a variety of new forms are emerging. Among them, webcast is such a new form of network that is born out of the sky and has a great influence rapidly. As a new type of social media, webcast not only greatly enriches people's lifestyle, but also creates great economic value. It also has prominent advantages in cultural exchange. However, we must also see that webcast also brings many problems. Based on this, it is of great significance for the healthy development of network live broadcast to explore the lack of responsibility of network anchor and summarize the targeted countermeasures.

Keywords

Webcast; anchor; lack of responsibility; governance countermeasures.

1. INTRODUCTION

The emergence of webcast is not something in recent years. However, since 2016, the rapid development of the platform and industry has shown a strong momentum of development, so 2016 has also been recognized as the "first year of webcast" [1]. The popularity of network live broadcasting is not only reflected in the rapid economic growth of Internet Celebrities, but also in the growth of the number of network anchors. But at the same time, a series of social problems caused by the lack of responsibility of network anchor also need to be solved, which directly affects the long-term healthy development of the network broadcast industry.

2. CURRENT SITUATION OF NETWORK LIVE BROADCAST

At the beginning of this century, video chat has become popular, and live network has appeared, but its influence is not great. However, since 2016, the network live broadcasting industry has shown explosive growth, rapidly becoming an important part of people's lives. Statistics show that, at present, there are more than 200 webcast platforms in China, and the total number of users exceeds 200 million. Compared with traditional media, this is a very amazing number [2]. The current live network shows the following three characteristics.

First, there are various forms. Network live broadcast covers almost every aspect of life, from language chat, music live broadcast, sports live broadcast, shopping live broadcast, life sharing and so on. It is not only multifarious, but also bizarre.

The second is the large number. The number of anchors and fans is very large, because with the popularity of mobile phones and mobile terminals, people are not only more and more

closely connected with the network, but also have a very low threshold to participate in live broadcasting. Therefore, as long as you can gather popularity, you can get income, which also stimulates more and more people to participate in the live broadcast. At the same time, the great richness of the content also attracts more and more people to watch the live broadcast Mutual promotion.

Third, recognition is getting higher and higher. With the increasing influence of webcast, its status is getting higher and higher. From the initial entertainment, it has gradually developed into many areas that are considered "tall and high". For example, during the NPC and CPPCC sessions, many traditional media have started live broadcasting. At the same time, more and more large-scale activities have also set up special live network channels, which also makes the influence of webcast more and more great [3].

3. CHAOS CAUSED BY LACK OF RESPONSIBILITY OF NETWORK ANCHOR

Although the network live broadcast presents a prosperous situation, there are many chaos at the same time. This is largely related to the lack of responsibility of network anchor as a content producer. At the same time, some behaviors of the audience, the platform and the regulatory authorities have further magnified the problem.

3.1. Lack of Constraints on the Content of the Host

Webcast is an activity to attract the attention and attention of the audience. The higher the attention is, the more benefits it will get. At the same time, the threshold of live network access is low, so some anchors in order to get high attention and no bottom line for profit, which is also the root cause of the chaos of live network. Although in recent years, the state has been cracking down on the vulgar content of the Internet more and more, but there are still many anchors wandering on the edge of the law, relying on vulgar content to attract attention and make eye-catching remarks without bottom line, which has caused bad social impact.

3.2. The Quality of Live Broadcast Audience Is Not Uniform

In the audience of network live broadcast, there are both adults and teenagers; there are those who have the ability of independent thinking, but also those who follow the trend; there are those who have good self-discipline ability, and those who want to show ugly appearance in the virtual environment of the network. The gathering of these people with different qualities, some of them are easily affected by the bad live broadcast content, while others contribute to the live broadcast content, and on the contrary, make the anchor lose himself. In addition, various illegal live broadcasting platforms have been released.

3.3. The Responsibility of Management of the Platform Is Not Fulfilled

The benefits obtained by network anchors depending on the platform are shared with the platform in proportion, which is also the legitimate income of the live broadcast platform. This also means that the more popular the anchor attracts, the higher the platform's interests will be. Therefore, for live broadcast of chaotic or even illegal content, the platform may selectively ignore it. As the direct regulator of live content, the fundamental reason why the platform fails to fulfill its management responsibility is the trend of interests.

3.4. Weak Supervision by Relevant Departments

Network live broadcasting is a new thing, so there are many blank areas in laws and regulations, which also causes greater difficulties for the relevant departments to supervise; at the same time, the network has the virtual and. This year, with the continuous introduction of laws and regulations, the supervision of webcast is becoming more and more powerful, but it will take some time to truly achieve comprehensive supervision.

4. STRENGTHEN THE RESPONSIBILITY OF NETWORK ANCHOR AND STANDARDIZE THE LIVE BROADCAST INDUSTRY

4.1. Strengthen the Anchor's Sense of Responsibility and Content Constraint

As the producer and publisher of content, network anchor must fully realize its importance, fully understand relevant laws and regulations, maintain a responsible attitude towards the released content, and ensure that the live broadcast content does not violate laws and regulations, nor violate public order and good customs. In the face of fierce competition, network anchors can constantly improve their self-cultivation and ability, innovate the live content, and attract the attention of the audience, instead of flattering the audience by making a fuss and losing the bottom line. In addition to requiring anchors to improve their own quality and self-cultivation, we should set a certain threshold or establish a certification system for the access of network anchors. Those who do not conform to the standards of laws and regulations and moral quality should be excluded. Only by really improving the overall quality of network anchors can the whole industry achieve long-term and healthy development [5].

4.2. Live Audience Self-Discipline

In the live network environment, the audience is often in the anonymous state, the hidden nature of the network is easy to expose the ugly side of people. This also makes the network broadcast room frequently appear explicit speech, follow the trend of abuse, false news. Therefore, we should strengthen the moral guidance of the network society. On the one hand, we should improve the moral cultivation and ideological quality of the audience, and improve the self-restraint ability. On the other hand, we should let the audience understand that the network society is still under the supervision of the law, and any behavior that violates the laws and regulations will also be punished accordingly.

4.3. Live Broadcast Platform Strengthens Content Management

As the direct manager of webcast, live broadcast platform also shares the benefits of webcast. Therefore, it is necessary to strengthen content management and take corresponding responsibilities. If there are illegal content in the live broadcast, the network anchor should be held responsible, and the live broadcast platform should also bear the corresponding consequences because of poor management. The live broadcast platform is the main organizer of the network live broadcasting industry. It has the responsibility and obligation to manage the network anchor and screen the live broadcast content, which will affect the social order and good customs, and put an end to the content that violates the socialist core values. This also means that for the live broadcast platform, on the one hand, it is necessary to constantly innovate the live broadcast content, provide higher quality live broadcast service, and on the other hand, do a good job in content management, and resolutely deal with the illegal content.

4.4. Strengthen Legal Supervision and Moral Restraint

To establish perfect laws and regulations for network live broadcast is the fundamental way to standardize the network live broadcasting industry and solve the problem of network live broadcast. In recent years, with the gradual exposure of some problems in the network live broadcast, the SARFT has issued the notice on strengthening the management of network audio-visual program live broadcast service, which limits the network live broadcast. However, it is necessary to further strengthen the tracking efforts, improve the legal system, and strengthen the publicity and investigation to ensure the direct broadcasting Broadcast platform for effective supervision. At the same time, we should also pay attention to the moral construction of the network society. Through active and effective moral guidance, we can gradually improve the moral quality of network anchor and form a good environment for live network environment.

5. SUMMARY

Generally speaking, as a new form of media, webcast has produced many positive meanings to people's life. However, we must also see that there are quite a lot of chaos in the current network live broadcast, the advantages and disadvantages of live broadcast content coexist, eye-catching, no bottom line live broadcast occurs frequently, such problems are caused by many reasons. In order to better guide the live network industry, we must strengthen the responsibility consciousness and content constraint of the host, self-restraint of the audience, content management of the live broadcast platform, and legal supervision and moral restraint.

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