Innovation diffusion of new media and economic Development: A study on the relationship between live broadcast innovation use and income growth of people in poor mountainous areas

[*]Guoyu Sui
Shenyang Institute of Science and Technology, Shenyang 110166, China
[*]Corresponding author E-mail: 2540475945@qq.com

Abstract: Since the epidemic in 2020, China's economic growth has declined, and people have begun to sell agricultural products through live streaming in poor mountainous areas . The interview shows that anchors who use live streaming earlier can accumulate fans faster and earn a certain income, and different ways of live streaming and cash can bring different economic benefits. Broadcast rooms with versatile and capable streamers retain more fans and generate better financial returns. Among them, the poor mountainous areas increase in the amount of anchors conforms to innovation and the development trend of "S" curve of diffusion theory, the growth is faster then slow down and live in a certain income, increase in the number of anchors, once again, faster, the overall trend in China is in the second stage and third stage, the host number has much room to improve, if you want to live by helping farmers driving the local economic development , it is also necessary for livestream platforms and trade unions to continue to implement livestream policies to help farmers, and for the country to continue to pay attention to the economic development of people in poor mountainous areas.

Keywords: Innovation and diffusion, Live streaming, Economic development, poor mountainous areas.

1 Introduction

Since the outbreak of the epidemic, China's economic growth has begun to decline,

and a large number of people in poor mountainous areas have started to lose their agricultural products and consumer goods. They try to use short video platforms to live broadcast and show themselves, and promote their own and local economic development. At the beginning of 2021, China's economy was affected by the epidemic and began to face the pressure of slowing economic growth. In this context, the phenomenon of people in poor mountainous areas using live streaming innovation to increase their income has begun to emerge. At present, the use of short video platform to release videos, regular live broadcast with goods and interactive chat with fans, they become an important means to increase income. We observed that people in poor mountainous areas get better results using live streaming than others. I am curious about this: why do people in poor mountainous areas get more attention from users when they use live streaming? What does the use of live streaming innovation have to do with a revenue growth?

2 Literature Review

2.1 Literature review on the relationship between income growth in poor mountainous areas

The phenomenon of the economic backwardness in poor mountainous areas has aroused the academic research from multiple perspectives. Sarah Robinson (2007) investigated the income structure of people in three poor mountainous areas of Tajikistan from the perspective of family income structure, and pointed out that the greater the opportunities to acquire land and livestock, the larger the scale and the fewer the number of children, the more likely people in poor mountainous areas would be to get out of poverty.

2.2 Review of the literature on innovation and diffusion theory

The theory of innovation and diffusion were firstly put forward by Joseph Schumpeter, which has been highly concerned by scholars at home and abroad and obtained many research achievements. In 1962, Everett Rogers studied more than 3,000 cases in the field of "innovation" and pointed out that "no matter it is a method, an object or a practice, if the person or group were adopted and thought it is new, it is

innovation". E. Andrew Balas and Wendy W. Chapman (2018) proposed that intelligent information management can better help the diffusion of innovative technologies by studying the phenomenon of innovative use of clinical technologies in the field of healthcare. Somang Min (2019) in the shared areas of the economy by studying the consumer's attitude and the intention, five characteristics from technical innovation, namely the relative advantage, compatibility, complexity, separability, transmission, results show that the relative advantage, compatibility, complexity, observation ability and social influence has a significant influence on perceived usefulness. In domestic studies, Zhang Xiaofeng (2019) combined the actual phenomenon of brand communication in the stage of rural revitalization in China with the theory of innovation and diffusion, and proposed corresponding measures in the five stages of innovation and diffusion in the process of brand development. Tan Jiaxun (2021) combined the actual phenomenon of agricultural products in poor areas of China with the theory of innovation and diffusion, and put forward several opinions on the brand communication of Anhua dark tea from the five main characteristics of technological innovation. Domestic research mainly from the innovation and the spread of the five phases or five characteristics study of domestic technology or brand spread. However, these studies did not research from the Angle of live innovative use of the phenomenon of impoverished mountainous area economy income. Therefore, no answer about how new media live help the impoverished mountainous area people's income growth.

2.3 Questions

Therefore, based on the theory of innovation and diffusion, this paper tries to answer the following questions: Will live broadcast technology drive the income and economic growth of people in poor mountainous areas? Will households that firstly use live streaming have higher income levels than businesses and farmers that use new media later? Will the innovative use and realization of live broadcasting affect the realization level of merchants and farmers?

3 Method

This paper tries to answer the above questions by using the research method of in-depth interview.

3.1 Making interview outline

The interview questions are divided into three parts.

The first part mainly involves the basic information of the interviewees, including their age, gender, number of fans, and frequency of live broadcast, etc.

In the second part, the dimension of research questions is reduced to interview questions. It includes anchors' views on their own income, specific live broadcast strategies, income sharing between platforms and unions, and national policies to support live broadcast.

The third part, preparation, mainly involves the problems that may be deeply dug, such as the anchors' own views on the live broadcasting of goods or performances, the operating mechanism of the platform and the labor union, and the relevant national policies.

In the process of interviews and researches, researchers tried their best to avoid the four ethical issues and deviant behaviors emphasized by scholar Al-An Bryman: (1) damage to study participants; (2) Not using informed consent documents or materials; (3) Violating the privacy of study participants; (4) Deceiving study participants. In addition, if the interviewees have any questions or dissatisfaction during the interview, they can keep silent or quit during the interview. The interview materials that the interviewees declared they did not want to make public were not included and cited in this study.

3.2 Selection of interviewees

This study conducted 30 to 50 minutes semi-structured in-depth interviews with 15 anchors in poor mountainous areas. The interviews began in April 2021 and ended in June 2021. The interviewees first included many hosts in poor mountainous areas of Douyin, and then collected more research samples from Douban's team. According to the maximum sampling principle of qualitative research method, when the 15th respondent is recruited, all the interview content is enough to answer the research questions, and the sample collection is due. The respondents differed in age, occupation, education level, region and income of live broadcast, showing low degree of homogeneity.

The interview was conducted by text interview on Wechat. The interview results were compiled into a verbatim transcript of 678 words. The treating processes of the interview content was completed by the author. The basic information of interviewees is shown in Table 1 The unit of the number of fans is 10,000, and the number of live broadcasts is weekly , and anchors are represented by letters a ~ o.

Table 1 Basic information of interviewees

	Year	Gender	Number of fans	The number of
a	22	female	7.5	12~15
b	29	male	3.1	8~10
c	33	female	11.2	8~12
d	27	female	3.6	12~15
e	25	female	1.3	6~8
f	35	male	3.3	12~15
g	31	female	9.8	15~18
h	29	male	6.2	10~15
i	24	female	21.2	16~18
j	25	female	6.2	8~12
k	32	female	6.3	6~8
l	33	male	7.1	8~10
m	36	female	3.2	8~12
n	27	male	4.2	10~15
o	29	male	5.2	12~14

4 Research findings and discussion points

In this study, the phenomenon of innovative use of a live broadcast by people in poor mountainous areas was theoretically studied by means of interview, in an attempt to answer the question of the impact of innovative use of a live broadcast by people in poor mountainous areas on economic income growth. Through the study, it is found that compared with households that use live broadcasting earlier, the income level of merchants and farmers that use a live broadcasting is higher, and the more advanced the innovative use and realization of live broadcasting are, the higher the cognitive level of merchants and farmers will be.

4.1 Compared with the first live broadcast, the income of live broadcast is higher

When we live for poor mountain farmers and merchants innovative use of the impact of income growth further in-depth interviews and trying to get the answer, in my surprise, the sooner you use live streaming with goods the easier it is to get fans, in turn, increase the income, the success of a host could lead to more rural with the owner to join. The anchors' attitude towards live broadcast driving economic income in poor mountainous areas and the interviewees' answers proved my idea.

"I started broadcasting late. There was a man in my village who was three months earlier than me, but he had 50,000 or 60,000 more followers than me and earned 200 or 300 more per broadcast." "Anchor E said.

"Early broadcast peer competition will be less, income will be more ah." Anchor M said.

"Live early, of course, it will be easier to get the number of fans, because we belong to the same type of anchor, if she live first, before me that she would get the attention of fans, so even later see me live, also won't feel strange, but I do live though late some, but because I like village elder sister learning, learn or faster." Anchor J said.

"I am to see the next village elder brother do live sell his apple made money, so I want to do myself, never thought made three to four months, effect is quite good, a live down will net five centuries, two live a day, a month can earn more than ten thousand, the fruit wholesale than before we give more dealers to make money, I would also like to put my skills on to my other friends, live Both extroverts and introverts can do live streaming. It's a different style." Anchor D said.

Because earlier using live can get certain traffic in live platform support and attention, when live in live platform to sell agricultural products of the host reaches saturation state, used after a live anchor to get traffic and attention will be less, and the fans of the host needs certain time to have more fans, Therefore, the earlier the use of live streaming, the easier it is to accumulate fans. And many anchors are willing to teach live streaming skills to others after the success of live streaming, which is conducive to the diffusion of innovative use of live streaming.

4.2 The impact of live broadcast usage and cash mode on the income of anchors in mountain areas

Live innovative use of the way and the different methods of cash will also have a different effect, in depth interviews, whether to live acting talent, would tell jokes to live using approaches such as a series of questions, among them, the acting talent and tell jokes will accumulate faster fans, anchor and anchor g d live time is similar, for 3 ~ 4 months, mammal and the similar products with the goods and the scene arrangement, but the host g obviously than the host d versatile and can speak some funny jokes, the results show that the host g amount of fans, 62000 more than the host d fans and so come to the conclusion, versatile and tell jokes anchor is more popular with the fans, the scene arrangement is also very important, It can be concluded from the scene arrangement in 15 groups of broadcast rooms that the better the scene arrangement, the more fans in broadcast rooms.

As the 15 anchors interviewed are all main broadcasters with goods, they can be classified into those who sells their own agricultural products and those who bring goods from other brands. We classify them according to this way: Anchors a ~ h are selling their produce, and the host I ~ o are to sell the goods of other brands, interviews, according to the results of sell their agricultural net income will be higher, but may require more manpower to complete pick to the delivery of the entire process, so it will be some spending more on human, and sell other brands of the host, by contrast, net profit is low, but the human expenditure will be less, but it is difficult for anchors in poor mountainous areas to find brands willing to take goods with them.

In terms of usage, delicate scene layout and fluent Mandarin are more likely to help anchors gain the support of fans, and versatile anchors who are good at telling jokes will also accumulate more traffic in the live broadcast room. In terms of monetization, live broadcast with goods and advertising income are advanced monetization methods for anchors in poor mountainous areas. Moreover using live on selling agricultural products, introduce scenic spots and so on, the realizable way can help get more local economic income, on with the owner, with their own agricultural products of the host in order to gain more profit, also can give their products and home to bring certain popularity, but also pay more manpower spending; Anchors with other brands earn less.

4.3 Application of innovation and diffusion theory in mountain anchors

Anchor when using live with goods, poor mountainous areas to pass the test of the audience, conform to the trend of development of the Internet era, mountainous countryside can help increase their income, promote economic development, the sooner you use on the host would be the sooner you get more fans, so as to realize the cash, the platform and the vigorous support of the host country to impoverished mountainous area farmers do, Mountain accelerated will gradually increase in the number of host, and then reached a tipping point, growth has slowed, when others see the first batch of the host who earned money, have also joined the live band goods industry, this time using way of live with cargo number of anchors will increase speed, at present our country countryside with the shipper information quantity is in the second stage and third stage in the middle of the stage, It has not yet reached a state of extreme saturation.

First, live platform needs to live in the early stages of the innovative use of the adoption of the Internet, television, and other the innovative use of the mass media publicity live impoverished mountainous area people sell their agricultural products of high yield. Although our country as a whole in the middle of the second stage and third stage, there are still many areas there is no such live with goods of host. Therefore, it is necessary to use mass communication to publicize and gather anchors.

Secondly, after some anchors achieve certain success, they should also actively promote the benefits of live broadcasting to people around them, so as to complete the "prelude" of the second rising stage of the "S" curve in the "Innovation and Diffusion Theory", so as to ensure the second surge of the number of anchors in poor mountainous areas.

5 Summary and outlook

5.1 Relationship between innovative use of live broadcasting and revenue growth

Earlier this study proposed the use after comparing the use of live broadcast family businesses and farmers income level higher and innovative way of using the more interesting, cash by selling their agricultural products, merchants and farmers to

liquidate the higher level, embodies the live impoverished mountainous area economy with the help of the new media field. On the other hand, it also provides a theoretical reference for the measures to help farmers in the context of rural revitalization in modern China.

It is worth noting that the study found that the impoverished mountainous area people live will bring serious negative impact on economic polarization. For example, using live broadcast of the host will take the lead in early to get a certain amount of fans, which will make a late use live anchor rose powder becomes more difficul. At the same time, to be able to live more skilled use skill of the host is able to sell more goods. As a result, some anchors will gain more followers and thus earn more income, while some small anchors will earn less income, thus widening the gap between the rich and the poor. This is worthy of vigilance and reflection.

At the same time, this study also further studies and develops the theory of innovation and diffusion. "Innovation" is not only an innovative use of "entity", but also a new "way" and "practice". If the adopted individual or group thinks he is new, it is "innovation". As a new way of selling to promote the economic development of poor mountainous areas, live broadcasting has high advantages, strong compatibility, low complexity, strong separability and strong possibility of transmission. It is easy to spread, and the threshold of live broadcasting with goods is not high.

5.2. Deficiencies and prospects

Because it surveys scope smaller, the host of the platform and the national policy did not understand the reason, also has some deficiencies, in the future study, the researchers in the field of journalism and communication may need to pay more attention to the phenomenon of impoverished mountainous area people use live, live anchor in the poor mountainous areas will have some problems, such as language, economic conditions, regional restrictions will cause certain problems to their live goods, so researchers can continue to pay attention in the field of journalism and communication anchor broadcast live in poor mountainous areas with goods and what factors will affect income with goods, and the influence of these factors on the impoverished mountainous area the host number, can be used as future researchers to research topics of anchor in poor mountainous areas.

About extension of innovation and diffusion theory research and practice, live

impoverished mountainous area with goods used as a kind of "innovation", can bring certain economic benefits for the poor mountainous areas, and to enrich the theory, for the later research more than entity, but some new methods and practices of "innovation" study bring some guidance and inspiration. And it can spread from the practice of "innovation" to the completion of higher efficiency.

Impoverished mountainous area people live with goods can bring higher economic benefits to our country rural area, the platform and the union actively implements the national policy, to help farmers to better assist the host to complete liquidation, enhance the level of the economy as a whole. Although China is now only at the "S" curve of the second stage and the middle of the third stage, there are still a large area did not live with cargo to drive the economy, With the improvement of the Internet and national education level, the number of anchors will continue to increase to the saturation point, and live streaming is bound to become an important means to drive economic development.

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