



Study on the Responsibility Deficiency of Social Media from Multiple Perspectives

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Abstract

Social media has quickly gained hundreds of millions of audiences through the characteristics of big data, algorithm technology, information fission, and precise interaction as the new media rapidly rises. However, due to the lack of media literacy, the phenomenon of vulnerable individuals being targeted by online attacks is common. It is crucial to improve the media literacy of internet users. This article compares two social media incidents and the relevant data one week after the incidents occurred. It analyzes trends in media information, the volume of media coverage, the distribution of information sources, word count statistics, and the overall amount of information. The problems such as infringing on the reputation of others, the weak sense of social responsibility, the violation of news ethics, and the lack of media literacy were analyzed. Furthermore, solutions were proposed from the perspective of respecting the dignity of others, including ethical news practices and enhancing the identification of media infringements.

Keywords

Social media, Comments, Responsibility, Media literacy

In recent years, social media has appeared in our lives in different forms, and diverse media have reached every corner of society. From the initial newspapers, television, and radio to the now popular Internet, mobile phones, digital products, and so on. They influence people's lives in different ways as media. This influence is a double-edged sword that can help or hurt people (Guo & Hou, 2023).

On July 28, 2022, a traffic accident occurred on the Guigang section of the Liubei Expressway in Guangxi. The door of a Lexus LM commercial vehicle (MPV) was locked after the traffic accident (later known as the "door locked" incident). The Internet targeted rescuers. The driver's behavior was questioned and abused. On August 3, TikTok anchors Caihong and his wife posted a video claiming that they had sold goods about 230 million yuan in one day and made a net profit of 3 million. This attracted countless netizens to watch, and the Sichuan Taxation Bureau intervened to investigate the tax situation (later referred to as the "Caihong Couple" incident).

1. Comparison of relevant data

In response to the above two events, the author collected the media information volume statistics of the former for one week (0:00 on July 28 to 12:00 on August 5) and the one-day "Rainbow Couple" (August 3) from the Internet. According to the data statistics from 0:00 on August 3rd to 15:00 on August 4th, the following characteristics were found in the comparison.

1.1 The trend of media information volume

After the incident, the most data was released the next day, with the highest peak value. After the "Rainbow Couple" incident, the peak value was reached at 6: 00-15:00 the next day.

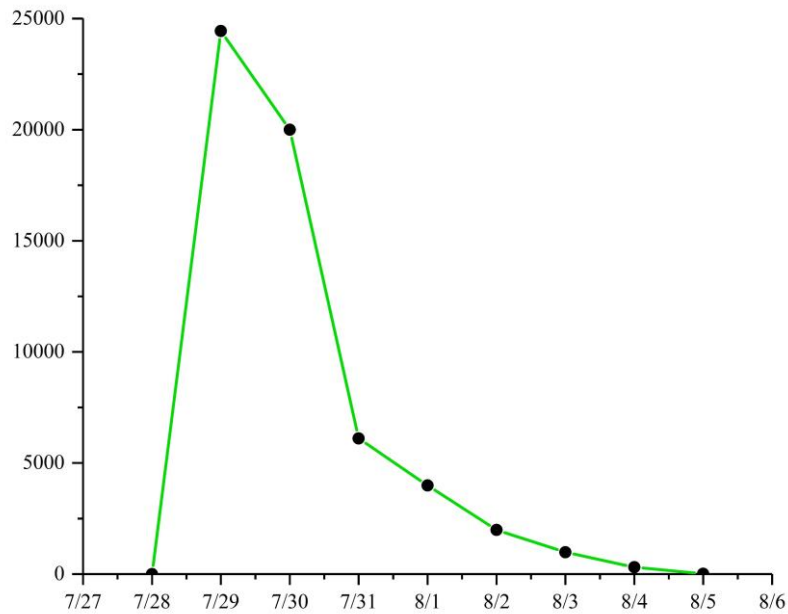


Figure 1. Trend of media information volume on car door lock events (unit: piece/article).

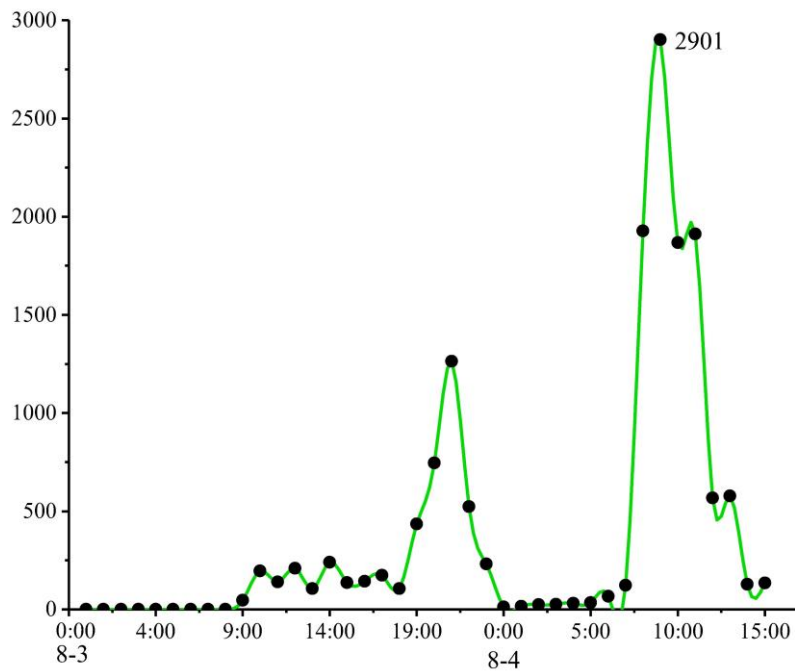


Figure 2. Trend of media information volume on the Rainbow Couple incident (unit: piece/article).

1.2 The amount of media information

The amount of media information about the locked door and the Rainbow couple incident, the most published are Weibo, client, and video respectively.

Table 1. Amount of media information (unit: piece/article)

Media type distribution table								
	WeChat	Weibo	Forum	Client	Video	Website	Press	Total
Car door lock incident	2131	21887	791	21008	9130	3150	26	58123
Rainbow couple incident	33	11953	39	1324	572	91		14012

1.3 Proportion of information sources

Weibo almost reflects the fastest and accounts for the highest proportion.

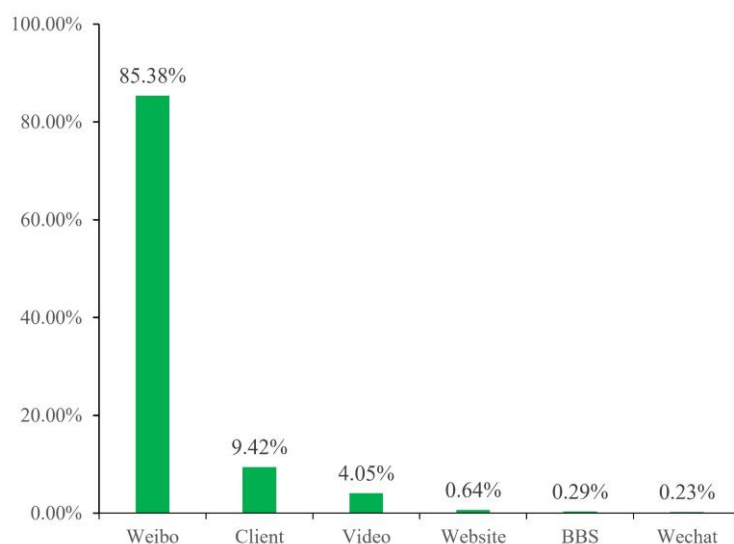


Figure 3. Media distribution map of car door lock incident (unit: bar).

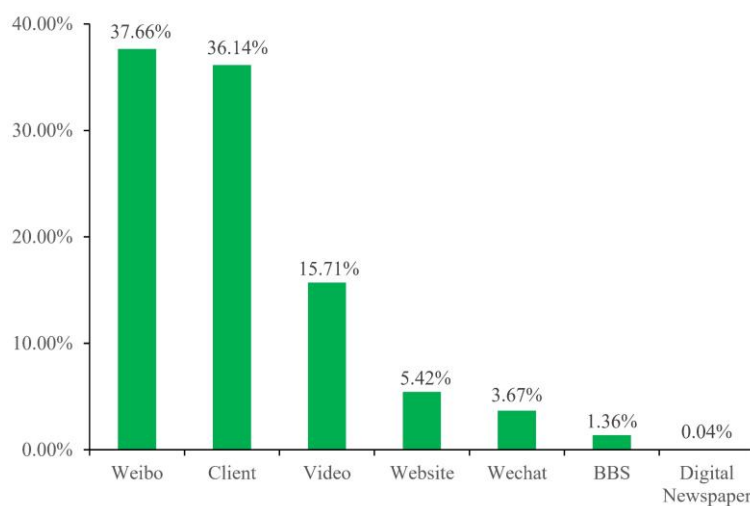


Figure 4. Media distribution map of the Rainbow Couple incident (unit: bar).

1.4 Word cloud

The word cloud for millions of luxury cars mainly includes Lexus, car doors, car accidents, and car doors. The word cloud for Rainbow Couple mainly includes videos, Internet celebrities, net profit, and live streaming.



Figure 5. Word cloud of car door lock incident.



Figure 6. Rainbow couple incident word cloud.

1.5 Statistics on the amount of comment information

The video of a million-dollar luxury car with locked doors and people trapped after a car accident has the highest number of posts, and the Rainbow couple posted the most information on Weibo.

Table 2. Amount of comment information (unit: piece/article) (repeated but not tied)

	Media type distribution table					Total
	Weibo	Forum	Client	Video	Website	
Car door lock incident	45705	15460	153495	214541	5532	344733
Rainbow couple incident	13193	59	1781	2907		17940

2. Enlightenment

Since the emergence of social media, it has had its own aura of attraction, attracting countless netizens. The China Internet Network Information Center (CNNIC) released the 52th "Statistical Report on China's Internet Development" (hereinafter referred to as the "Report") in Beijing. The "Report" shows that as of June 2023, the number of Internet users in China reached 1.079 billion, an increase of 11.09 million from December 2022, and the Internet penetration rate reached 76.4%. As of December 2022, among netizens, the user utilization rates of instant messaging, online video, and short video were 97.5%, 94.5%, and 90.5% respectively, and the user scale reached 1.007 billion, 975 million, and 934 million respectively.

2.1 Infringement on the reputation of others

As a communication tool on the Internet, social media immediately attracted the attention of netizens across the country after the video was released on the short video platform TikTok. In the incident of "people were trapped after a car accident involving a million-dollar luxury car, the doors were locked and people were trapped", TikTok's video explanation has explained that the key point to pay attention to is the vehicle's program or hardware defects. Why the inability to open the door after the vehicle collision is the most important issue. However, in recent days, there have been some targeted comments on social media, questioning or even criticizing the enthusiastic drivers who participated in the rescue of the accident car the first influence (Zhi & Fan, 2022). This incident left "heroes chilling" and "good people heartbroken".

The new communication environment, especially social media represented by WeChat and Weibo, has given netizens the right to actively communicate. In many cases, netizens trigger public opinion through their remarks on social media influence (Zhang & Fan, 2022), but this public opinion is not necessarily a collection of majority opinions. Irresponsible online violence is a lack of social responsibility and a trampling on the privacy rights of others. Most netizens wrote in the comment area, "If I had been at the scene, that person would definitely have been rescued. I was so anxious." "I would have broken the window earlier so I wouldn't have wasted time. If you don't like it, don't comment. It's just a matter of discussion. Do you have the same opinion?" Some of them 232 people liked it; "You can take action when you have command, no need to take a video", "You should get them out even if they are dead?"

I don't understand", "The driver didn't suffer much when he was rescued", he should participate in the rescue, at least he knows how to operate the vehicle."

2.2 Weak awareness of social responsibility

The social responsibility theory was proposed in the 1940s and gradually matured after the 1950s. The theory of social responsibility is an important theory in Western journalism. It is a limitation and modification of the traditional press freedom theory (Liu et al., 2022), an innovation and transformation of liberalism, and an important criterion for evaluating the status, image, and influence of the media influence.

It is the responsibility of the media to assume social responsibility. During the evidence collection of the "Liu Xuezhou Internet Violence Case", the contents of more than 2,000 private messages were shocking. Liu Xuezhou's suicide note was full of accusations of cyber violence. However, on the day of Liu Xuezhou's death, some cyber violence accounts secretly deleted cyber violence information in an attempt to destroy evidence and escape legal sanctions.

News works and random comments made by social media users in pursuit of attention-grabbing effects are against industry ethics. Some behaviors that intentionally arouse reactions from the audience are behaviors that disregard social consequences. They will inevitably cause dissatisfaction after being broadcast. If things go on like this, regardless of social benefits and the interests of the people, they will eventually be spurned by the world, and they will eventually perish in their own hands.

2.3 Violate journalistic ethics

Ethics is a science (Ma & Deng, 2022) about human quality, cultivation, and behavioral norms. The main body of journalism ethics refers to the sum of the value orientation, moral performance, and daily behavioral ethics of the journalism industry as a whole, the news media, and journalists in news communication activities (Huang, 2022). Journalism ethics includes the principles of justice, truth, benevolence, and integrity. Zhou Zhaocheng said that as of January 18 this year, there were more than 2,000 private messages in Liu Xuezhou's Weibo private messages alone involving related "cyber violence" remarks.

When there are no gatekeepers for news comments or live video interactions on social media, online violence, and public opinion lack benevolence, which is chilling. Some netizens even committed suicide because they could not bear the pressure of public opinion. People cannot help but lament the "keyboard warriors" in social media. Lack of responsibility and journalistic ethical principles.

2.4 Lack of media literacy

Infringement of social media comments often has the characteristics of a wide range of influence, rapid spread, and simplicity. After infringement, it is easy to cause mental harm to the victim. The consequences of such harm are more serious than other forms of material harm.

The most indispensable thing in social media is the audience. The audience is the receiver of information and to some extent the dissemination of information. The received information is transmitted in various ways after individual interpretation and released into life. Therefore, the audience is the audience that has the most contact with the media and is the most important group. The lack of media literacy of the audience will directly lead to misreading, distortion, and even false communication of information.

3. Methods of Change

As a form of current media, social media is both an observer and supervisor of society, and it is also supervised by society all the time (An et al., 2020). Correct information and accurate guidance can win the approval of society. The lack of social responsibility and media literacy will indeed wait until the government and disapproval or rejection by the people. Strengthen and make changes in many aspects.

3.1 Respect the personal dignity of others

It is not uncommon for social media to severely damage one's personal dignity. The ID photos of hundreds of celebrities have been published online, which in essence shows contempt for the personal dignity of celebrities.

Personal dignity is an independent basic right of citizens. Randomly publishing the identity photos of celebrities is an infringement of the celebrities' right to portrait and privacy (Chen & Xie, 2020). In essence, it is an infringement of their personal dignity. When engaging in all journalistic activities, express opinions fully and reasonably within the limits of the Constitution, and respect the human dignity of others. It is immoral and illegal to ignore other people's personal dignity and infringe on other people's rights, and it will be despised by everyone. When commenting and expressing your thoughts on social media, it is important to respect the dignity of others.

3.2 Constrain yourself with journalistic ethics

Although journalism ethics is still an academic concept, it is necessary for social media to constrain themselves with journalism ethics principles, especially to strengthen the learning and education of journalism ethics.

The whole society should strengthen the education of journalism ethics, professional ethics, and moral character. Social media people must insist on being caring and empathetic people. News organizations must pay close attention to pre-job training. When introducing talents, we must not only pay attention to professional training but also carry out a love of work and community education. Social media must have its own "purpose" or "ethical program" to educate new members on journalism ethics^[9-10].

3.3 Strengthen the identification, punishment, and investigation of media infringement liability.

China advocates governing the country and acting in accordance with the law. After media infringement incidents occur, we must promptly determine the responsibility for media infringement and strengthen the punishment and investigation of media infringement. After the court determines that the media has infringed, it must promptly punish and investigate the liability to eliminate the adverse consequences caused by the media infringement.

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