Recommendation and desire to buy：Research on third person effect in short video background

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Abstract: With the rapid development of short video platforms such as Douyin, bloggers with tens of millions of followers have started to accept advertisements and promote products, and users have been promoted to buy products. However, in daily communication, we find that netizens can clearly see the intention of taking goods, and still buy based on recommendations when actuallybuying. Based on this, this paper uses the research method of in-depth interview to study why netizens choose to believe the recommendation of bloggers with goods. What are the factors that affect the ability of bloggers to carry goods? In this paper, it is believed that bloggers with the higher number of fans and higher praise rate are better able to carry goods. At the same time, this study puts forward the convergence psychology of advertisement placement in the context of short videos, which is conducive to economic circulation in the context of pandemic.

Keywords: Third person effect, convergence psychology, AD placement.

1 Introduction

At the beginning of 2022, the epidemic spread at multiple points with high frequency across the country. Affected by the epidemic, the growth rate of China's consumption and investment slowed down, and the growth rate of foreign trade slowed down. In this context, e-commerce platforms have witnessed large-scale growth in the context of rapid growth. E-commerce anchors have gained a large number of fans through Internet technology and become authoritative opinion leaders in their

respective fields. At present, the e-commerce platform has become an important sales and purchase channel, promoting economic development. We have observed that various bloggers have formed a great influence, from skin care products to makeup, and then to daily life have brought huge traffic. However, in daily communication, we find that the public lacks trust in the words of beauty bloggers, instead of they see the intention of beauty bloggers to promote goods. But in the actual purchase process, people will still follow the beauty blogger's introduction to buy. In this regard, we have to wonder: why do Internet users still follow the introduction to buy items? How do these motivations affect the particularity of purchase? What is the social phenomenon of planting and pulling weeds? What other factors will affect the purchase desire and purchase behavior of netizens?

2Literature Review

2.1A literature review of the phenomenon of AD placement

The phenomenon of advertising placement has aroused the academic research from multiple perspectives. Aaker Brown, a foreign scholar, made an overall analysis of the influence of advertising placement from the perspective of media sources and pointed out that professional, attractive, reputational and other factors play a positive role in advertising placement (Aaker Brown,1972). Knoll et al., a foreign scholar, analyzed the influence of brand attitude from the perspective of media evaluation and pointed out that media implantation advertising with positive evaluation would have a positive impact on the brand (Knoll, 2015). Eva et al., a foreign scholar, analyzed the implanted advertisement from the perspective of the audience and believed that the audience's attention, acceptance and preference to the advertisement was closely related to the authority received by the magazine (Eva et al, 2005).

However, domestic scholar Liu Na-ying conducted a more detailed study on China's advertising strategies from the perspective of advertisement placement of film and television programs, and the research results show that the implantation of advertisements should reduce the aversion of attention and require more diversified implantation methods (Liu Na-ying, 2019). However, Miao Nan, a domestic scholar, conducted a more detailed study on the integration of radio programs and advertising in China from the perspective of media context, and the research results showed that the

process of advertising implantation should be refined, without destroying the harmony between the content and rhythm of advertising programs (Miao Nan, 2019). Domestic scholar Bao Wenqin conducted a more detailed study on the communication strategies of advertisements, and the research results show that not only the depth of original content should be enhanced, but also the cultivation of KOL should be strengthened to enhance the communication power of advertisements (Bao Wenqin, 2021).

However, while the study looked at the results of video content, it ignored the main body of viewers of short videos.

2.2A review of the literature on the third person effect phenomenon

The third person effect theory was proposed by Professor Davidson of Columbia University in 1983 in the Role of the Third person Effect in Communication, which has attracted great attention from scholars at home and abroad and achieved fruitful research results.

Foreign scholar Johnson Brett supplemented this theory by studying the phenomenon that language brings hateful speech on social platforms. Through research, he points out that people tend to think that hateful speech has a far greater impact on others than on themselves (Johnson Brett, 2020). Jin Fengzhe, a foreign scholar, studied the influence of attention attraction and psychological distance in the field of advertising supervision, and supplemented this theory by saying that advertising will strengthen the effect of the third person to achieve better marketing means (Jin Fengzhe, 2016). Douglas van Belle, a foreign scholar, studied the role of media in disaster risk in the field of disaster reporting and pointed out that journalists not only had information about local risks but also had knowledge of assets that would be better controlled by political leaders (Douglas Van Belle, 2015).

Lu Zijin, a Chinese scholar, combined China's online public events with the third party effect, and proposed that the third party effect tends to expand in online public events, and the influence should be minimized when facing negative information (Lu Zijin, 2018). Domestic scholars Shang Chaoyu and Kanger Muxue combined China's cyber violence with the third-person effect and analyzed the harm generation mechanism of cyber violence from the perspective of communication (Shang Yuchao Kanger Muxue, 2017). Zhong Zhijing, a Chinese scholar, combined the news crisis public relations of mass incidents among Chinese college students with the third

person effect, and proposed an attempt that links cognition with subsequent behavior, providing theoretical support for the work of universities (Zhong Wenjing, 2014).

But, these studies did not study audience selection from an economic point of view, and therefore did not answer the question of why there is a gap in the ability of different cargo bloggers to carry goods

2.3Question raising

Based on third-person effect and convergence theory, this paper tries to answer the following questions:

Why do people choose to believe the recommendations of these bloggers? Why does the same advertisement have different effects under different bloggers' videos?

3 Method

3.1 In-depth interview method

3.1.1 Interview outline making

The interview questions are mainly divided into three parts.

The first part mainly involves the basic information of the interviewees, including gender, age, educational level and contact time. In the second part, the dimension of research questions is reduced interview questions. Including its views on live broadcasting with goods, the choice of host broadcasting with goods, the amount of times to buy things in the direct broadcast room, etc. The third part, preparation, deals mainly with problems that may be dug deep. If the interviewee does not want to answer the questions during the interview, he can keep silent or refuse the interview. The interview materials stated by the interviewees that they did not want to make public were not included and cited in this study.

3.1.2 Selection of interview subjects

This study conducted a 45-minute semi-structured in-depth interview with 10 interviewees who had experience in live broadcast purchasing. The interview began on

May 13, 2022. Until July 13, 2022. The respondents first included users with purchase experience, and then more research samples were collected through visits. According to the maximum sampling principle of qualitative research method, when 10 respondents are collected, all the interview content is enough to answer the research questions, and the sample collection is due.

The interviewees were interviewed by text on wechat. The interview results were compiled into a verbatim draft with a total of more than 10,000 words, and the processing of the interview content was completed by the author. Basic information of interviewees is shown in the table1.

Table 1 Basic situation

	Name	Gender	Age	Education Background	Times	The contact way
1	小 X	Male	27	Master Degree	Six months	WeChat words
2	小 Y	Female	23	Bachelor's degree	Two year	WeChat words
3	PP	Male	24	Bachelor's degree	A year and six months	WeChat words
4	小烟	Female	22	Bachelor's degree	Two years and six months	WeChat words
5	Shen	Male	23	Bachelor's degree	Four months	WeChat words
6	bong	Female	23	Bachelor's degree	Six months	WeChat words
7	Au	Female	28	Junior College degree	Three years	WeChat words
8	Josh	Male	26	Bachelor's degree	One year	WeChat words
9	苹果	Male	30	Bachelor's degree	Five years	WeChat words
10	空调	Female	24	Master Degree	A year and six months	WeChat words

4 Research findings and discussion points

When we conducted further in-depth interviews and tried to get answers to questions such as live broadcasting with goods by anchors, we were pleasantly surprised to find

that the ability of bloggers with more fans to bring goods was much higher than that of bloggers with fewer fans, and the ability of bloggers with high praise rate was the strongest. For the attitude of buying products in the live broadcast room, the answers of the interviewees also support the author's idea.

4.1 Third person effect of the number of followers

The interview results confirm the third-person effect, and the number of fans with the host determines the audience's choice fundamentally. At this point, the third person effect is a persuasive or propaganda technique, and the effective target group is not the superficial audience of the content object, not the fans and bloggers themselves, but the third person related to them -- the viewers of the live broadcast. Netizens who watches the live broadcast with goods will make a choice according to the number of fans of live broadcast with goods. Anchors with large fans have incomparable advantages. First of all, anchors with a large number of fans will have a more perfect mechanism and a more reliable amount of cargoes. Secondly, the experience of online shopping is not only purchase, but also subsequent transportation and use. For example, the live broadcast products of the "Make a friend" live broadcast room are more reliable than those of anchors with small fans. "It feels that anchors with a large number of fans will be more rigorous in choosing products, and has greater confidence and is able to negotiate prices with brands, including after sales." Interview object small smoke said. In addition, Shen said, "I feel more secure when I trust anchors with a large number of fans. Anchors with a large number of fans have their own pace of livestreaming without procrastination, and their prices and products make people feel more reliable. They will trust big anchors more, such as "Make a friend" and "Oriental Selection", because they have a reliable team and quite good reputation behind them. Through the interview, we know that anchors with large fans have a considerable advantage in the source and transportation of goods. This subtle third person effect affects the purchasing behavior of viewers. When the audience enters the live broadcast room, visual and auditory factors will affect people's judgment ability. Anchors on short video platforms have gradually become gatekeepers of the field. Makeup, beauty makeup, skin care and other refined fields have a large number of fans of bloggers. The audience formed the third person effect through their planting grass, and would choose to pull grass for the blogger's planting grass.

4.2 Convergence psychology under the influence of favorable rating

As short vloggers with more right of speech in the field, the role of their words can not be ignored. As the backbone of their field, the steadfastness of their opinions can also have a great influence on the group opinion. Apart from the words of the elite, the evaluation language of the general public also has a decisive influence.

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5 Summary and reflection

This study theoretically studies the phenomenon of online bloggers carrying goods by means of questionnaire survey, trying to answer why people choose to trust bloggers and why the same advertisement will produce different effects under the recommendation of different bloggers. Through the study found that, there is no negative information in the short video blogger is more trusted by the audience, fans and more anchors with less cargo capacity is much higher than fans of the host, and people more believe that behind the selected team and its price advantage and so on, for a short video with negative information bloggers, more than eighty percents all chose will not continue to buy its recommended products.

This study puts forward the convergence psychology of advertisement placement in the context of short videos, which on the one hand reflects the in-depth development of cargoes phenomenon, and on the other hand provides help for economic circulation in the context of pandemic. Internet with goods has not only stayed in a single field, such as Eastern Selection to help farmers live, etc., in the context of poverty alleviation in China has also had quite a good impact, fruit farmers and users rely on the Internet to get what they need. However, it is worth noting that this study also found that the prevalence of card-carrying phenomenon has also brought bad effects. Driven by digital capitalism, distorted concepts such as traffic first have led to the absence of a good legal system in the card-carrying field, and there are still some phenomena such as selling fake goods, which are worthy of vigilance and reflection.

However, due to the narrow coverage of this study, there are still data deficiencies. In future studies, researchers in the field of online video delivery may need to pay more

attention to the shortcomings of short video platforms, and expand the research and practice of laws and regulations in the field of online video delivery.

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