

投稿類別:英文寫作類

篇名:

A Discussion on Internet Celebrities' Secrets

(網紅來襲—探討分析網路紅人帶來背後秘辛與商業效益)

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I. Introduction

Nowadays, many people become famous through the Internet. They are not only bloggers, but also people who like to share about cosmetics, delicacies, while some bloggers like to show themselves on social media. With good qualities, to be special Internet Celebrities, they need professional photographers and great team work. This can make them earn sponsors' money and accumulate the number of fans with videos, pictures, and articles. When the Internet Celebrities become more popular, they will be sponsored by the companies which need them to promote their products. The sponsor will also invite them to join in many product promotions. With visibility increasing, Internet Celebrities will affect their fans to buy certain products. That is how companies achieve the purpose of promoting their brand. Internet is playing a key role in today's e-commerce economy. That is why we want to know how the Internet Celebrity economy works.

I.1 Motivation:

As we can see, Internet Celebrities boomed, and many people nowadays chat about Internet Celebrities. Besides, all of our group members show an interest in it. While we were searching for the information we need, we discovered that there is a proper noun: Internet Economy. Internet Economy is actually playing a key role in today's commerce. Many companies show great interest in cooperating with Internet Celebrities because of it influences their revenue. Promoting products with the endorsement of Internet Celebrities is a good chance to improve commerce. So, we are curious and we want to research for more information.



I.2 Purposes:

With the report, we have been thinking a lot about Internet Celebrity economy. We find out that nowadays, many people become Internet Celebrities and they play a key role in commerce. In recent years, many talent shows and social media, such as YouTube which is a good platform for talented people, make them popular overnight. Then, we are curious about how Internet Celebrities become so important to our commerce. The purposes of this study are as below:

1. How do Internet Celebrities earn money?
2. Why do people want to become Internet Celebrities?
3. What strategies do Internet Celebrities use become popular?

I.3 Methodology

The methodology used in this study is data collections, data analysis, online questionnaire, and

interview.

Internet Celebrities become a big hit in our life, with some endorsement deals for famous companies or they are also becoming popular star on shows by showing themselves. Then, we conducted online questionnaires for younger school mates and others. In order to know what teenager or grown-ups nowadays think about Internet Celebrities, we also invite one Internet Celebrity on social media to tell us about what the Pros and Cons of being an Internet Celebrity. In addition, we can know the secrets lying behind the beyond the spotlight.

I.4 Instruments:

The study applied the instruments such as camera, and note-taking paper, as well as online questionnaires, Excel, Word, and Power Point.

II Body

II.1 Literature Review:

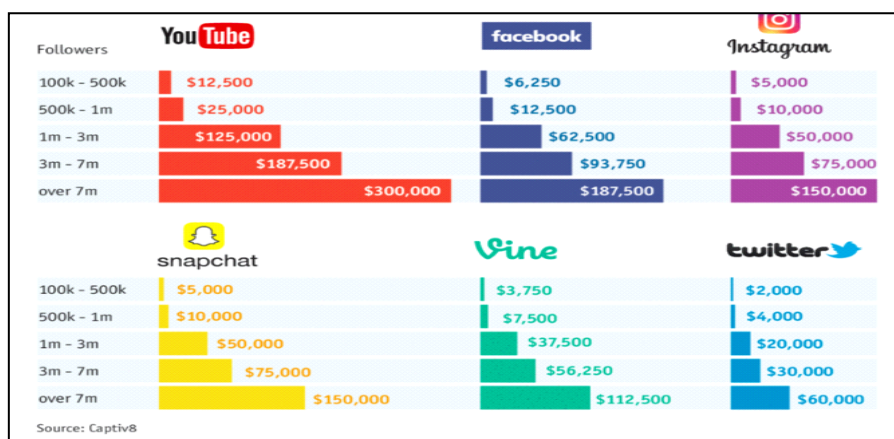
II.1.1 Why do people want to become Internet Celebrities?

Some people dream of becoming famous when they're still young. They desire to be under the spotlight, which means that they want to show themselves and become the center of attention. They want to become a celebrity, to have lots of adoring fans, and to have their names recognized by everybody. For these kinds of people, fame is important and adorable. They want to be famous so people will buy the product which they endorse, and they still can do something they love. Then, they want to get supporters. They think becoming a celebrity is a good way to extend their career.

II.1.2 How do Internet Celebrities make money?

This study indicates that Internet celebrities would use all platforms on social media, and YouTube brings them the most income. So, this study take YouTube for example. One of the reasons is that YouTube applies the method of forcing YouTubers to place advertisements, which leaves its audience have no choice but to watch the advertisements. As long as YouTubers allow advertisers to post advertisements in their videos, the youtubers will receive the money from advertisers.

A Study of Discussing Net Reds' secrets



Picture2. The comparison among social media(source: SmartM(2017))

II.1.3 What is the net red economy?

The word “RED” is from China, and it means something or someone that is quite popular. Internet Celebrities own big influence of Internet Economy. They can change their fans into consumers and increase income for the companies which they endorse. These results in a situation mentioned above, which is called Net Celebrity Economy. This term also turns into a buzzword, which lots of people have been talking about recently.

II.1.4 What ways do Internet Celebrities become popular?

The first procedure to become Internet Celebrity is to recognize which social media makes you turn extraordinary. People like to show themselves to others by photos, articles, videos, etc. They put their articles on blogs, videos on YouTube, and their photos on Instagram. When others like their "sharing", they become their fans. Then, Internet Celebrities will make themselves become “special brands”, which make people think of them when they hear the names of those “special brands”. In conclusion, most essential factor of becoming popular is fans. With social media, and fans, anyone can be an Internet Celebrity. Then, how much income you received is dependent on how many clicks and likes you get.

II.2 Findings and Discussion

II.2.1 Interview:

We invited one of the Internet Celebrities of a social media for an interview who is called Bai Bai. She has been working as an Internet Celebrity about six months. In the social media, she is an anchor with quite a tame. She told us a lot of tips and secrets that she knows. We invited her on August 19th, 2017.



Picture1. Interview with Bai Bai (webcast anchor) taken by author

Bai Bai knows this job through her friends. In addition, she works as an Internet Celebrity because of the profit. As she said, they can earn money faster than others. For example, in Taiwan, the hourly wage of part time jobs is usually NT133 per hours, but Internet Celebrities can earn NT600 per hour through social medias. However, Internet Celebrities will be very busy and sometimes will be molested by fans. In addition, their life can't be as private as others. Some fans may intrude into Internet Celebrities' zone of privacy.

Form1. Pros and Cons between Internet Celebrity and other jobs(Organized by author)

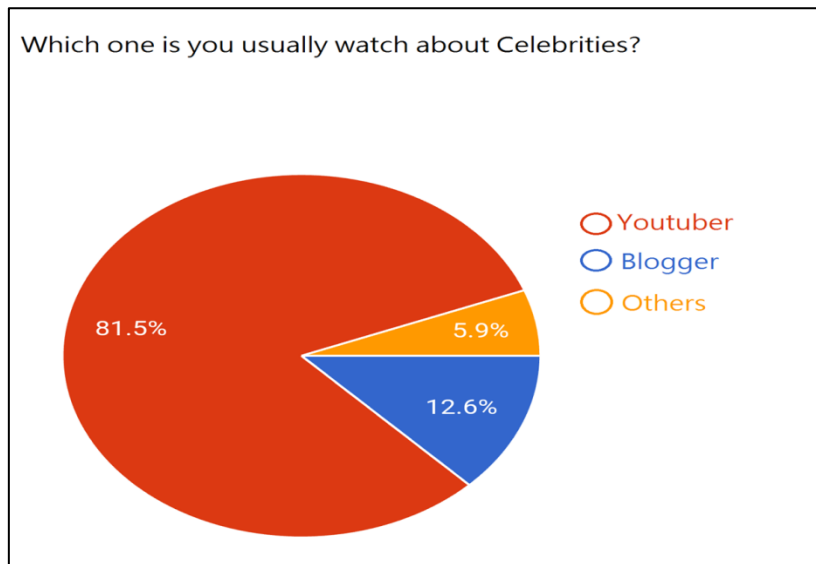
Items	Pros	Cons	Pros	Cons
	(Internet Celebrity)		(other jobs)	
Salary	NT 600/ hour			NT 133/ hour
Life	Popularity	No privacy	Unknown	Freedom
job functions	Show your abilities to everyone.	Keep talking and no resting, and busy.	Only do what your job need.	Work is normal and boring than others.

The study shows that every Internet Celebrity attract fans with different ways. The most important way to make fans like them is being unique. She told us that the differences among Internet Celebrities will make viewers have more choices to choose.

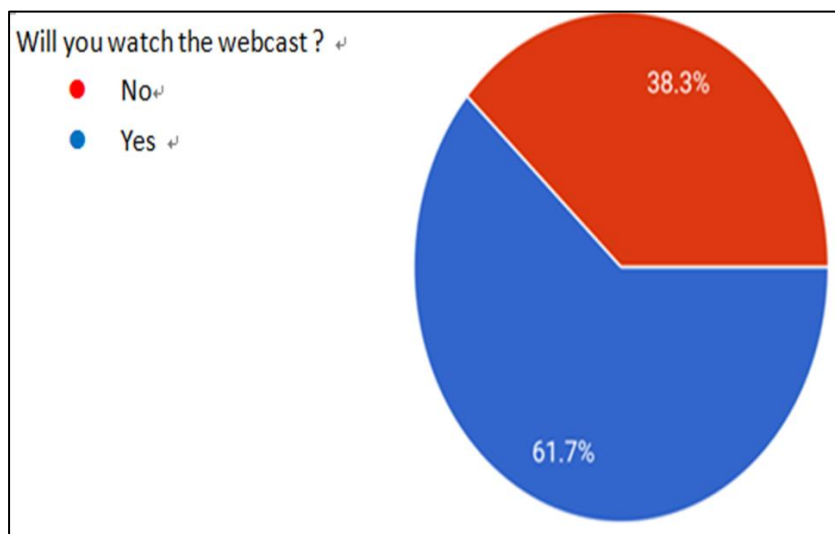
Bai Bai told us that the most impressive memories is an acquainted fan dated her and gave her some local snacks in Tainan, and she said the fan was totally nervous and even trembled. The fan explained that he was so excited that he could meet his idol in the real life not just on his smart phone.

II.2.2 Data and Analysis:

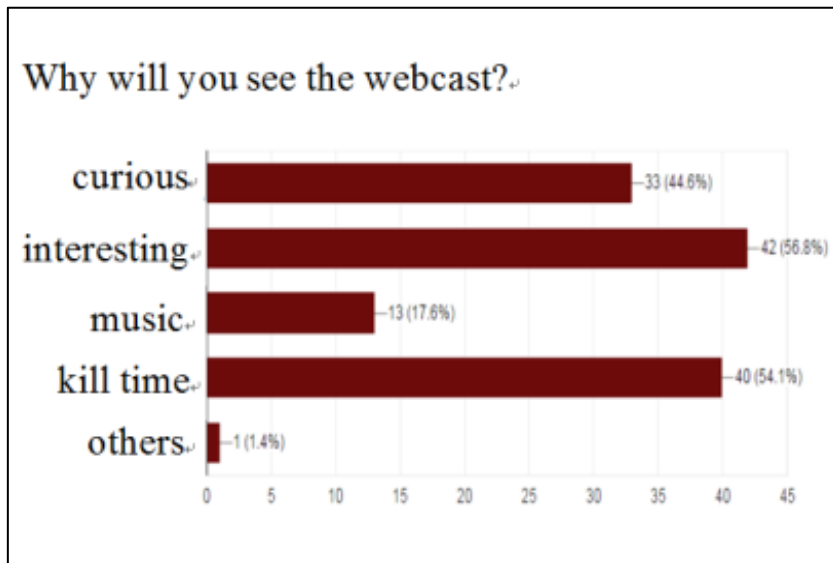
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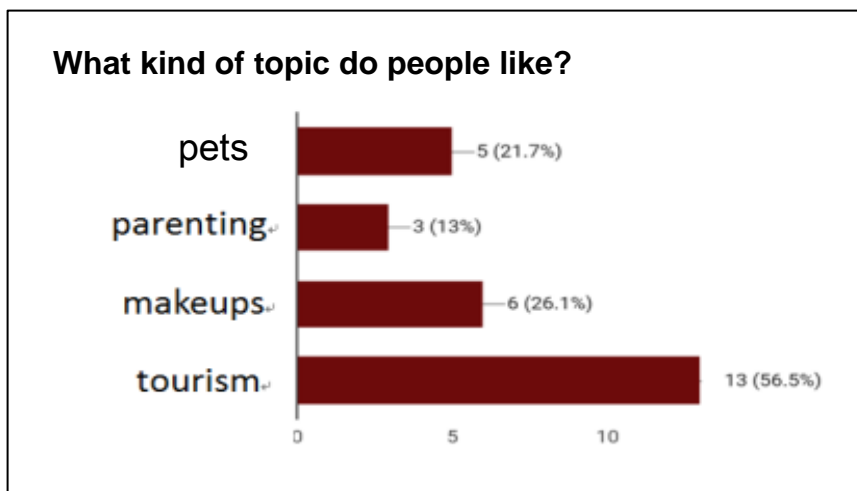
1. The graph above indicates that most of the people like YouTuber better because nowadays Internet Celebrity uploads their videos to YouTube. Before the YouTube video become famous, many people put their articles on the blog in order to share their feeling or their life. Then, YouTube is a platform for people to share their life in motive way. Obviously, people choose the new way to “kill time” .



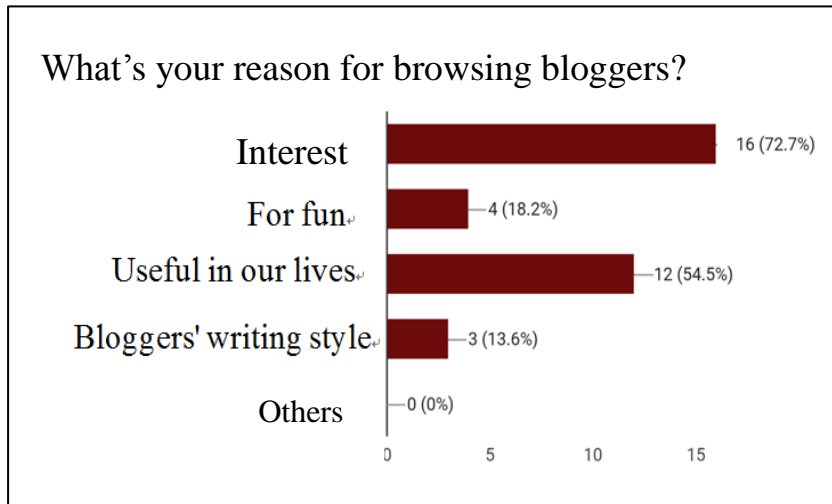
2. The graph represents that most people would watch the webcast now. Because now the technology is very advanced in era of network development, everyone has a mobile phone. Many people are really interested in what Internet Celebrities do through online live broadcast, and with the prevailance of smartphones and wifi, it is quite convenient to watch online broadcast. Webcast has also opened a new era for people.



3. The graph above shows that most people who watch the webcast think it's very interesting and they can kill time as well. There are still a small number of people think that they can listen to some music which is newly released.



4. According to the graph above, most of the people can not travel everywhere easily, so they choose to read some articles about traveling on blogs. Also, some people are interested in articles about cosmetics. Bloggers will write about what their feelings for using those cosmetics, so people will look for suggestions. Nowadays, people keep pets at home, so they are aware of the advantage and disadvantage of. Some people share about their lives with kids, which kinds of articles are very common, especially for parents. A lot of people read the articles on blogs in order to find the "shared ideas" with others.



5. From the data above, we can see that now people are reading blogs less often. Many people tend to "interest" and "life is related to the use of" reasons to choose to view bloggers.

In recent years, many youtubers devoted in producing videos about beauty, travel, and so on; there are too many topics to mention; but the popularity of high tribal popularity is still high, people will not pay less attention!

III. Conclusion and Suggestion

III.1 Conclusion

The study shows that Internet is the best way for people to get new information. Internet Celebrities make a good use of internet. Most people like videos on YouTube better than articles on blogs. People prefer watching moving images to reading texts. Because of the Internet, there are many interesting things that people can learn about. In addition, Internet Celebrities earn money and get a lot of fans by social media and Internet.

Then, Internet Celebrities become an important part in commerce. That is because nowadays many social media become very influential. Youtubers went viral on social media. With the Internet, there are now many choices for everyone to choose, and there are many interesting things for people to follow. Internet Celebrities use internet to earn money, views, and get a lot of fans. They are almost the same as “selling themselves” by making their lives public. Being an Internet Celebrity is really a difficult job. It is not that easy as what we think. Which kind of social media they choose in order to become popular becomes truly important right now.

III.2 Suggestion

Youtuber is an uprising job in recent years. A lot of people dream of becoming Youtubers. To be a successful Youtuber, people have to make their videos as interesting as possible, so the videos get more

publicity and their channel gets more fans. Youtuber earn money by gaining more views and followers, so this is very important.

Some people said "Do not be kidnaped by the number of views". In order to get more views and followers, Youtubers have to update new videos every two to three days. It seems to take little effort to work, working at home and only need to make some videos. In addition, people can do anything they want to make money. Yet, we do not know that the back of the success is subtly hidden an episode of suffering and bitterness unknown to anyone. For those who want to become Internet Celebrities, they should try a lot, do their best, and they also have to think about how to get more "views and followers".

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Appendix

Questionnaire

1. Which do you usually watch about Internet Celebrities?
 YouTuber Blogger Others
2. Will you watch the webcast?
 Yes No
3. Why will you watch the webcast?
 Curious Interesting Listen to the music Kill time Others
4. What kind of topic do you like?
 Pets Parenting Makeups Introduction Tourism
5. What is your reason for browsing bloggers?
 Interest For fun Useful in our lives Bloggers' writing style Others

Questions for interviewee

1. Why do you want to do this job?(請問你為什麼會想從事這份工作?)
2. How long have you been doing this job?(請問你從事這份工作多久了?)
3. How do you get to know this job?(請問你是如何得知這份工作的呢?)
4. What are the secrets behind this job?(請問這份工作背後的秘辛是什麼呢?)
5. What are Pros and Cons of doing this job?(請問從事這份工作的優勢和劣勢有哪些?)
6. How do you attract fans?(請問你是如何吸引粉絲?)
7. What's the mindset you treat to your fans?(請問你是以什麼樣的心態面對粉絲?)
8. What are risks of doing this job?(請問從事這份工作的風險是什麼?)
9. What are something that we won't know actually?(請問有什麼事是我們不知道的嗎?)
10. Have you ever met something impressive to you?(請問你曾經遇過讓你印象深刻的事嗎?)
11. What did you learn and your feelings?(請問你從中學習到什麼還有感想是什麼?)
12. Do you want to say something to your fans and people who also want to be the same job as you?(請問你有什麼想和你的粉絲還有那些也想和你一樣成為網紅的人說的話嗎?)
13. Have you ever wanted to quit this job?(請問你曾經有辭去這份工作的念頭嗎?)
14. How to raise the popularity?(請問要如何提升知名度?)
15. What's the biggest harvest of doing this job?(請問從事這份工作的最大收穫是什麼?)