Based on the Theory of Standardized Youth Social Application Software Management Mechanism——Takes Exploration and Dating Software as an Example

Wenping Ji

School of Political Science and Public Administration, East China University of Political Science and Law, Shanghai, 201620, China

Abstract: In recent years, under the influence of 5G technology, new coronavirus outbreak and diversified development of interpersonal values, cloud social as the main social model, the paper explore app loopholes in the case of social application software management mechanism, according to the government regulation theory, on the government regulation as the core, enterprise self-discipline, user supervision, multiple cooperation optimization management, provide a constructive basis for the comprehensive network management system.

Keywords: youth group, social application software, multi-subject collaborative supervision system, comprehensive network governance system

1. Foreword

1.1. Research Background:

The report to the 19th CPC National Congress pointed out: "strengthen the construction of Internet content, establish a comprehensive Internet governance system, and create a clean cyberspace. "China is the second country in the number of Internet users in the world. According to the 11th CNNIC survey, " young Internet users under 35 account for 82.1% of the total number of Internet users, 57.8% of unmarried netizens, 7.2% of the total unmarried population, and unmarried people are still the main body of Internet users in China. The huge population demand promotes the rapid development of social application platforms.

Due to the network of concealment and the integration of social resources, caused by network dating network fraud emerge in endlessly: Shanxi Taiyuan police disclosure, after combing the first quarter of 2020, found network dating fraud cases is high incidence, especially network dating induced investment, gambling cases, cases accounted for nearly 10% of Taiyuan, telecom fraud amount accounted for more than 30% of the total losses.[1] BesidesThe violation of user privacy still exists. According to the survey, 400 mobile terminal APP, 66.9% of software capture users' privacy, and 34.5% of them are "privacy deviate behavior"[2].

The "anonymous confession" function of the probe app has caused infringement disputes, and the security was questioned: when using the function, if the party has not registered the probe account, the system will automatically send a secret love message to the mobile phone of the party, which is suspected of breaking the law. In addition, some criminals will use the "exploration and drainage script" to send private messages to successful matching users, and this phenomenon has also formed a gray industrial chain of number scanning and account sales. To disturb social order and cause losses of social and economic security.

For how to regulate such social software, Create a healthy and good online dating environment, The series of research conducted by the academic circle mainly focuses on the supervision and technical supervision of privacy rights at the legal level, It ignores the important role of government regulation, industry self-discipline and public opinion supervision, This paper hopes to take the exploratory APP as an example, By clarifying the scope of responsibilities between the government, enterprises and individuals on the supervision of such platforms, Through the tripartite principal cooperation, We will build a multi-subject collaborative supervision system with government regulation as the core, legal

system as the guarantee, enterprise self-discipline as the benchmark, and user supervision as the auxiliary. This will guide the sustainable development of such platforms.

2. Explore the development status of APP in China

2.1. The target group is younger, and the motivation is mainly marriage and dating

In recent years, due to the impact of COVID-19, offline social networking has been greatly hindered. At this time, cloud social networking provides technical guarantee for its freedom and convenience and the progress of China's 5G technology, and more and more people choose the cloud social networking model. In August 2020, Tantan, together with the Chinese Academy of Social Sciences, released the Survey Report on Social Concept and Social Relations born after 1995.According to the report, nearly 60 percent of users found their partner through social software, while many single respondents said they wanted to find future partners through social software. At present, online love has become one of the important means for young groups to get rid of order. According to Maslow demand law level theory, people are born with social needs, pursue a sense of love and belonging, and requiring emotional connection with others. In the case of the normal social obstruction caused by the epidemic, people's demand is even greater. The huge demand market and the base dividend of single people living alone provide a catalyst for the incubation of the social software industry, and also provides a corresponding user base for its differentiated development.

In the first half of 2021, China's 1-95 and 1-000 mobile social platform users accounted for 14.1% and 18.8%, collectively accounting for 32.9%, while the pre-85 accounted for 36.8%. It can be seen from the above data that the target customers of exploration-based social application software are tending to be younger, and the main force of its use is still the youth group. As shown in Figure 1 (User age distribution chart of China Mobile social media platforms in the first half of 2021, Note: Data Source: Ai Media Data Center).
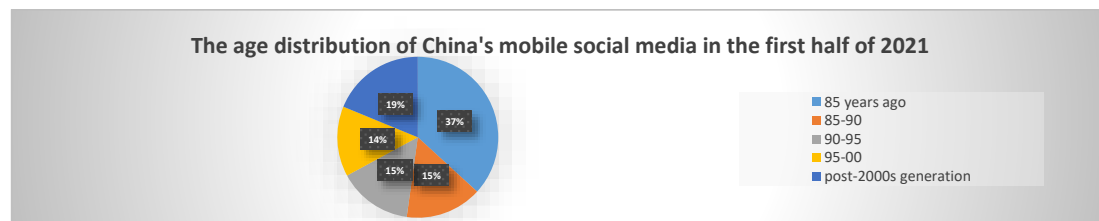

Figure 1: Age distribution map of Mobile social users in China in the first half of 2021

2.2. Content quality differentiation and service simplification

In the development process of social short video APP in China, Because its content is similar and innovative, More entertainment and vulgar content, Users' willingness to interact is not strong and the quality is uneven, In addition, the application platform provides a poor user use experience, The profit model of the platform is relatively single and unstable, The marketing methods used are not rich enough, Moreover, there are loopholes in the supervision and management mechanism of social short video APP, Therefore, social short video APP has problems such as UGC content quality, low user loyalty, profit model is not mature, users' personal privacy threat, and part of the platform content is suspected of violating laws and regulations, It then affects the healthy development of China's social short video application industry, It has also caused many adverse effects on the society.[3]

Explore APP anonymous confession is a common social platform service content, social platform provides basic services including communication, contact the two modules, the rest of the social application software basic services, at this point, social platform is only to provide a breakthrough geographical restrictions, face to face communication because of personality factors hinder social contact. With the change of the industry profit model, more and more profit income from advertising, its short video information flow advertising content quality is still good and bad, control difficult, service to profit, criminals take the opportunity to spread vulgar cultural content, pollution network chat space platform gradually cannot meet people's normal social needs. As shown in the flow chart of Figure 2.
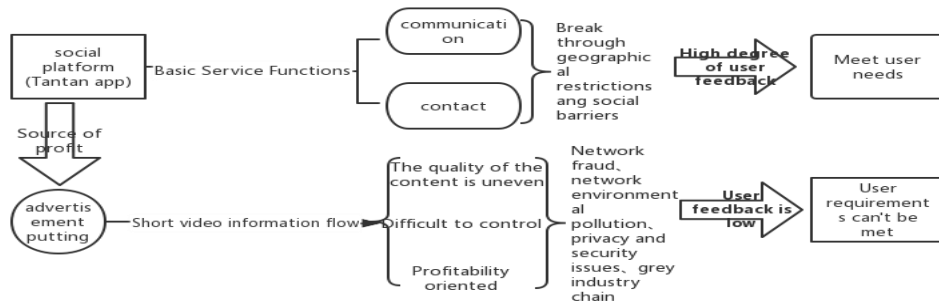
Figure 2: The flow chart of user demand impact

2.3. The user privacy protection mechanism needs to be improved

In terms of user privacy protection, explore APP by according to the current positioning according to the user information, such as user preferences, system matching, matching results according to the user personal preferences give certain choice, selective open user information, although this single phase selection mechanism, gives the user a certain autonomy of choice, it opened a good opening in the social platform, but can not fundamentally solve the problem of privacy leakage. In the context of big data, the difference between "data" and "personal information" is becoming increasingly blurred, which will provide opportunities for software developers to spread big data or resell users' personal data as a guise[4]. "Frauderies and the sale of personal information caused by user privacy leaks are becoming increasingly popular on social media platforms.

2.4. Loss of relevant supervision

The supervision of such social platforms by the relevant market regulatory departments mainly focuses on the reasonable legality and privacy protection of the content of the advertisement, and the relevant industry standards formulated by the administrative departments are mainly based on this. The content audit personnel and the platform released content is mostly after the supervision and accountability, failed to achieve effective governance from the source. In addition, the inspection power of enterprises themselves does not have administrative power, while some regulatory authorities emphasize that the responsibility of the third-party platforms has not been fully reflected, and there is some selective neglect of the illegal business behavior of merchants.

3. The theoretical basis for regulating social application software

Due to the completeness and insufficiency of the market economy, the market will fail, such as external failure and risks and uncertainties. The government needs to give full play to its basic functions and intervene and regulate them. According to the government regulation theory, the government carries out economic or social supervision over individual or organizational behavior in order to safeguard and achieve specific public interests. As an important social platform in the market, the government is necessary for the government to regulate. It mainly focuses on quality and information control. To encourage them to improve their service quality, use a series of policies to alleviate information asymmetry, maintain the fairness of users and platforms, and enhance public interests. As shown in Figure 3 (government regulation market relationship diagram).
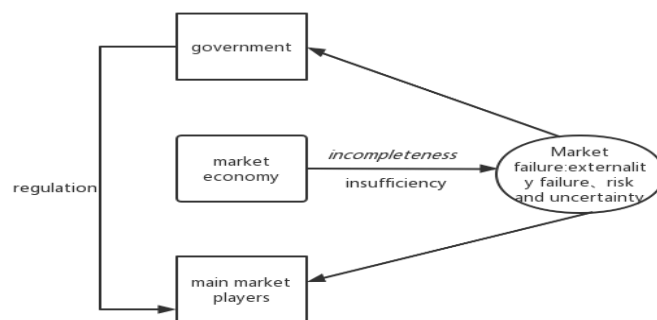

Figure 3: Government regulation market relationship diagram

The government plays a main regulatory role in the process of regulating the behavior of social platforms. With their inherent concealment and resource integration, social platforms cause a series of problems such as information asymmetry among users, regulatory departments and platforms. Regulation of such social application software requires the concerted efforts of the government, the platform and the users to build a comprehensive governance system.

4. Build a multi-subject collaborative supervision system based on regulatory theory

4.1. Led by the government, to give full play to its basic functions

The government gives full play to its regulatory functions in the economic activities of market entities, and uses comprehensive legal and administrative means to intervene. We will strengthen supervision of social APP platforms, formulate industry standards for such industries, and raise the threshold of industry access. We will strengthen loopholes in supervision, protect the legitimate interests of double rebates, and guide the positive and healthy development of the industry. With the improvement of the authenticity demand for user information, policies will strengthen supervision and promote the upgrading of the platform.

4.2. Industry self-discipline, consciously improve its problems

At present, China's Internet industry Association has not yet formed a top-down review channel and a bottom-up reporting channel. For the behavior of industry organization supervision of member enterprises, no effective supervision channel has been established. [5] Only by the establishment of the Internet industry autonomous association, by the government regulatory departments to supervise and guide the industry association, and achieve self-discipline supervision, can we truly benefit the people. Through new technology research and development, social media platforms will take differentiated regulatory measures to accurately screen for violations, set up audit teams, and establish a risk control system. In the future, higher authenticity can guarantee the authenticity of user social interaction and standardize the development of the industry; not only improve the user experience, but also enhance the reputation of the mobile social industry, having a positive impact on attracting new users, and putting the development of the whole industry in a virtuous circle.

4.3. Give full play to the auxiliary role of social supervision

User supervision plays a vital role in the development of the Internet platform, can effectively enough to make up for the loopholes of government regulation, play the role of public opinion in a third party in platform management, effective communication platform and users and relevant departments, is an important information hub, can better reflect user needs, promote such social app constantly update application, in order to meet the diversified needs of users. Exploring app is an important manifestation of the role of social supervision.

5. Conclusion

Specification and explore similar social software regulatory mechanism, create a healthy network dating environment has a long way to go, this paper to explore app as an example, its existing problems using government regulation theory, further clarify the government, enterprises, individuals the responsibilities between the three subjects, through the tripartite cooperation, build the government regulation as the core, legal system as the guarantee, enterprise self-discipline as the benchmark, social supervision as auxiliary multiple subject collaborative supervision system. It is help to guide the sustainable development of such platforms to better serve the social service needs of young people, help them establish correct people and values, maintain social and economic security, establish typical models for the promotion of cloud social model, and provide theoretical support for exploring new regulatory paths for the benign development of the industry.

References

[1] Wochuchi. Regulatory loss loopholes to fill the gray online marriage platform [J]. Legal Person, 2021, (02): 55-57.

[2] Zhao Nan, Liu Jia. Mobile APP Privacy Chaos [J]. SMEs in China, 2013 (10): 56-57.

[3] Duan Wangjie. Development Status and Strategy of Social short video APP in China [C]. Xiangtan University, 2019.

[4] Tian Hui. On the statutory and contractual obligations and their legal regulation [J]. Journal of Chongqing University: Social Science Edition, 2018 (3): 152-162

[5] Sun Jin; Alijiang Abdukyumu. Privacy crisis of free social software users and its regulations [J]. Information Security Research, 2020, 6 (07): 657-663.