Policy analysis of short video platform to open juvenile mode in the information age

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Abstract: With the emergence and gradual popularization of computers, the influence of information on the whole society has gradually increased to an absolutely important position. The rapid development of information technology has posed challenges for people to learn knowledge, master knowledge and use knowledge, especially it has a great impact on the young youth group. As a young user of the Internet, the state has carried out its control and supervision to a certain extent, but there are still deficiencies and loopholes. This paper will conduct a detailed public policy analysis based on the topic of "the short video platform should force the youth mode for minors" proposed by Jiang Yaodong, and demonstrate its feasibility, aiming to create a truly suitable cyberspace for teenagers.

Keywords: Internet, youth model, network governance

1. Introduction

On the one hand, Internet pastime has become a way for school teenagers to release pressure, but on the other hand, it is easy to induce teenagers into the abyss. Once they are habitually immersed in the network time and space for a long time, they have a strong dependence on the Internet, and reach the degree of obsession with the Internet so that it is difficult to extricate themselves, then the "Internet addiction" is formed. Internet addiction is difficult to quit, once infected with Internet addiction, not will have a significant impact on the lives of young people, but also bring difficulties to parents and school supervisionso the lead by the state, the app platform, launched the "youth mode" in the process teenagers going online. After the mode was implemented for a period of time, various problems arise. During the two sessions, Jiang Yaodong put forward the topic of "suggesting short video platforms to open the youth mode for minors".

2. The origin of the problem

2.1 National policy orientation

In May 2022, the Civilization Office of the CPC Central Committee, the Ministry of Culture and Tourism, the State Administration of Radio and Television, and the Cyberspace Administration of issued the Opinions on Regulating Online Live Broadcasting and Strengthening the Protection of which proposed the optimization and upgrading of the "youth model". It can be seen that the "youth mode", as the first switch for teenagers to enter the short video platform, needs to be strictly controlled. This approach caters to the national policy orientation and is advocated. In addition, the "Opinions on Strengthening the Construction of Internet Civilization" issued by the General Office of the Communist Party of China Central Committee and The General Office of the State Council also stressed that efforts should be made to improve young people's Internet literacy, further improve the Internet literacy education mechanism combining government, school, family and society, and improve young people's awareness of proper use of the Internet and safety precautions. Carefully build excellent network products that teenagers want to hear and see. We will improve the working mechanism for preventing young people from becoming addicted to the Internet, resolutely crack down on and stop cyber bullying among young people in accordance with the law, and protect their legitimate rights and interests in cyberspace.

2.2 Assist in network governance

The rapid development of the Internet has also brought about some practical problems. Some

websites misinterpret policies, spread rumors, and intend to disturb social order; some platforms pursue eyeball effect, vulgar style, and break the moral bottom line; some praise the behavior of flaunt wealth and pleasure, and promote distorted values. These network chaos has seriously affected, the normal network order, to the people's life has caused trouble. Binding teenagers into a special group and intervening in their online life to a certain extent is conducive to assisting network governance, establishing a comprehensive network governance system and creating a clear cyberspace.

2.3 Promote the growth of young people

"Youth mode" includes the control of the Internet duration, content, function and other aspects, which can effectively avoid the harm of mobile phone radiation to the body and the impact of bad content on psychology. As the hope of the country and the nation, young people help them to shape the right values in the process of growth through auxiliary tools and technologies, and guide them to thrive on the right road. In the long run, it is conducive to the construction of the country and the development of the nation.

3. Policy sorting and interpretation

In March 2019, the "youth addiction prevention system", led by the Cyberspace Administration of China, was launched on major short video platforms and live streaming platforms. The system will regulate the online behavior of minors in terms of use time, duration, functions and browsing content[1].

Article 13 of the Regulations on Ecological Governance of Network Information Content released in December 2019 points out: " Network information content service platforms are encouraged to develop models suitable for minors to use, provide network products and services suitable for their use, and facilitate minors to obtain information beneficial to their physical and mental health."This further establishes a policy guarantee for the youth model[2].

On June 1,2021, the newly revised Law on the Protection of Minors came into effect. The Protection Law sets up a single chapter on the network protection, initially constructing the legal basis for the network protection of minors in China, and taking a decisive step in promoting the development of the network protection of minors. Although there is no clear definition of the "adolescent model", it already contains substantive requirements for the adolescent protection model[3].

On February 9,2021, the state Internet information office and other seven departments issued "on strengthening the management of webcast guidance", specify live webcast platform " shall provide teenagers mode to minors, prevent minors indulge live webcast, shielding to the healthy growth of minors live webcast content, shall not provide recharge services to minors."

On September 14,2021, the General Offices of the CPC Central Committee and the State Council issued the Opinions on Strengthening the Construction of Internet Civilization. The guideline calls for strengthening the code of conduct in cyberspace. We will improve the working mechanism for preventing young people from addicted to the Internet, resolutely crack down on and stop cyberbullying in accordance with the law, and protect their legitimate rights and interests in cyberspace. The "teen addiction to the Internet working mechanism" here contains the "teen model".

In order to create a healthy, civilized and orderly network environment, protect the minors' physical and mental health, protect the legitimate rights and interests of minors in cyberspace, in accordance with the relevant legislative planning plan, the early stage of the state Internet information office drafted the minors network protection regulations (draft) " and public comment. Thereafter, the Cyberspace Administration of China, together with the Ministry of Justice, revised and improved the Regulations on the Online Protection of Minors (Draft) in accordance with the opinions of the newly revised Law of the People's Republic of China on the Protection of Minors, the Law of the People's Republic of China and other public feedback. On March 14,2022, the Cyberspace Administration of China is once again soliciting public opinions to further promote scientific, democratic and legal legislation and improve the quality of legislation.

4. Problem construction and analysis

4.1 Problem situation

4.1.1 Group discussion

As of April 6,2023, there is still a daily interaction about the keyword "teen mode" in the hot search column on Weibo, and the earliest discussion can be traced back to March 2019, when the "teen Addiction Prevention System" was officially launched. This reflects the durability of the topic discussion. On Weibo, the topic of "teen mode" has been read by millions or even hundreds of millions. Reflects the topic heat. From the point of view of the discussion content, the public opinion direction has also changed from the launch of the adolescent model at the beginning to the exposure of the loopholes of the adolescent model, and netizens have put forward higher requirements for the adolescent model.

4.1.2 Centralized media coverage

There are countless reports about the adverse consequences of teenagers being addicted to the Internet. This reflects from the side that the adolescent model has a certain targeted effect. For example, a 14-year-old boy took his phone when his mother went to bed at 11 o'clock and gave the anchor 120,000 yuan one night. Time constraints in the adolescent model can effectively curb similar events. The second report is that five minors in Haikou followed the example of "smashing car thieves" in a short video. Content restrictions in the teen model can also effectively limit the push of such videos.

4.2 Problem search

4.2.1 Teenagers and parents

According to the 2021 National Research Report on the Internet Use of Minors, 48.2 percent of underage netizens have set the adolescent model, and 47.3 percent of parents have set the adolescent model for their children. According, the survey found that although 85.9% of minors and 91.6% of parents know the adolescent model, less than 50% of minors and parents have set the adolescent model, 40% of parents think the effect of the adolescent model is not obvious, and 10% of underage netizens said they are not satisfied with the adolescent model. It shows that both juvenile netizens and their parents have much understanding of the adolescent model, but some juvenile netizens and their parents are not satisfied with the role of the existing adolescent model.

4.2.2 Media

According to the evaluation of the real situation of 20 apps, there are deficiencies and loopholes in their actual use. This shows that the media has recognized the inadequacy of the adolescent model but does not indicate its position on the implementation of compulsory measures.

4.2.3 Councilman

During the two sessions, Jiang Yaodong believed that short video platforms should be forced to open the youth mode, so that the youth mode must restrain teenagers. Guo Yuanyuan, another CPPCC member, believes that platforms should be encouraged to use good content to create signs of the youth model to meet the growth needs of teenagers.

4.3 Problem definition

4.3.1 Teenagers

The basic concept of defining adolescents is age division, but at present, there is basically no relatively complete and unified definition of the age of adolescents, and there is no clear and unified definition among countries and international organizations in the world.

This paper believes that it is more appropriate for teenagers to have the age of 6-24. First of all, teenagers are a combination of teenagers and young people, aged 6 to 24. Secondly, the 6-24 years old is the primary school to university stage, most of which are in school, which is more suitable for the research object. Furthermore, the age group of 6-24 belongs to the growth stage, with individuals gradually becoming independent but still have some dependence[4]. Therefore, this paper defines teenagers as the age group of 6-24. But note that the object of this article forcing the adolescent model is underage users.

4.3.2 The adolescent model

"Teen mode", also known as "anti-addiction system", is a part of the "Internet addiction prevention and control mechanism". Due to the non-mandatory use, the specific Settings of the "teen mode" are not exactly the same on each network platform. However, it usually includes: entering the mode or exit; after entering the "teen mode", the total usage time shall not exceed 40 minutes; after 40 minutes, if you need to continue using, you must enter the password again; in addition, from 22 to 6 PM the next day, you must enter the password. The "teen mode" also usually bans the use of the platform's functions such as tipping, recharge, withdrawal, live broadcasting and publishing opinions. In terms of content, most of the content pushed to users are learning courses and popular science knowledge suitable for teenagers to watch.

The meta-problem is the network governance for minors.

4.4 Details of the problem

At present, the problems of the adolescent model are reflected in the contradiction in the three dimensions[5].

Technically, the contradiction between protection and cracking. As the "aborigines" of the Internet, teenagers are sometimes better at using smartphones than their parents, and also better understand the technological logic of the Internet and their applications. Some apps can close the previous teen mode by "uninstalling and reloading"; some platforms require real-name authentication, but there are so-called "ID number generators" online that can bypass this level and so on. For some teenagers, this pattern is useless.

Content, the contradiction between health and attraction. In addition to limiting the functions, the youth model also reviews the content, restricts the entertainment information and blocks the bad information. However, this sometimes leads to problems such as the small number of content pool in the youth model, insufficient attraction, poor viewing and slow update speed. Among them, most adolescent patterns cannot be subdivided according to different ages, resulting in their content tends to be young, but for other teenagers, these content is not suitable.

Behavioral, online and offline contradiction. The launch of the adolescent model can play a good protective effect, but in some specific use scenarios, its efficacy will also be greatly reduced. As a guardian, they may not be too busy to take care of their children because of their busy work. They may throw smartphones and iPad to their children as "nannies", or purchase special terminal equipment for them, resulting in the unlimited use of various network apps without being controlled. Although some parents opened the youth mode, but because of the trouble, simply tell the children account and time lock password. Others do not allow children to use electronic devices at all, when the teen model has no value. This shows that the network use of teenagers is a systematic project, which requires the concerted efforts of all parties in society.

4.5 Structural analysis

The problem has an excellent structure:

1) Multiple decision-makers: platforms, teenagers, parents, and the government.

2) Alternatives: limited alternatives. Mandatory or not compulsory.

3) Value: consistent value —— Create a clear cyberspace for teenagers.

4) Results: There are certain risks. Stimulate the rebellious psychology of teenagers; affect the use experience of other users.

5) Probability: Calculable probability. By calculating the number of users and comparing the frequency of users, judge whether the app has lost users and affected the enterprise revenue.

5. Analysis of causes

In terms of teenagers, people aged 6-24 have limited cognitive ability and are easily affected by external factors. In addition, the special personality characteristics of adolescence, personal self-control is weak, in the face of the coercive measures, resistance to the adolescent mode. Therefore, the

adolescent mode will be difficult to open in this group. In the government, the unclear regulations and the lax enforcement caused by the lack of management, make the app have no direction for rectification, and the managers have no basis to follow when management. In terms of network, the openness of network space, the immediacy of virtual network transmission of network identity, and the cruelty of network competition are all the reasons that make teenagers easy to indulge in the network and make the mode of teenagers blocked. In the social aspect, the lack of social leisure and entertainment resources makes people have few ways to relieve the pressure except the Internet, especially the young people with greater learning pressure. The complicated public opinion of the outside world also makes teenagers lose their direction.

The potential influence of parents' own behavior, the education mode, the rigidity of the school education system and the lack of online education content have all increased the difficulty to successfully open the adolescent mode and use it correctly.

6. Action plan and demonstration

The action plan is for short video platforms to force the youth mode for minors.

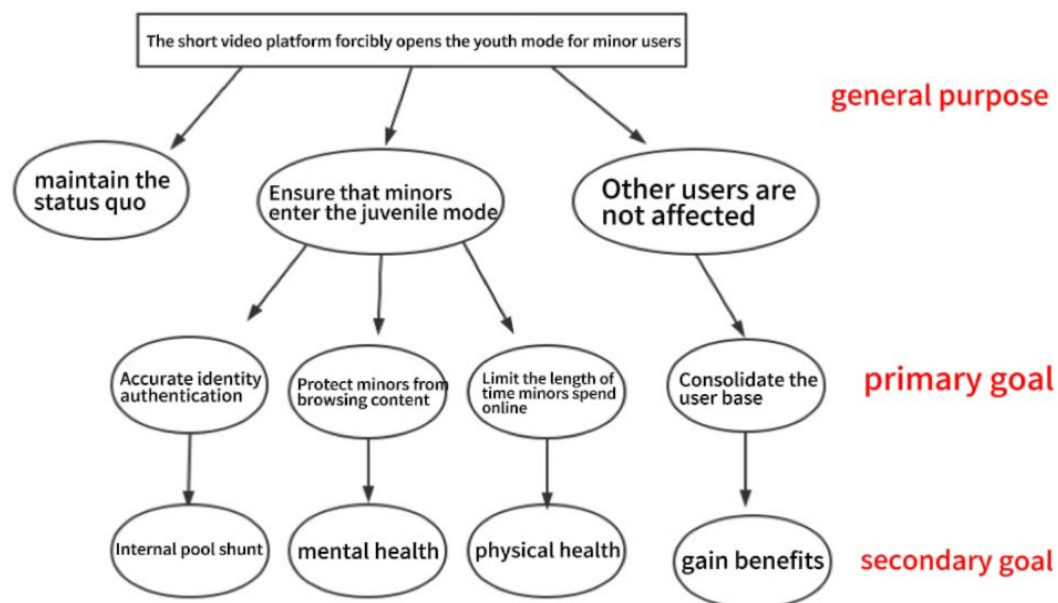### 6.1 Policy and action objectives (as shown in figure 1)

Figure 1 Policy and action objectives

6.2 Policy selection criteria

The method of value clarification is selected to sort out the stakeholders of this issue, including policy analysts, short video platforms, underage users, adult users, families, and schools. The policy measures proposed by the policy analysts are in line with the policy action objectives, and they are not difficult to implement and easy to implement. Short video platforms can make up for the identity loophole and promote their own optimization and upgrading by forcibly opening the youth mode. [6] Minor users are protected to the greatest extent, and adult users are not harassed by popups. In addition, the measure will facilitate the supervision of families and schools.

6.3 Policy action effect

The main costs of this issue include one-time fixed costs, namely policy proposal research, planning; development, testing, evaluation, etc. In terms of manpower, the periodic cost of pre-job training and post-job retraining of platform technicians also needs to be spent. Secondary costs include the

educational costs of motivating the rebellious feelings of underage users. The restrictive factors include personal privacy disclosure when precise identity information is collected, the restriction on the placement of minors' information leads to the reduction of their knowledge acquisition, and the reverse psychology of teenagers causes minors to give up using the software, resulting in user loss.

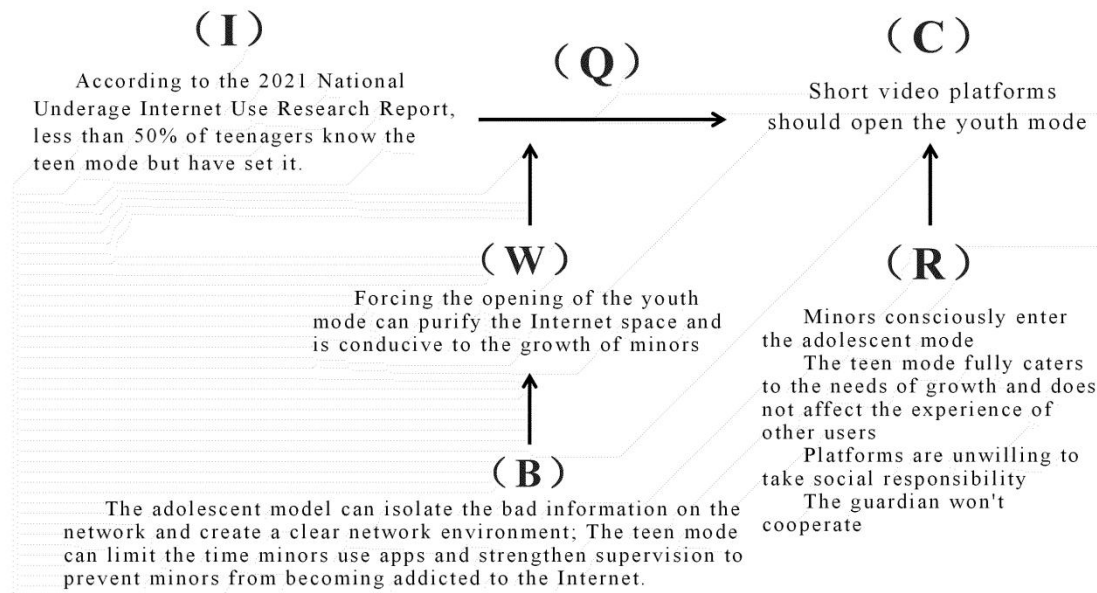### 6.4 Rational analysis (as shown in figure 2)

Figure 2 Rational analysis

7. Conclusion and Outlook

The research on the optimization path of the prevention mechanism of adolescent Internet addiction not only belongs to the category of public management, but also is an important subject involving sociology, pedagogy, psychology and other disciplines. In the information age, people, things and things are connected together through the Internet, generating unlimited data and information. Teenagers are in the critical period of shaping the three views. On the one hand, the existence of the Internet provides convenience for its growth, and on the other hand, it also buries the hidden danger of addiction. Only when we do a good job in the prevention and control of Internet addiction among teenagers, from the perspective of public managers, combine "prevention" and "treatment", and effectively play the role of the government, can we create a good space for Internet growth for teenagers and promote their physical and mental development.

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