

# ***Analysis of Accelerated Social Media Factors under Pandemic Combined to Create Permission Structure for Socially Negative Online Behavior***

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**Abstract:** With the rapid development of the Internet, social media has become mainstream, and almost anyone who uses the Internet of Things uses social media. There is no substitute for social media in our life. However, at the same time, the use of social media has also created severe social problems. These negative behaviors are caused by inappropriate Internet and social media use. In particular, people already in a repressed state of life may have more violent tendencies or urge to vent their emotions on the Internet than in real life. In this article, the main question is: What causes these socially negative online behaviors, and how does the epidemic affect them? How did these behaviors affect others?

**Keywords:** Social Media, Pandemic, Negative Behavior

## **1. Introduction**

In the Internet information era, technology has fully penetrated people's lives and production, improving the efficiency of people's production operations and changing the mode of their life. Entertainment and consumption, especially the popularization of mobile phones, laptops, and other electronic products, and the mobile Internet have entered the peak of development. Social media usage has increased in the aftermath of COVID-19.

It is undoubtedly that the occurrence of COVID has stimulated the development of social media, which in turn, accelerates economic growth through live broadcasting. The new wave of online selling and broadcasting became the most prevalent selling mode during COVID. Therefore, in this situation, a new sales model of "live broadcast + e-commerce" emerges, especially in the contemporary era when Internet celebrities are prevalent, using fan groups to carry out live broadcast marketing activities to transform personal power into fans' purchasing power. This model can solve people's consumption needs and promote the development of e-commerce enterprises, thereby driving the improvement of the national economy. However, due to the rapid growth of this model, many problems have arisen. For instance, if these problems are not solved, they will inevitably impact improving the social and economic levels [1].

Globally, due to the impact of the new crown pneumonia pandemic, many customers have switched from physical stores to online e-commerce shopping. For instance, Online sales on Black Friday in 2021 jumped 22 percent from a year earlier to a record \$9 billion, according to Adobe Analytics data. The traditional brick-and-mortar retail industry suffered a "half slash" year-on-year in passenger traffic, a drop of 48%. The National Retail Federation predicts that consumption during the holiday discount season in the U.S. in 2022 will increase by at least 3.6% year-on-year, or about \$755 billion, of which online shopping sales are the main driving force behind the growth of total sales, which will increase by at least 20%. It can be seen that the sales of traditional brick-and-mortar stores and emerging e-commerce are showing a trend of polarization, and the pandemic is accelerating the reshaping of the global retail landscape [2].

Meanwhile, China has also benefited a lot from social media. The continuous growth of global online consumption under the pandemic has also brought new development opportunities for China's cross-border e-commerce. In the first ten months of 2020, The Province of Guangdong's cross-border e-commerce imports and exports reached 104.78 billion yuan, an increase of 25.1%. In addition, it is reported that as of the day before the "Black Friday" shopping festival in 2020, only the inbound cargo volume of China Southern's Pudong cargo aircraft has exceeded 7,500 tons; Shanghai cargo aircraft's outbound express shipments have reached 10,446 tons, a year-on-year increase of 7%. At the end of November 2020, there were more than 4,800 new cross-border e-commerce-related enterprises in China compared to 21,600 before "Black Friday," with a year-on-year increase of 59.6% [2].

During the pandemic in 2020, social media has become an ally, but it also caused negative impacts, such as depression, suicide, and a privacy leak. High volumes of news can overwhelm healthcare providers and prevent them from properly evaluating the information. Computing has begun to creep on tasks normally reserved for human judgment and is increasingly ready to excel at a novel, troublesome errands. Simultaneously, through web-based entertainment, online audits, or individual organizations, social impact is quite possibly the most powerful power influencing individual independent direction. Algorithms have gradually become the endorsement of the Internet age, and now a large number of phenomena appear that individuals depend more on algorithmic guidance than social impact as undertakings become more troublesome. An ever-increasing number of individuals are likewise looking for well-being subjects web-based, utilizing informal communities like Facebook, Twitter, Instagram, or even Douyin and YouTube [3]. These channels do not just pass on data and information. They additionally empower people to make content themselves. However, this method has not been substantiated by any authoritative institute, meaning it is insufficient to alleviate one's burden or pressure during the pandemic. According to the Centers for Disease Control and Prevention, 31% reported symptoms of anxiety or depression, 13% reported having started or increased substance use, 26% reported experiencing stress-related symptoms, and 11% reported having suicidal thoughts [4].

In the following paragraphs, this study will deeply investigate how accelerated social media factors under the pandemic bring socially harmful online behavior from the aspects of depression and suicide, tax fraud, and leak of privacy.

## 2. Literature Review

The film tells us that it is easy to become addicted and obsessed with social media [5]. Not only does this lead to people spending more time on social media, but it also leads to adverse effects on social media use. In Jia's study, social anxiety disorder (SAD) is characterized by a preference to socialize through the Internet, i.e., to meet new people or to learn about society in a non-offline manner [6]. In this respect, social media has its advantages. However, this form of socialization also leads people to behave more "wildly" on the Internet because they are not being watched and do not care what others

think of them, just like a classroom without a teacher. The Šincek article mentions that people who are repressed in their own lives tend to be more violent on social media [7-8]. The article says that the social pressure of the epidemic affected everyone because COVID-19 was a major social problem and brought about a lot of social anxiety, which caused people to become more aggressive on the Internet, especially during the epidemic. (COVID-19) because they have more questions to worry about, like, will I bring the virus to my family? Will I lose my job in the future? These questions include Isolation, including unlimited hours, which also causes these people in home isolation to become more depressed and agitated.

### **3. Analysis of Depression and Suicide**

#### **3.1. Phenomenon**

The Internet business has advanced significantly with time and has been successfully incorporated into our daily lives. The use of information and communications technology has changed dramatically how individuals manage their interpersonal interactions [9]. It is comparable to a sword with two edges. The sad possibility of online bullying and harassment increases as the globe gets more connected. It implies harming people or organizations intentionally, repeatedly, and hostilely utilizing the Internet. Online bullying and harassment are unethical and even unlawful actions [10]. Previous researchers described cyberbullying as using internet communication technologies to hurt or enrage others. It could involve mocking, excluding, and spreading false information about people. Even though life and the Internet are worlds away, some of the more severe instances of cyberbullying can escalate to physical violence when victims believe there is no other way to resolve their differences [11].

According to studies, cyberbullying and traditional bullying are positively associated, which implies that individuals who abuse others online are also more inclined to bully others in person, and the opposite is also true [12]. Previous research indicates that 36.2% and 68.8% of adults report witnessing online hate or cyberbullying. In comparison, 0.56% and 54.3% admit to being perpetrators [13]. Moreover, cyberbullying and online harassment was intensifying due to the growing influence of Key Opinion Leaders (KOL).

#### **3.2. Causes**

KOLs are among the most prominent, influential, and divisive participants in cyberbullying. Influencers, who serve as opinion leaders for young internet users, interact with their following by implementing successful digital tactics across various potentially linked digital channels [14]. This shared understanding of digital surroundings is at the nexus of relatability politics, attention game economics, and self-branding cultures. Influencers, as opposed to anonymous internet trolls, are self-branded personas that place a high value on their reputation metrics. They are also different from other internet users because they are more equipped to deal with negativity and social aggressiveness [15]. They may even appropriate it for retaliation or to boost their brand's promotion. Previous scholars have long recognized the adverse effects of cyberbullying on teens' physical and mental health; they include grief, shame, humiliation, and marginalization. Some youngsters also want to get retribution. Teenagers can have severe bouts of anxiety, sadness, and suicidal thoughts. Other than psychological harm, cyberbullying could have much worse effects.

#### **3.3. Consequences**

According to earlier studies, teenagers who spent more time using social media, especially on their phones, were more likely to experience mental health problems, including sadness and suicidal

thoughts, than those who spent less time using screens [16]. According to previous studies, teenagers who were victims of cyberbullying had more painful symptoms than non-victims. Teens who are the targets of cyberbullying are more isolated, have low self-esteem, and are sad and lonely [17]. Previous research discovered a substantial correlation between cyberbullying behavior and depression [18]. Additionally, the severity of depression among teenagers who have been the victims of cyberbullying has been connected to the volume and intensity of the bullying. Victimization by cyberbullying was strongly linked to depression. This happens mainly because cyberbullying undermines the victims' self-worth and confidence [19]. Their sentiments of happiness and joy are also routinely undermined by the additional burden of dealing with cyberbullying. Different correlates of depression, including poorer self-esteem and suicidal thoughts and attempts, are linked to cyberbullying [19]. Teens who have been cyberbullied frequently exhibit irritability, restlessness, fury, outbursts, increased sleep, alienation from pleasure experiences, poor self-confidence, and self-harm. The teenagers will end their lives because of this.

Suicide is the second leading cause of death after traffic accidents worldwide [20]. Research shows that youth suicide attempts and ideas have nearly quadrupled since 2008 for people aged 10 to 34. Teenagers who are frequently worried, lack ambition, and have low self-esteem prefer to be alone, which eventually results in depression. Teenagers with depression often take their own lives because they think it will improve everything. News stories of young people who committed themselves due to cyberbullying have been familiar in the previous five years [21]. According to experts, bullying may have adversely affecteth, including suicidal thoughts and actions. Cyberbullying is used to characterize the link between online bullying and teen suicide. Previous studies showed a high correlation between cyberbullying and suicidal thoughts.

## **4. Analysis of Tax Fraud**

### **4.1. Phenomenon**

Lately, online live streaming has turned into another computerized economy model of "online traffic waste + actual utilization", which I "cherished by many customers. Nonetheless, their charge-related issues have been with the live streaming internet business, drawing far-reaching public consideration. This paper concentrates on the duty installment technique for online business of online live conveyance. It proposes issues, for example, defective regulations, feeble stage management, and misleading invoicing given the real world. At long last, it is suggested to develop rules and guidelines for further information management and increment charge regulation exposure to make proposals to normalize what is happening in the business [22].

### **4.2. Cause**

Because of the rapid improvement of Internet innovation and changes in individuals' utilization propensities, online live streaming has gradually become well known among customers. Since the episode of the pestilence in 2019, individuals' movement utilization has been confined, and the web-based live conveyance mode can bring customers a natural and transparent shopping experience. The live transmission conveyance market has extended, and the quantity of clients has developed quickly. During the time spent on the fast advancement of the live transmission conveyance market, significant duty-related issues have additionally emerged. In November 2021, the Hangzhou Municipal Taxation Department fined Zhu Chenhui and Lin Shanshan, two renowned celebrities that sell products on Douyin, for their tax avoidance. In December 2021, Weiya, the leading live telecaster, was fined up to 1.341 billion yuan for tax avoidance. These occasions have focused on the tax assessment and assortment in live streaming [22].

Currently, there are three modes and tax payment methods of online live delivery: people consent to a conveyance arrangement, join the live transmission association, and consent to a conveyance arrangement or set up a business element and license to a conveyance arrangement.

#### **4.2.1. People Consent to a Conveyance Arrangement**

The anchor with the merchandise signs a work contract with the organization. Assuming the anchor communicates real-time through the stage's very own record, its pay parts incorporate deals commission, pit expenses, and fan rewards, which have a place with the individual giving work administrations and pay a tax charge at the pace of 20% of workers' compensation payments [23].

#### **4.2.2. Join the Live Transmission Association and Consent to a Conveyance Arrangement**

The free anchor and the live transmission association sign a work relationship contract. The live transmission association takes the request and circulates the products to the anchor, including two settlements. The tax fee for this type of mode is approximately 30% of the total revenue [23].

#### **4.2.3. Set up a Business Element and Consent to a Conveyance Arrangement**

Assuming the product anchor picks an individual modern and business family (sole ownership or association). The anchor's working substance signs an agreement with the live transmission stage, and the last payment is circulated to the live transmission stage. Make good on esteem added charge, metropolitan development charge, extra expense, and individual annual duty as per charge regulations [23].

If the anchor with the products sets up an organization, the pay will be circulated relatively between the live transmission stage and the organization. As required, the circulated income will likely be metropolitan development charges, extra duties, and corporate, personal, and expenses. While making good on corporate, private, and commitment, on the off chance that it is a general organization, the expense pace of 25% applies [23].

### **4.3. Consequences**

However, with the rising popularity of live streaming, problems exist in tax collection and the management of live streaming with goods. There are three predominant dimensions: the law is not yet perfect and does not adapt to the actual development. The identification of tax matters is unclear, leading to different tax collections and management. The risk of false invoicing is high, and the behavior of click farming is severe [23].

Firstly, the law is not yet perfect and does not adapt to the actual development. Since the pandemic, the live broadcast delivery industry has seen an apparent upward trend, its development scale has expanded, and it has become the primary sales channel in the market. The emerging sector, with almost 700 million daily users, uses Douyin. There are few laws and regulations on the taxation of live broadcast e-commerce, and the stipulations are not perfect. It only regulates the live broadcast delivery industry generally and does not have precise requirements for some specific matters. According to Article 201 of the Criminal Law: Where a taxpayer resorts to deception or concealment to make false tax declarations or fails to declare, and evades the payment of a relatively large amount of tax and accounts for more than 10% of the tax payable, the taxpayer shall be sentenced to a fixed term of not more than three years. (66 Law) Imprisonment or criminal detention, and a fine; if the amount is enormous and accounts for more than 30% of the tax payable, the sentence shall be fixed-term imprisonment of not less than three years but not more than seven-year and a fine. Hulu



Website) This leads to differences in handling the same act by tax authorities in different regions in practice, and there are still disputes [23].

Secondly, since the identification of tax matters is unclear, the collection and management are complicated. During the time spent internet-based live real-time, a platform is required, and online exchanges on the stage are described by informationization, borderless, and cross-line combination. There are many connections in the business cycle, and deciding the relevant tax components will be troublesome. The ongoing regulation, the E-Commerce Law of the People's Republic of China, just expresses that web-based business administrators should pay charges per the law. However, there is no specific guideline on some particular duty matters, which makes it challenging for tax specialists to gather and deal with their assessment installments [23].

Lastly, because of the virtual idea of live transmission conveyance depending on the Internet, it is simple for individuals to exploit the intricacy of online exchanges and flawed regulations to do a few unlawful demonstrations, causing the deficiency of public charges. For instance: misleading invoicing, recruiting somebody to brush the bill, and so on. The sales groups for the live broadcast rooms are mainly individual consumers. Usually, they do not require invoices, leading to merchants hoarding many blank invoices and creating space for bogus invoicing [23].

Overall, tax evasion still can be considered a significant problem that requires solving worldwide, especially in China.

## **5. Analysis of Hacking and Leak of Privacy**

### **5.1. Phenomenon**

When people talk about social networking sites and hacking, they are not referring to the malicious software or backdoors that can be used to steal proprietary information or damage a computer system. Instead, they are talking about a psychological game that involves gaining access to a person's social networking profiles and gaining the user's trust. Another type of hacking commonly referred to as social engineering consists in using psychological techniques to trick people into giving away their personal information. This usually consists of a person posing as an angry executive with a problem with his password. They will then pretend to be bank employees to get the details of a person who lost the credit card. Many people who create social network profiles fail to consider the security risks associated with their online activities. Too much personal information on their profile can allow hackers to access and steal their trust. Of course, hacking directly relates to addictive content on some social media platforms, especially Douyin [24].

### **5.2. Causes**

With social media's rising popularity, Douyin, one of the most popular short video platforms, has tremendously impacted Chinese netizens, and numerous users have become daily active users. Moreover, many users spend a large proportion of their daily time viewing short videos on Douyin, an average time of 88 minutes [5]. This further substantiates that Douyin has become a widespread addiction phenomenon. Algorithm technology plays a significant role in promoting addiction among those netizens. For a particular something, the proposal calculation takes exceptional care of clients by thoroughly addressing their requirements [24]. Utilizing the progressive interest name tree, the client persona, and the divided information pails technique to suggest more exact and customized content. For another, the calculation utilizes the cooperative sifting calculation and minimal expense communication plan system to make snares for clients. According to the study, the author observes a closed-loop circle connection between Douyin addiction and algorithm optimization. The calculation standards decidedly impact clients' continuation aim. In the meantime, the more successive the client

utilizes Douyin, the more exact the algorithm will be [25]. However, with a massive addiction to Douyins, problems have emerged, which as a leak of privacy due to hacking.

### 5.3. Consequences

The increasing popularity of short videos has raised concerns about users' privacy and protection measures. There are three main situations where users' personal information can be collected and disclosed in these videos. The study, which involved over a hundred websites, revealed that about three-quarters of them collect and use personally identifiable information about their users to track them. The study, conducted by Craig Wills, a computer science professor at Worcester Polytechnic Institute, revealed how sites could collect and use personal information about their users, such as their physical addresses and email addresses, to create detailed profiles of them. This could be done through browser fingerprints, which allow them to link various pieces of data [25]. For instance, in June 2019, the number of Chinese netizens was more than 8.5. Under the background of the lack of personal information protection mechanism, 800 million people are "naked" in the Internet age. This includes exposing the privacy of a well-known actor and a well-known rapper. It is worth mentioning that when the two videos were still in the submission box, it was exposed by the backstage staff of Douyin. However, Douyin's legal department denied the information after the incident and promised that similar things would not happen again [26]. Regarding the aftermath of this event, as time passes, people start forgetting these scandals and keep exposing "themselves" to the public.

## 6. Solution

In the digital era, some KOLs in the short video platform and social media always have a more significant impact on society. However, their positive impact only lasts for a short period, whereas their negative effect sometimes lasts for a long time. Studies reveal that social media use is connected with depression symptoms [27]. COVID-19 has caused damage not only to people's daily production and lives but also to public belief. The traditional gatekeeping theory no longer applies, while misinformation runs rampant and general chaos and crisis are exacerbated [28]. Due to their vast power in influencing online users, KOLs then serve a crucial role in safeguarding the truth and pacifying public fear. Therefore, a set of rules and mechanisms should be fostered to promote the standardized operation of social media.

### 6.1. Reinforce Legislation

A legal framework in short-video platforms can provide a solid foundation for standardized operation. Legislation is required for both individuals and the media.

#### 6.1.1. Legislation for Individuals Law Should Supervise the Comments and Performance of KOLs

The profound effect of their behavior on ordinary people has already been realized in some regions, and regulations are adjusted correspondingly. For instance, China promulgated official rules named "Internet Information Service Algorithmic Recommendation Management Provisions (ISAR)" to improve cybersecurity. According to the ISAR, network security can be ensured by "pre-approval, process monitoring and post accountability" [29]. Pre-approval can be adopted to ensure the works of KOLs are legal and positive before publication. Process monitoring must provide no harmful or illegal comments under KOLs' pieces. Post-accountability aims to avoid evasion of responsibility, i.e., those who create the work should be responsible for everything related.

### **6.1.2. Legislation for Platforms**

The operation of platforms should also be regulated to avoid antitrust and the leak of personal information. Some large short-video apps take a dominant position in the whole market. If some damaging information about those apps emerges, there will be relevant public turmoil. In addition, the recommendation algorithm these apps apply sometimes limits available options. As the theory of Echo Chambers demonstrates, imminent innovations in computer technology make it possible to filter vast streams of information, which may reinforce people's prejudices and isolation [30]. Therefore, relevant laws and regulations should be issued to limit the power of recommendation algorithms and the dominant position of these platforms.

### **6.2. More Mitigation Techniques**

The algorithm is developed to evaluate people's preferences to keep people attracted by the content of the same type and spend more time on the app. However, it did violate people's privacy by recommending the same kind of videos. People's view is narrowed down in the diversified world. Therefore, the recommendation algorithm ought to be restricted to a proper level.

At the same time, public comments may cause worse damage than the video itself. Given few restrictions on public comments, people can say anything in the comment section, thus sometimes leading to language violence and assault on other people [30]. So, the filtering and blocking function in the comment section should be developed and improved. People's free comments need to comply with the law.

### **6.3. Establish Digital Citizenship**

The internet is not a lawless land, let alone a moral marshland. Nowadays, people not only live in the natural and objective world but also in the digital and virtual worlds. We all realize that law violations come with severe punishment in the objective world. Consequently, there should not be any difference on the internet. Pursuing human rights and freedom, we must also stick to the truth and facts and be responsible for our comments. People should all remember a famous Chinese saying from Records of the Three Kingdoms: "Do not do evil things though they may be insignificant; do not give up good things though they may be minor matters." Meanwhile, as a citizen, in addition to legislation, people are responsible for accusing misinformation and cyber-violence. As long as more people dare to stop those destroyers of harmony on the internet, the implication of short-video apps is promising for the future.

### **6.4. Strengthen the Management System**

Strengthening the management system cannot be worked alone by a single sector; multiple sectors are needed to work together. In terms of government, it should form correct political guidance and leverage an internet environment with humanistic care, social benefit, and positive value. In terms of society, relevant sectors should ensure all information is open and transparent to the public and improve the content approval mechanism in short-video platforms. In terms of individuals, as the audience of short videos, people have to not believe in rumors that do not spread. People need to improve their resolving ability and make harmonious comments when viewing short videos. As vloggers, they must remember that great power comes with great responsibility and spreads positive information to society.



## 7. Discussion

Regarding numerous data we found throughout this study, my team has substantiated several points, including the phenomenon of tax evasion/tax fraud due to lack of regulation, depression or suicide due to unsecurity on the internet, and leak of privacy due to the addiction to specific social media platforms. According to the data demonstrated in part about tax evasion or tax fraud, the main limitation is that the author neglected the part where social media still benefits society and promotes economic growth. Instead, there are plentiful attempts where authors were trying to persuade readers in a personal and biased tone that social media is ultimately a negative societal factor. Another study on privacy leaks predominately discusses how the addiction to social media, especially on a particular platform, Douyin, is directly related to the leak of confidentiality. Even though there is merely a limitation in the research and experiments, every piece of data was created relating to criticizing social media instead of trying to find out the problem and solve the problem that does not concisely approach the topic of algorithms and social influence. Instead, these data are unreliable cable since there is an apparent bias toward one side of the argument.

Moreover, as the most prominent influencer online, KOLs are among the most conspicuous, crucial, and contentious stakeholders in cyberbullying. As opinion leaders for internet users, they could communicate with followers through effective digital strategies applied across various digital platforms, such as TikTok, Instagram, etc. This vernacular knowledge of digital environments sits at the intersection of personal perceptions, celebrity effect, and conflict of interest. Unlike anonymous internet trolls, KOLs are self-branded personae, deeply invested and managed in their reputation metrics. They are also unlike everyday users on the internet, being more conditioned to cope with negativity and social aggression or even appropriating such negativity for revenge on some opinions from others. Thus, they played an essential role in the phenomenon of cyberbullying and online harassment, which led to depression and suicide. The present study that KOLs could use their platforms to share coping strategies, steer and direct conversation among peers and followers, and advocate for internet safety campaigns.

Although accelerated social media factors under the pandemic combined to create a permission structure for socially harmful online behavior is a pretty new topic, there are already some rules and mechanisms in society and legal technology to promote the normal development of online platforms and social media. Among them, lawful means are the most direct and effective, but they may also be too arbitrary if all possible factors are not fully considered before legislation. The dominant and monopolistic position of social platforms determines that appropriate constraints are needed, and establishing a digital civil society helps form the basis for healthy development. In comparison, the technical means are more accurate, especially the use of algorithms has always been a double-edged sword. Still, technology has no good or evil, so it must be constantly optimized. The extensive use of the above solutions will play a reliable role in mitigating the negative impact of social media factors.

## 8. Conclusion

In conclusion, the Internet and social media have produced irreplaceable applications and implications in our lives. People are spending more and more time on social media and the Internet every day, and there are issues about the use of social media that numerous phenomena reflect and address. According to our research, since social media and I do not have a significant "barrier" to enter, in other words, as long as people have a cell phone or social account, they can use and express their opinion, which brings people a very participatory experience. Everyone does not need to care about whether their words will hurt others. In live streaming, viewers are not just passive consumers but co-producers of consumption. This phenomenon also reveals that most viewers are naive to the effect of the live-streaming. It also demonstrates that most viewers are impulsive and irrational

consumers, which results in many "bloggers" taking advantage of this characteristic to make illegal profits.

Consequently, comprehensive and reinforced laws must be implemented to protect consumers' lives and privacy in the live streaming economy. Not only to monitor or solve the problem of tax evasion but also to protect the rights of consumers. In the end, this paper has deeply investigated the effects of the internet and the live-streaming economy. However, the current situation cannot deny the economy's future growth. As a result, further research may update the status in the future. For now, there are numerous internet problems.

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