

Private Domain Traffic and User Operations: A Study on the Construction Path of the "Trust Economy" in Brand Livestream Fan Communities

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Abstract: *Facing fierce competition and diminishing public traffic, private-domain operations the private domain operation is crucial for brand growth in livestream e-commerce, with the "trust economy" in fan communities being the core driver. This study integrates Bourdieu's Cultural Capital Theory and classical to analyze the construction logic and practical pathways of this trust economy. Findings show that brand private domains operation sprivate-domain operations feature diversified sources, hierarchical structure, and a closed operational loop, yet struggle with simplistic trust-building methods and trust erosion due to over-commercialization. We propose a three-dimensional synergistic pathway to transform cultural capital into trust capital and commercial value. This research fills a theoretical gap in the private domain trust economy and offers actionable strategies for brands of diverse scales.*

Keywords: Private Domain Traffic; Trust Economy; Cultural Capital; Fan Community.

1. INTRODUCTION

Against the backdrop of the rapidly evolving digital economy, livestream e-commerce has emerged as a pivotal, high-growth engine within the broader e-commerce landscape. With the ubiquitous adoption of 5G technology and the pervasive reach of smart devices, consumer shopping habits have undergone a paradigm shift—moving from traditional offline and text-image-based browsing toward highly immersive, interactive, and immediate livestream models. Consequently, brand livestream rooms have proliferated, establishing themselves as crucial strongholds for brands to execute marketing initiatives, reach target audiences, and expand market share. However, competition in the livestream e-commerce industry is becoming fiercely intense. As a multitude of brands flood the livestream space, the continuous rise in traffic acquisition costs and the increasing difficulty of securing public domain traffic are collectively driving industry growth toward a significant bottleneck. However, competition in the livestream e-commerce industry is becoming fiercely intense. As a multitude of brands flood the livestream space, the continuous rise in traffic acquisition costs and the increasing difficulty of securing public domain traffic are collectively driving industry growth toward a significant bottleneck. As the primary venue for accumulating, operating, and monetizing private domain traffic, the brand livestream room is tasked with the critical mission of attracting potential users, retaining core users, re-engaging inactive users, and ultimately completing commercial value conversion.

Fan communities, serving as the core vehicles of private domain traffic for brand livestream rooms, are playing an increasingly prominent role. Within the fan community environment, the traditional one-way communication barriers inherent in conventional consumption settings are dissolved, facilitating stronger and more stable emotional bonds and interactive relationships among fans, hosts, and brands. Trust, functioning as the core nexus sustaining these relationships, directly dictates the level of fan loyalty, the intensity of repurchase intent, and the breadth and depth of word-of-mouth dissemination. Against the backdrop of today's market, which is defined by intense homogenized competition, the "trust economy" paradigm—one anchored in trust—has emerged as a pivotal lever for brand livestreaming studios to realize competitive differentiation. Accordingly, only by forging solid trust-based relationships can brands consolidate their market position amid cutthroat competition, sustainably attract and retain user bases, and ultimately secure long-term, steady growth. To provide a theoretical underpinning for this trust construction process, this study draws upon Pierre Bourdieu's theory of "cultural capital" and classical Trust Theory.

Bourdieu's theoretical framework categorizes cultural capital into three distinct forms: embodied, objectified, and institutionalized. The systematic accumulation and strategic deployment of these capital forms enable hosts to

build a professional and credible persona, thereby establishing a foundation of cognitive and symbolic trust among followers.

In parallel, Trust Theory elucidates the mechanism through which emotional trust—developed via high-frequency interaction, authentic expression, and reliable commitments—reduces user-perceived uncertainty and facilitates consumer decision-making. In fan communities, this process often unfolds in stages: progressing from an initial emotional connection, to developing functional trust in product quality, and ultimately culminating in a composite trust that drives repurchase and advocacy.

By integrating these complementary theoretical lenses, this paper focuses on the construction of the “trust economy” within brand livestream fan communities. Specifically, it delves into the underlying logic and practical pathways, aiming to provide both theoretical references and practical guidance for brands in operating private domain traffic and cultivating sustainable fan relationships.

2. LITERATURE REVIEW

As the digital economy deepens and livestreaming technology becomes widespread, livestream e-commerce has evolved from an emerging business model into a core growth driver within the e-commerce sector. Academic research in this field has progressively formed a multi-dimensional and multi-theoretical exploratory framework. Current scholarly achievements in livestream e-commerce can be systematically categorized into three core directions: (1) industry ecology and labor mechanisms, (2) communication mechanisms user behavior, (3) content production and organizational forms. Each direction builds its analytical framework on classical theories, providing essential support for understanding the operational logic of the industry.

2.1 Industry Ecology and Labor Mechanisms

Focusing on industry ecology and labor mechanisms, scholars have primarily examined the characteristics of the host community, industry power structures, and labor control logic. Lu Peng and Jiang Zhengying (2025), drawing on Moral Economy Theory and employing participant observation and in-depth interviews, found that hosts in the context of the traffic economy generally face a dual predicament of moral capital appreciation and moral backlash¹. Their work offers a significant theoretical perspective for analyzing the social genesis of the “everyone-livestreams-to-sell” phenomenon. Wang Lu (2024), grounded in Marxist Labor Process Theory, provided an in-depth analysis of the tripartite realization of labor control in livestreaming: technical control, monopolistic control, and organizational control. This study contributes a political economy dimension to revealing the organizational forms of labor within the livestream industry².

2.2 Communication Mechanisms and User Behavior

Research on communication mechanisms and user behavior is centered on the logic of symbolic interaction, influence pathways, and user decision-making mechanisms within livestream contexts. Regarding communication mechanisms, Shen Qiwu and Song Jiachen (2025) focused on auditory rhetoric in livestream commerce. They found that platforms systematically integrate sound elements and leverage psychological mechanisms such as the Mere Exposure Effect, extrinsic incentives, and excitation transfer to psychologically catalyze and sensorially activate users, making sound an invisible tool for capital to intervene in daily life and reshape the consumption order³. Xie Zhuohua et al. (2025), drawing on Media Spectacle Theory and using cross-border e-commerce livestreams for Luosifen as a case study, explored the cross-border communication practices of intangible cultural heritage, pointing out real-world issues such as capital eroding cultural authenticity and the lack of an effectiveness evaluation mechanism, and proposed solutions involving the construction of a narrative-based communication context⁴.

¹ Lü, P., & Jiang, Z. Y. (2025). "The end of the universe is live streaming e-commerce": Anchor types, survival ethics, and the moral economy of live streaming commerce. *Journal of Jinan University (Philosophy and Social Sciences Edition)*, 47(3), 1-24.

² Wang, L., Wang, X. C., & Wang, X. G. (2024). A study on the labor organization and process control of live streaming economy: Based on Marx's labor process theory. *Economist*, (12), 84-94. <https://doi.org/10.16158/j.cnki.51-1312/f.2024.12.005>

³ Shen, Q. W., & Song, J. C. (2025). The realization of persuasion in entertainment economy: Entertainment experience and auditory rhetoric—A study based on live streaming commerce. *Journal of Fujian Normal University (Philosophy and Social Sciences Edition)*, (2), 115-126, 170-171.

⁴ Xie, Z. H., Chen, J. L., & Deng, S. J. (2025). Construction of cross-border e-commerce live streaming cultural field facing ASEAN from the perspective of media spectacle—A case study of snail rice noodle brand communication. *Media*, (6), 80-83.

In user behavior research, scholars have predominantly conducted empirical analyses based on classic theoretical models. Qi Yalin and Yang Jingtong (2024), in an empirical study based on the S-O-R theory, demonstrated that Source Quality, Information Quality, and Service Quality all have a direct positive impact on consumers' shopping behavior. Specifically, emotional valence plays a comprehensive mediating role between these three factors and shopping behavior, whereas perceived value shows a significant mediating effect only between Source Quality, Information Quality, and purchasing behavior⁵. Li Mingwei and Wei Yanan (2024) focused on social presence in livestreams, finding that it positively influences users' continuance intention and recommendation intention through the mediating role of the "pleasure-arousal" two-factor emotions, highlighting the practical value of technology-enabled enhancement of livestream presence⁶. Wang Tian et al. (2023), from the perspective of Technological Affordances, found that the enhancement of visibility, expressivity, shopping guidance, and transactionality in brand livestream rooms can ultimately promote brand loyalty construction by shaping consumers' positive affective schemas⁷.

2.3 Content Production and Organizational Forms

Research on content production and organizational forms primarily examines the generative logic, evolutionary trajectories, and organizational operational characteristics of livestream content. Regarding content production, Wang Yufeng and Zhang Xiaohong (2024), applying the Sociology of Knowledge approach, revealed that knowledge for content production on livestream platforms stems from the iterative integration of ordinary users' practical knowledge, traditional broadcast media professional knowledge, MCN institutional experience, and algorithmic knowledge. Its diffusion process is characterized by multi-stakeholder gaming, and the coexistence of content ideology and operational methods⁸. Cai Minjun (2024), based on Debord's "Society of the Spectacle" Theory, traced the evolutionary path of the livestream spectacle, pointing out that the entertainment sphere constructs commodified interest-based relationships, the consumption sphere forms a spectacle of concern, and the livestream spectacle exhibits a trend of cross-domain generalization⁹. Concerning organizational forms, Chen Junfeng and Xu Yongchao (2023), drawing on Baudrillard's Simulation Theory, argued that livestream rooms, as hyperreal spaces, feature oral communication with strong performativity and an auditory bias, which fosters a sense of companionship while simultaneously carrying the risk of constructing consumptive illusions¹⁰.

2.4 Research Gaps and Core Questions

In summary, the field of livestream e-commerce has developed an exploratory landscape characterized by multiple theories and dimensions. However, there remains a noticeable gap in systematic research on the "trust economy" within brand livestream fan communities. The scope of current studies is limited, often focusing on mega-hosts or single cases, with insufficient attention paid to the differentiated characteristics and trust-building logics of fan communities across brand livestream rooms of diverse scales. Existing research also lacks deep-level mechanism analysis regarding the practical challenges of trust construction. Furthermore, concerning the balancing strategy between user-centric thinking and commercial monetization, its operational feasibility requires further refinement.

Based on these gaps, this study's core research questions are: (1) How can a practical pathway for building a "trust economy" in brand livestream fan communities be constructed from an integrated perspective combining Bourdieu's cultural capital theory and Trust Theory? (2) Simultaneously, how can user experience and commercial monetization be balanced within private domain traffic operations to provide actionable trust-building strategies for brand livestream rooms of diverse scales?

⁵ Qi, Y. L., & Yang, J. T. (2024). A study on the mediating effect of emotion and perception on users' purchase behavior in e-commerce live streaming from the perspective of S-O-R theory. *Journalism Research*, (8), 55-65. <https://doi.org/10.15897/j.cnki.cn51-1046/g2.20240914.001>

⁶ Li, M. W., & Wei, Y. N. (2024). A study on users' continuous usage and recommendation intention of e-commerce live streaming platforms—An analysis based on the perspective of live streaming social presence. *Price Theory and Practice*, (3), 174-178. <https://doi.org/10.19851/j.cnki.CN11-1010/F.2024.03.094>

⁷ Wang, T., Wang, C. Y., Wen, Y. N., & Jiang, Y. K. (2023). A study on the influence mechanism of technical affordance of brand live streaming rooms on consumer loyalty — Based on the mediating effect of positive emotional schema. *Journalism & Communication Review*, 76(5), 99-114. <https://doi.org/10.14086/j.cnki.xwycbpl.2023.05.009>

⁸ Wang, Y. F., & Zhang, X. H. (2024). Origin and diffusion: A study on the knowledge shaping content production of live streaming platforms. *Editors' Friend*, (10), 22-28. <https://doi.org/10.13786/j.cnki.cn14-1066/g2.2024.10.003>

⁹ Cai, M. J. (2024). The path and representation of online live streaming spectacle construction under technological empowerment. *Contemporary Television*, (5), 38-45. <https://doi.org/10.16531/j.cnki.1000-8977.2024.05.009>

¹⁰ Chen, J. F., & Xu, Y. C. (2023). Oral cultural communication in the age of simulation: An investigation of Taobao live streaming rooms. *Youth Journalist*, (8), 59-61. <https://doi.org/10.15997/j.cnki.qnjz.2023.08.005>

3. CURRENT STATE OF THE "TRUST ECONOMY" IN BRAND LIVESTREAM FAN COMMUNITIES

3.1 Characteristics of Private Domain Traffic Operations in Brand Livestream Rooms

Current private domain traffic operations in brand livestream rooms exhibit three core characteristics: (1) Diversified traffic sources, (2) hierarchical user structures, and (3) an operational closed loop.

In terms of traffic sources, a dual-driver strategy has emerged, combining public domain acquisition with existing customer retention. On one hand, brands leverage precise targeting in public domains—such as social media content marketing, homepage recommendations on e-commerce platforms, and cross-host collaborations—to channel potential users to their livestream rooms. On the other hand, through a superior product experience and reliable after-sales guarantees, they encourage repeat purchases and retention among existing customers, thereby forming a stable private domain traffic pool. This establishes a preliminary cycle of "acquisition-conversion-retention."

From a community structure perspective, distinct fan stratification is evident, with well-defined boundaries between user segments. Core fans, serving as the community backbone, exhibit high emotional identification with the brand and the host. They not only participate frequently in livestream interactions and proactively complete purchases but also act as "opinion leaders" by fostering the community atmosphere and disseminating positive word-of-mouth. Regular fans, in contrast, are more needs-driven, exhibiting relatively lower engagement and loyalty. They typically follow livestreams sporadically and make purchases based on specific product needs, thereby forming the foundational traffic base of the community.

Regarding the operational model, a complementary synergy between livestream interaction and community maintenance creates an operational closed loop. Within livestream sessions, hosts strengthen a sense of immediacy through instant Q&A, interactive topics, and reward giveaways, quickly with fans. Outside of livestreams, channels such as social media groups and private community platforms are used to consistently share product usage guides, exclusive event previews, and lifestyle content. This approach mitigates temporal and spatial limitations, maintaining user connections and enabling a full-cycle operation of "livestream product seeding and community-based fan retention."

3.2 The Core Value and Real-World Challenges of the "Trust Economy"

As the central bond in brand livestream private-domain operations, trust directly manifests its value across the entire chain of fan retention, repurchase conversion, and positive word-of-mouth dissemination. Taking leading brand livestream rooms as an example, when fans establish a dual layer of trust in the host's professionalism and the brand's integrity, they not only develop consumption habits such as purchasing upon host recommendations but also spontaneously disseminate information through social sharing and personal referrals. This creates a virtuous cycle of "trust-consumption-dissemination," significantly enhancing the brand's market competitiveness and .

Although the importance of the "trust economy" paradigm is widely recognized in the industry, brand livestream rooms currently face two major challenges in trust building. First, trust-building methods are overly simplistic. Many brands excessively rely on short-term incentives such as discounts and subsidies, thereby neglecting the cultivation of long-term trust assets—including enhancing host expertise, fostering emotional connections through interactions, and communicating brand values. This results in a fragile trust foundation among fans, making it difficult to sustain user stickiness. Second, over-commercialization triggers trust erosion. Some livestream rooms, in pursuit of short-term sales, engage in frequent and overly aggressive product promotions, at times resorting to exaggerated claims or failing to meet product quality promises. Such practices severely undermine the credibility of both the host and the brand, leading to decreased fan engagement, declining repurchase rates, and disrupting the balance between trust and commercial monetization. These real-world challenges not only constrain the depth of but also provide a clear problem orientation and practical entry point for exploring the construction pathways of the trust economy in subsequent sections.

4. CONSTRUCTION PATHWAYS FOR THE "TRUST ECONOMY" IN BRAND LIVESTREAM FAN COMMUNITIES

4.1 Persona Building: Blending Professionalism and Relatability

The host's persona serves as a pivotal nexus for translating Bourdieu's cultural capital (embodied, objectified, and institutionalized) into professional trust among fans. Critically, it must align with the "emotional-functional" dual-trust logic of Trust Theory, conveying both professional authority and emotional closeness. At the level of embodied cultural capital output, the focus should be on in-depth explanations of vertical domain expertise, transforming the host's internalized knowledge into perceptible symbols of trust for fans. For instance, beauty livestreams may explain product efficacy through chemical principles of ingredients, while home appliance livestreams may verify performance through parameter comparisons and real-life scenario testing. In essence, this approach converts the host's Embodied Cultural Capital into empirical knowledge, forming a transformation chain of "professional knowledge output \rightarrow recognition of professional capability \rightarrow establishment of professional trust," grounded in the principle that functional trust stems from professional competence.

In presenting Objectified and Institutionalized Cultural Capital, the livestream set design should align with product attributes to convey objectified capital signals. Institutionalized identifiers, such as brand authorization certificates and industry qualifications, should be highlighted to reinforce authoritative endorsement. Inviting industry experts for live collaborations or broadcasting product development processes can further extend external professional resources into Institutionalized Cultural Capital, thereby solidifying the foundation of functional trust through authoritative validation, as posited by Trust Theory.

Creating Relatability should adhere to the hierarchical principle in that emotional trust precedes functional trust, shifting the focus beyond performative authenticity toward genuine life resonance. Sharing real-life product pitfall experiences or daily work snippets can showcase the host's dual identity as both a professional and an ordinary individual, thereby reducing emotional distance. Addressing fans' daily challenges mentioned in the community—such as parenting dilemmas or styling needs—by actively responding during livestreams and offering product-integrated solutions, effectively integrates emotional responsiveness with professional support. This model allows Relatability to serve as a bridge connecting emotional trust with professional trust, rather than remaining merely an isolated label, thereby aligning with the core mechanism in whereby emotional identification reinforces functional trust.

4.2 Interaction Scripts: Emotional Resonance and Demand Guidance

Interactive scripts should center on the progressive logic of "emotional-functional" dual trust from Trust Theory, moving away from sales-driven approaches to function as bridges linking emotional trust with functional trust. This achieves a closed loop of "empathy and resonance \rightarrow demand matching \rightarrow trust reinforcement," while implicitly aligning with the logic of transmitting embodied knowledge in cultural capital theory.

Emotional resonance scripts should construct dialogues from the user's perspective, essentially transforming the host's empathetic ability into emotional knowledge within Embodied Cultural Capital. On one hand, opening with problem-oriented inquiries to address fans' pain points, followed by sharing solutions based on personal experiences, cultivates a sense of being understood and emotional identification among fans, aligning with the principle that emotional resonance is central to emotional trust. On the other hand, personalized responses and detailed explanations tailored to individual needs in the comments re-identify generalized fans as valued individuals, deepening emotional connections in line with the emphasis on personalized interaction for strengthening emotional trust.

Scenario-based descriptions should focus on problem-solving value rather than exaggerated performance claims or effect rendering. This translates product knowledge into Embodied Cultural Capital that matches user needs, allowing fans to intuitively perceive functional value. Limited-time promotional scripts should incorporate explicit trust assurances to reduce perceived risks, facilitate the conversion to functional trust, and prevent trust exhaustion.

4.3 Exclusive Benefits: Enhancing User Stickiness and Loyalty

The exclusive benefits system should move beyond simplistic low-price subsidies, centering instead on the capital

reproduction logic from Bourdieu's cultural capital theory and the progressive hierarchical nature of Trust Theory. Through value exclusivity and tiered rights design, it aims to transform cultural capital into trust capital, and trust capital into commercial value, thereby constructing a virtuous cycle of "trust appreciation → consumption conversion → long-term retention."

From the perspective of Cultural Capital Reproduction, the membership system should be deeply integrated with established trust levels. Fans should be tiered based on interaction frequency, consumption duration, and word-of-mouth contributions, and matched with corresponding differentiated Cultural Capital rights: new fans build initial trust through beginner tutorials and priority after-sales support; active fans deepen trust via product beta testing and exclusive livestream seating; core fans evolve into trust disseminators through brand co-creation opportunities and offline meet-ups. This approach transforms membership benefits into a nexus for capital and trust conversion.

4.4 Emotional-Functional Dual Trust

From the "emotional-functional" dimensions of Trust Theory, interaction rewards reinforce community trust by incentivizing fans to share genuine experiences. Customized services leverage fan data to translate brand expertise into personalized solutions—for example, matching mothers with maternal-infant products and parenting guides, or recommending portable skincare sets and tips for office workers/professionals. By consolidating dual trust through exclusive value, these strategies provide long-term support for commercial monetization.

5. CONCLUSION

This study centers on the construction of the "trust economy" within brand livestream fan communities. By integrating Bourdieu's Cultural Capital Theory with Trust Theory, it achieves a robust theoretical adaptation to the private domain context of livestream e-commerce, while simultaneously offering a systematic solution for industry practice.

At the theoretical level, this research extends the application of cultural capital theory to digital consumption scenarios, linking the three forms of cultural capital—embodied, objectified, and institutionalized—to the three-stage pathway of Trust Theory: "emotional trust as foundation, functional trust as reinforcement, and loyalty trust as elevation." It reveals a closed-loop logic of "cultural capital accumulation → trust-level enhancement → commercial value realization." Cultural capital is translated into fan trust through personas, interaction scripts, and benefits, while the progressive deepening of trust in turn fuels commercial monetization. This finding addresses the existing gap in theoretical integration and mechanism explanation within private domain traffic operations, thus enriching the theoretical framework of the trust economy in the digital era.

At the practical level, the three-dimensional synergistic pathway proposed in this study targets key industry challenges: persona building balances professionalism and emotion with cultural capital at its core, laying a solid foundation for trust; interaction scripts connect resonance and adaptation with a user-needs orientation, conveying trust; exclusive benefits are designed based on trust levels to deliver rights and services, consolidating trust. Together, these three dimensions effectively address the dilemmas of simplistic trust-building methods and excessive commercialization, offering actionable operational strategies for brands of diverse scales.

Fundamentally, the essence of in brand livestream rooms lies in trust-driven value co-creation. This study demonstrates that a healthy trust economy does not segregate trust from commerce but fosters a positive cycle where trust appreciation and commercial monetization reinforce each other through continuous investment in cultural capital and the construction of stable trust relationships. Brands earn fan trust through professional knowledge and emotional warmth, while fans reciprocate with long-term loyalty and consumption, ultimately achieving a dynamic balance between user experience and commercial gains.

Future research could further deepen inquiry in two directions: Employing quantitative methods to measure the impact weight of various dimensions of cultural capital on trust conversion, thereby enhancing strategic precision; Exploring the transformative role of emerging technologies such as AI in trust construction—for instance, the logic of cultural capital transmission by virtual hosts or the trust adaptation mechanisms of intelligent recommendation systems. Such efforts would continue to refine both the theoretical and practical frameworks of the trust economy in the digital age, facilitating the advancement of brand livestream rooms from a focus on traffic competition to a deeper paradigm of trust-based competition.

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