https://doi.org/10.37420/j.cer.2024.076

Ethical Misconduct and Countermeasures of Self Media in the Context of New Media

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Abstract:
The unique communication methods and extensive user base in the era of new media are profoundly changing the pattern of information dissemination. Self-Media, with its characteristics of immediacy, interactivity, and personalization, has quickly become an important platform for people to obtain information, express opinions, and exchange ideas. In the context of new media, the ethical misconduct of Self Media media is becoming increasingly prominent. This article comprehensively analyzes the ethical misconduct of Self Media in the context of new media, pointing out that the misconduct of Self Media in information dissemination, such as false advertising, malicious hype, and invasion of privacy, seriously damages public interests and media credibility.

Keywords:
Self Media, Media ethics misconduct, Industry self-discipline, Government regulation, Public participation

1 Introduction

1.1 Research background

With the rapid development of information technology, the era of new media has fully arrived, and Self Media , as an important component of it, is profoundly changing the pattern of information dissemination with its unique dissemination methods and extensive user base. Self Media , with its characteristics of immediacy, interactivity, and personalization, has quickly become an important platform for people to obtain information, express opinions, and exchange ideas. In the context of new media, the ethical misconduct of Self Media media is becoming increasingly prominent. These behaviors not only disrupt the balance of the media ecosystem, but also disrupt the order of social public opinion.

1.2 Research meaning

The ethical misconduct of Self Media not only damages public interests, but also affects the credibility of the media and the harmony and stability of society. This article aims to explore the ethical misconduct of Self Media media in depth, reveal its causes and mechanisms, and propose corresponding countermeasures and suggestions. At the same time, this article will also sort out and summarize the relevant research on ethical

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misconduct of Self Media media, providing theoretical support for subsequent analysis.

1.3 Literature review

With the rapid development and popularization of Internet technology, we media, as a new form of communication, has penetrated into people's daily life. Self Media , with its low threshold, fast dissemination speed, and strong interactivity, greatly enriches the ways and content of information dissemination. However, at the same time, there have been many ethical issues in the field of Self Media , which have attracted widespread attention from all sectors of society.

Domestic scholar Ge Sikun analyzed the manifestations of media ethical misconduct from the perspective of algorithms and concluded that the causes of media ethical misconduct are multifaceted. Targeted response strategies are proposed to address this issue, which require efforts from multiple parties such as the government, platforms, and society. Tao Yawen proposed that in response to the current trend of the integration and development of the media industry and artificial intelligence, detailed regulation and adaptive adjustments should be made from the dual perspectives of media practitioners and artificial intelligence to ensure that the two maintain their uniqueness and innovation while deeply integrating, and achieve true common development and harmonious coexistence. Huang Shihan explored the fundamental causes and manifestations of ethical misconduct in Self Media media in his research, and proposed response strategies from four aspects: media, audience, technology regulation, and legal regulations. Foreign scholar Philip Patterson used the Bock model as a framework for ethical decision-making, referencing principles such as the doctrine of the mean, absolute laws, utilitarianism, pluralistic value theory, communitarianism, and ethical science as guiding principles. The research focuses on classic cases of communication ethics, which reflect common ethical dilemmas in media practice. The research subjects cover mass media such as news, advertising, and public relations, while also analyzing emerging media environmental issues such as citizens' privacy rights, ethical challenges in communication in cyberspace, and ethical boundaries in art communication.

In summary, the issue of ethical misconduct in Self Media media is a complex and important topic. Therefore, this study will further explore the construction and improvement of ethical norms for Self Media , as well as the promotion and popularization of ethical education for Self Media , through specific examples.

2 Overview of related concepts

2.1 The definition and characteristics of ethical misconduct in Self Media

2.1.1 Definition of ethical misconduct in Self Media

Media ethics misconduct refers to the behavior of media industry or practitioners who violate moral obligations and professional ethics in the process of news reporting and information dissemination. These behaviors include but are not limited to intentionally or unintentionally publishing inaccurate and untrue information to mislead the public; Disclosing others' privacy in reporting and infringing upon their legitimate rights and interests; And publishing vulgar and extreme content in pursuit of higher attention, even creating or spreading rumors. These deviant behaviors not only disrupt the normal formation of public opinion, but may also cause

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damage to the stability of social order. The ethical deviance of Self Media is based on the ethical deviance of media, specifically referring to the ethical deviance phenomenon that occurs in the process of disseminating information through Self Media , an emerging form of communication. The low threshold, fast dissemination speed, and strong interactivity of Self Media make it occupy an important position in information dissemination. However, these characteristics also bring about the problem of ethical misconduct in Self Media , which not only damages the interests of the public but also affects the healthy development of the Self Media industry.

2.1.2 Characteristics of ethical misconduct in Self Media

The characteristics of ethical misconduct in Self Media mainly include: difficulty in ensuring the authenticity of information, frequent occurrence of false information due to the wide and difficult to verify sources of information; The risk of privacy leakage is increasing, and Self Media may infringe on personal privacy while pursuing click through rates; Pursuing traffic and attention, tending to publish vulgar, extreme content and even create rumors; Lack of self-discipline and regulation, Self Media platforms lack strict self-discipline mechanisms and regulatory systems; The trend towards pan entertainment is evident, with news content overly emphasizing storytelling and entertainment value; The difficulty of technical regulation is high, and the complexity and anonymity of Self Media platforms increase the difficulty of regulation.

2.2 The main manifestations of ethical misconduct in Self Media

2.2.1 False advertising misleading the public

The core of the "Cat Cup" incident lies in the fact that the video it posted about finding a primary school student's homework book in Paris, France was proven to be false. This kind of behavior of fabricating facts and exaggerating the plot is a typical form of false advertising.

2.2.2 Malicious hype to attract fans and drive traffic

In the "Cat Cup" incident, the parties and team carefully planned and fabricated false scripts to create a seemingly real but completely fabricated story. This behavior is a typical manifestation of malicious hype, where they exploit public sympathy and curiosity to create topics, generate attention, and achieve the goal of attracting fans and traffic.

2.2.3 Violating personal privacy and ethical standards

Although the "Cat's Cup" incident itself did not directly involve the leakage of personal privacy, Self Media can easily overlook the protection of personal privacy in the pursuit of traffic and attention. They may create topics by mining and disclosing private information, which not only violates the privacy rights of others, but also violates the basic principles of media ethics.

2.2.4 Lack of self-discipline and sense of responsibility

In the "Cat Cup" incident, Self Media bloggers, in pursuit of short-term benefits, did not hesitate to violate the principles of authenticity and fairness by creating false information. This reflects the lack of self-disci-

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pline and sense of responsibility in the Self Media industry when pursuing traffic and attention.

2.2.5 Misleading the public and undermining social trust

Through false advertising and malicious hype, Self Media bloggers not only mislead the public's judgment, but also undermine social trust. The public's trust in the media is based on authenticity and fairness, and the unethical behavior of Self Media can undermine this trust, leading to public suspicion and dissatisfaction with the media.

2.3 Overview of relevant theories

2.3.1 Social responsibility theory

Advocating that while the news media enjoys freedom and rights, they must also take responsibility for society and the public. It emphasizes the coexistence of freedom and responsibility, and news media should operate under the constraints of law and social morality, committed to providing truthful, objective, and comprehensive information to promote social justice, fairness, and democracy. At the same time, news media should actively participate in public affairs, contribute to social development, respect and protect personal privacy, and avoid infringing on the legitimate rights and interests of others.

2.3.2 Media ecology theory

Media ecology theory regards media as a complex ecosystem that closely interacts and influences environmental factors such as society, politics, economy, and culture. The development of media is both constrained by external environments and, in turn, has an impact on these environments. The system includes multiple key elements such as media products, technology, organization, and market, and its evolution direction is influenced by various factors such as politics, economy, and culture. The competition and cooperation mechanisms within the system shape the form and development direction of media, and maintaining ecological balance and stability is an important condition for achieving sustainable media development.

2.3.3 Audience demand theory

News communication should always take the audience's needs, interests, and values as the starting point and foothold, and strive to provide truthful, objective, and comprehensive information to meet the audience's right to know and participate. The audience's needs are diverse and multi-level, and news communication activities need to pay attention to the differences among different audience groups, while respecting the audience's autonomy and choice.

3 Multidimensional analysis of ethical misconduct in Self Media

3.1 Social responsibility theory: the neglect of social responsibility by Self Media

In the era of Self Media , the "Cat Cup" incident highlights the lack of social responsibility and ethics among Self Media practitioners behind the pursuit of traffic, seriously threatening the media ecology and social stability.

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Some practitioners publish false information to attract attention, which undermines the authenticity and fairness of information and undermines the credibility of the media. This incident misled the public, caused confusion in public opinion, damaged trust, weakened the media's ability to guide public opinion and convey information, and exacerbated social conflicts. Therefore, Self Media professionals should recognize that while expressing themselves freely, they also need to shoulder responsibilities to the public and society, adhere to ethical bottom lines, ensure the authenticity and fairness of information, rebuild trust, promote the healthy development of the media, and maintain social stability.

3.2 From the perspective of media ecology theory: Self Media ignores basic principles

The "Cat Cup" incident exposed the ethical misconduct of Self Media from the perspective of media ecology theory, and impacted the media ecology and social stability.

In the flourishing development of Self Media today, the diversity and complexity of the media ecosystem are increasingly prominent. However, the "Cat Cup" incident is like a mirror, reflecting the disregard and trampling of media ethics by media practitioners in their pursuit of traffic and attention. The unverified and controversial information they released not only undermines the authenticity and fairness of the information, but also disrupts the healthy competition order between media that should be based on integrity and quality. Not only is it a personal misconduct, but it is also a warning to the industry. Media ethics is the cornerstone of ecological balance and social harmony. Self Media professionals should bear in mind their responsibilities, adhere to ethical bottom lines, disseminate truthfully and objectively,

3.3 Audience demand theory: Self Media caters to the audience and exaggerates facts

From the perspective of audience demand theory, the ethical misconduct of Self Media in the "Cat Cup" incident is essentially the result of excessively catering to the audience's curiosity and entertainment needs, which has had a profound impact on the media ecology and social stability.

In today's era of information explosion, the audience's demand for fresh, stimulating, and controversial content is increasing day by day. Self Media practitioners have keenly captured this trend, utilizing the audience's curiosity and entertainment needs to quickly attract a large amount of attention by exaggerating facts, publishing unverified information, and even intentionally creating rumors. In the "Cat Cup" incident, Self Media bloggers fabricated false stories to satisfy some audiences' desire for novel and exciting content, thus gaining high attention and traffic. But this behavior not only misleads the public, but also seriously weakens the credibility of the media, leading to chaos and instability in public opinion. Therefore, while pursuing audience needs, Self Media practitioners must adhere to the bottom line of media ethics.

4 Countermeasures for ethical misconduct in Self Media

4.1 Strengthen industry self-discipline

4.1.1 Media ecology theory: establishing industry norms and standards for Self Media

In the media ecosystem, Self Media , as an emerging form of media, its healthy development is crucial for

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maintaining the balance of the entire media ecosystem. Strengthening self-discipline in the Self Media industry, establishing industry norms and standards, can help ensure the authenticity and reliability of Self Media information, prevent the spread of false information, and protect the public from being misled by false information. At the same time, strengthening account review and supervision can eliminate Self Media accounts that maliciously publish false information, and maintain the purity and stability of the media ecosystem.

4.1.2 From the perspective of social responsibility theory: Self Media assumes responsibility and obligation

The theory of social responsibility emphasizes that the media needs to take responsibility and obligations towards society when disseminating information. As important participants in information dissemination, Self Media practitioners' words and actions directly affect the direction of social public opinion and public perception. Strengthening the self-discipline of the Self Media industry and promoting practitioners to consciously abide by media ethics norms will help Self Media practitioners better fulfill their social responsibilities, disseminate true, objective, and fair information, avoid misleading the public, and exacerbate social conflicts.

4.1.3 Audience demand theory: Self Media focuses on information quality and value

The audience needs theory holds that the media should meet the diverse needs of the audience, but this does not mean that the media can ignore ethical norms and moral bottom lines. Strengthening self-discipline in the Self Media industry can help regulate the behavior of practitioners, guide them to pay more attention to the authenticity and value of information, meet the audience's demand for high-quality information, and enhance the overall image and credibility of Self Media .

4.2 Enhance the quality of Self Media practitioners

4.2.1 Media ecology theory: authenticity of Self Media information

In the media ecosystem, Self Media practitioners are important participants in information production and dissemination, and their quality directly affects the healthy development of the entire media ecosystem. Strengthening the professional ethics education and media literacy training for Self Media practitioners can enhance their self-discipline and sense of responsibility, making them pay more attention to the authenticity and value of information when creating and disseminating it, avoiding the generation and dissemination of false and vulgar content, and thus maintaining the purity and stability of the media ecosystem.

4.2.2 Social responsibility theory: enhancing the quality of practitioners through Self Media

As an important medium for information dissemination, Self Media practitioners bear certain social responsibilities. Improving the quality of Self Media practitioners and equipping them with higher professional ethics and media literacy can help them better fulfill their social responsibilities, disseminate truthful, objective, and fair information, avoid misleading the public, and exacerbate social conflicts. At the same time, encouraging practitioners to pursue high-quality and valuable content creation can enhance the quality and value of Self Media information, and meet the audience's demand for high-quality information.

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4.2.3 Audience demand theory: Self Media resists vulgar and low-quality dissemination

With the diversification and personalized development of audience needs, Self Media practitioners need to continuously improve their own qualities to meet the audience's demand for high-quality and valuable information. Strengthening professional ethics education and media literacy training can enable Self Media practitioners to better understand the needs and preferences of their audience, and create content that better meets their needs. At the same time, encouraging practitioners to resist the dissemination of vulgar and obscene content can enhance the quality and value of Self Media information, and win the trust and recognition of the audience.

4.3 Strengthen government supervision

4.3.1 Media ecology theory: government regulation of Self Media environment

The government should increase its supervision of the Self Media industry to ensure its healthy development while complying with laws and regulations, avoid the proliferation of false and vulgar information, and maintain the balance and stability of the media ecosystem. In addition, improve relevant laws and regulations to provide clear legal basis and punishment mechanisms for the supervision of the Self Media industry.

4.3.2 Social responsibility theory: government strengthens regulation of Self Media platforms

The government should strengthen the supervision and guidance of Self Media platforms, promote their fulfillment of social responsibilities and obligations, ensure that Self Media can objectively, fairly, and truthfully disseminate information, and avoid misleading the public or exacerbating social conflicts. In addition, we will crack down on illegal and irregular behaviors, impose severe punishments on Self Media that produce and publish rumors, engage in malicious marketing, and maintain social order and good customs.

4.3.3 Audience demand theory: the government guarantees the legitimate rights and interests of the audience

Government regulation helps to protect the legitimate rights and interests of audiences and prevent Self Media from infringing on their privacy, reputation, and other rights. In addition, strengthening the supervision of the Self Media industry can guide Self Media platforms to deeply understand audience needs, provide diversified and personalized information services, and meet the audience's demand for high-quality and valuable information.

4.4 Encourage public participation in supervision

4.4.1 Media ecology theory: public participation in maintaining the media ecosystem

Encouraging public participation in the supervision and evaluation of Self Media content helps maintain the balance and health of the media ecosystem. Public participation can enhance the transparency and diversity of information, and reduce the space for the dissemination of false and vulgar information. The improvement of public media literacy and judgment enables them to more accurately identify the authenticity of information,

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thereby forming an effective screening and filtering mechanism for Self Media content and promoting a virtuous cycle of media ecology.

4.4.2 Social responsibility theory: public supervision forms constraints and supervision in the Self Media industry

As an important subject of information dissemination, Self Media practitioners' words and deeds are directly related to the public interest of society. Encouraging public participation in supervision can help strengthen the social responsibility awareness of Self Media practitioners, encourage them to release information more cautiously, and comply with media ethical norms.

4.4.3 Audience needs theory: satisfying audience participation

Encouraging public participation in supervision can meet the audience's demand for high-quality and valuable information. The participation of the public can promote Self Media practitioners to continuously improve their own quality and creative level, and create content that better meets the needs of the audience. Meanwhile, public supervision and evaluation can also promote competition and progress among Self Media platforms.

4.5 Establish a media ethics evaluation system

4.5.1 Media ecology theory: selecting high quality Self Media to create a good environment

Establishing an ethical evaluation system for Self Media can help maintain the balance and stability of the Self Media ecosystem. By conducting ethical evaluations of Self Media practitioners, it is possible to screen out Self Media that comply with media ethical norms and publish high-quality information, while suppressing those who publish false and vulgar information, and purifying the Self Media ecosystem.

4.5.2 Social responsibility theory: ethical evaluation of Self Media guiding words and actions

Through the Self Media ethical evaluation system, ethical evaluations of Self Media practitioners are conducted, and social responsibility is included as an important indicator in the evaluation system, thereby guiding Self Media practitioners to pay more attention to the impact of their words and actions on society and assume their due social responsibility.

4.5.3 Audience needs theory: enhancing audience trust

Establishing an ethical evaluation system for Self Media can promote Self Media practitioners to improve content quality, provide more authentic and valuable information, and meet the audience's demand for high-quality information. By establishing an evaluation system, Self Media that comply with ethical norms and publish high-quality information can be screened, improving the audience's trust in Self Media information and enhancing the credibility of the Self Media industry.

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5 Conclusion

In the era of new media, the ethical misconduct of Self Media is becoming increasingly prominent, such as the difficulty in ensuring the authenticity of information, the increased risk of privacy leakage, and the proliferation of vulgar content. At the same time, the government should strengthen supervision, improve relevant laws and regulations, and ensure the healthy development of the Self Media industry.

The resolution of ethical misconduct in Self Media media requires joint efforts from multiple parties.

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