

## *The Normal Habits and Environmental Governance of Online Advertisements*

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### **Abstract**

When an advertisement meets a network, it actually transfer the use of human weakness to its emergence. The support of technology for releasing of human weaknesses inevitably brings changes in normal habits of online advertisement coupled with changes in the ecological environment of online advertisements, which leads to the vulgarization of online advertisements. Due to factors such as internet technology, nature of the Internet, online advertisements supervision and online advertisements marketing models, the problem of online advertisements ecological environment has become one of the prominent social issues. This paper analyzes the performance of online advertisements habits and deeply explores its reasons caused by ecological environment. We can discover there are external factors such as inadequate institutional constraints and lack of regulatory mechanisms as well as internal factors such as the weakness of online communication environment and the immature nature of online advertisements production teams. To govern the vulgar habits of online advertisements, systematic, three-dimensional system design should start from the aspects of legislation, regulation, communication mode and network technology.

Keywords: Online Advertisements; Nomal Habits; Environmental Governance

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## **Introduction**

It is one of the most basic characteristics of advertisements to use "attraction" as a means of communication to attract the recipient of information. Because of this, the study of information recipients' interest and their manifestations has become the basic theme of advertisement. In view of the basic point that information recipient as a specific "person" naturally becomes the ultimate focus of "attraction." Starting from "person", in a small sense, it is based on human needs; In a big way, it is based on human nature. Whether it is human needs or human nature, it is a diverse and multi-level open system – which intrinsically determines the various possibilities of advertisement “attraction”.

Compared to traditional medium, network is more open. Due to its openness that enables all participants in information communication activities to achieve the openness of “humanity” here. When the "humanity" logic of advertisement "attraction" meets the "openness" of humanity in network communication, the advertisement that caters to the shallow needs of human nature becomes a "cost-effective" choice. This means that although the vulgarity habit has always existed since advertisement became a specialized communication category, its “attraction” or communication strategy as an advertisement is particularly prominent in the network environment.

### **1. The Habit of Online Advertisements**

From the perspective of text interpretation, online advertisement habits naturally form their vulgarization, including the vulgarization of advertisement content and its manifestations, as well as the vulgarization of its communication forms, it is roughly divided into the following categories:

The first is the manifestation of sexual appeals directly. Such advertisements, regardless of their product's inconsistency with "sex", must deliberately highlight women's "sexuality", including pictures or videos of female beheadings to make the recipients "sexual" associations; Exposing women's sexy parts, teasing sexual desires. Even with the action and sound of simulated sexual behavior, the vulgarity is staggering. Since the reform and opening up, with the increasing popularity of sex education and the changing nature of sexual attitudes, the traditional concept of "talking about the sex-linked colors change" is no longer the mainstream. However, online advertisement communicators have shown that “sex” is a vulgar way to cater to consumers, which has brought a significant negative impact on building an equal gender concept and scientific sexuality.

The second is the expression of bloody and violent exaggeration. Online advertisement has the universal characteristics of traditional advertisements, but because its communication platform is on the Internet, it has its own uniqueness. The widespread use of exaggerated blood and violence is one of its distinctive features. This is especially true in online advertisements for online games and TV dramas. Online game advertisement stimulates the visual senses of recipients (especially teenagers) by showing the bloody and violent scenes in the game, making it a "bloody" sensation; Film and television dramas deliberately create a bloody and violent horror whose atmosphere gives the recipient a strong sense of curiosity. From

the perspective of communication effects, over-emphasis on blood and violence will have a negative impact on the recipient's independent personality and mental health. It is of particular importance is that such advertisements will increase the risk of juvenile crime in the relationship between quantity and quality.

The third is a rough and false slogan. The slogan is the soul of advertisement as the meaning of media text. Excellent slogan can promote the development of advertisements culture in its own way, and promote the formation of better consumption concepts, lifestyles and even social value systems to a certain extent. From the perspective of phenomena, the slogan of online advertisement is reflected not only in the content presentation of advertisements language, but also in the irregularity of manufacturing and use. For example, a slogan like a beauty salon "Which beauty parlour is the best? Which XX is looking for XX", from the content to the form, simply copy the network hot words and roughly meet the entertainment needs of netizens.

Unlike vulgarization, falsehood mainly refers to false or deliberate misconceptions. There are two main types of performance of such advertisements: one is to compose or imitate certain functions, components and characteristics that are not actually present in the advertising products, to deceive consumers. It even infringes consumers directly with fictitious products; the other is deliberately exaggerating the propaganda that is inconsistent with the actual production of the goods, exaggerating the quality or performance of the goods. In order to induce consumers to generate associations and promote consumers' purchase behaviors. From a social perspective, false advertisements not only seriously damages the credibility of advertising, but also forms a hindrance to the construction of social morality and social integrity.

The fourth is the form of viral communication. Unlike traditional one-way advertisement, viral advertisement is primarily a divergent communication—the audience is both a recipient of the advertisement and a secondary communicator of the advertisement. Therefore, the spread of viral advertisements is often manifested in many-to-many mesh propagation. It is this characteristic of communication that increases the uncontrollability of the process of online advertisement. As a result, it is difficult to reasonably evaluate the risk of advertisement communication in the early stage of advertisement communication. It is difficult to control the scope and flow of communication in the middle of the communication, and it is difficult to evaluate the effect of communication in the later stage of communication. But on the other hand, viral advertisement creates a different kind of communication landscape with its special form of communication. Since the "virus" itself has the compulsive nature of communication, it will form a pervasive situation in the spread. Such as our common network pop-up ads, banner ads, link ads, swimming ads, and so on. It can be said that these viral advertisements not only do not conform to the advertising regulations, but more importantly, the chaos of their communication seriously disrupts the recipient's network usage.

In modern society, advertisement as a component of social culture should consciously adhere to positive mainstream values. Therefore, whether as a media text or as a symbol, advertisement should be based on establishing correct ethical norms, promoting healthy value orientation, and improving the aesthetics of popular art. The vulgarity of online advertisement is contrary to this aim. It can be said that if the

vulgar online advertisement is allowed to flood, the role of advertisement as a social mainstream value advocate and constructor will be greatly weakened.

## **2. The Ecological Environment of Online Advertisements**

From the perspective of philosophy and ethics, human nature and animal nature inherently determine the "vulgarity" of human beings; but the sociality of human beings defines the connotation and extension of "vulgarity" from the dimension of human beings as "people". Therefore, although "vulgarity" can also be described as the composition of human nature, this does not become a reason for the "vulgarity" to spread wildly on the social level. To a certain extent, vulgar online advertisement can be said to be the result of multiple factors such as media technology, institutional supervision, and the development of advertisement itself.

First of all, the characteristics of openness, pseudo-anonymity and virtuality of the network as a product of media technology progress have the possibility of expelling humanity.

From the perspective of openness, in the network communication, everyone is the main subject of communication, and in theory, they can independently master the communication process. This also opens the door for the spreaders of online advertisement. However, once this "convenience" is flooded, it will inevitably lead to mud and sand, triggering vulgarization. From the perspective of pseudo-anonymity, although the uniqueness of the IP address determines that the personal identity of the network communicator is not unrecognizable, the professional representation of the identification technology masks the possibility of this identification, which in turn causes "anonymity" to the network communicator. Moreover, the "massive" of the number of network communicators also makes it difficult to identify the Internet users by IP address. This reason for being embedded in network technology has made communicators feel that they are "anonymous". In this way, the possibility of the propagator's self-disciplined dissemination behavior is naturally greatly reduced, thereby multiplying the "indulgence" of sexual communication. From the perspective of virtuality, the media traits of the network make the identity boundaries between the makers, communicators and receivers of online advertisements blurred or even overlapping. The multiplicity of this identity is projected into the process of online advertisement, which inevitably leads to uncontrollable communication links and increases the possibility of communication violations.

Secondly, the network advertisements supported by the development of network technology have a large step difference in terms of regulatory requirements and system construction. In other words, institutionalized norms lag behind the normative needs of online advertisement. The Advertising Law of the People's Republic of China promulgated on February 1, 1995 did not involve online advertisement; It was revised on April 24, 2015, and the new version, which was implemented on September 1, 2015, will pay attention to online advertisement to a certain extent. If the new regulations are stipulated: "The use of the Internet to advertise is not marked with a closing sign to ensure that one-click closure will result in a fine of not less than 5,000 yuan but not more than 30,000 yuan." "No unit or individual may, without the consent or request of the parties, send advertisements to homes, vehicles, etc., and including sent by electronic means. Advertisements posted on Internet pages in the

form of pop-ups, etc., should be clearly marked with a closing flag to ensure that one button is closed. Offenders will be charged between 5000 yuan and 30,000 yuan." Compared with the reality of online advertisement in terms of technology, content, and form, these "latest" regulations will inevitably show institutional lag in the practice of depreciation of online advertisement.

On the other hand, under the traction of market forces, the self-discipline of online advertisement as a sub-industry in its release, marketing, evaluation and other aspects is also relatively weak. From the release process, there is no clear threshold for online advertisement, and all social actors can publish advertisements. Without a standardized release process, publishers can directly use portals, social media, forum posts, email pushes, and many other forms; There is no standardized auditing standard. Online advertisement auditing is generally conducted by the advertiser or the producer of the product. There is no neutral professional audit, which will inevitably produce some advertisements with low content and rough production. From the perspective of marketing model, the current marketing model of online advertisement generally includes three types of advertisers' own production and selection of the platform, the advertisers outsourced to the media platform to produce and deliver, and the advertisers packaged to the agency. The common flaw of these three is the lack of supervision.

For a long time, the supervision of online advertisement has mostly been based on the special rectification of relevant departments. This is to make certain specifications have certain restraint during the remediation, but it will quickly return to its original state after rectification. The reason is that the imperfect regulatory mechanism is the key. Since the regulatory mechanism does not have a clear management system and evaluation criteria, it is impossible to form a normalized, standardized, legalized, and scientific regulatory system. In addition, the third-party certification body for online advertisement is not mature, and the online advertisement evaluation system is not perfect. Due to the lack of third-party authoritative certification bodies, the data of each website and the number of clicks on online advertisements are provided by the website itself, and the data credibility is greatly reduced. In foreign countries, there are specialized media research companies or online advertisement companies engaged in this work. Provide authoritative data using advanced Internet technology and a classification system for databases. At the same time, the correlation between the statistics of online advertisements being clicked and the effect of online advertisements is relatively vague, which also provides a "false" space for communicators of online advertisements.

Then, because online advertising is not a simple advertisement and network—the structural changes of the media platform, the real online advertisement is at least an online advertisement and network-specific advertisement. Advertisements that are transitioning from the traditional to the network, the textual features and the network are inevitably conflicted with this or that, and some are even fundamental. On the web platform, the audience is no longer a passive recipient. This also means that there is a contradiction between the compulsiveness of advertisement communication and the openness of the network under traditional media thinking. From the perspective of traditional media, advertisement acceptance is mainly forced acceptance. For example, in traditional TV commercials, viewers must passively accept advertisements inserted in the program when watching a certain TV program. The

interactivity of the network has greatly squeezed the living space of compulsive advertisement. This has formed a paradox: improving the compulsiveness of online advertisement and using more revealing space seems to be more conducive to the development of online advertisement; This is in contradiction with the media traits of the network.

Similar to one-way and two-way differences, traditional media and online media also have a wide range of audiences and niches. In traditional media thinking, the advertisement audience is a generalized public, so the pursuit of advertisement communication is also scope and coverage. Unlike traditional media, the network is an autonomously categorized field of participants in information dissemination activities. That is to say, in the network communication, the “mass” in the traditional sense has been fully divided. In this environment, all aspects of the production and distribution of advertisements need to be “narrow”. This creates another paradox: advertisement texts are easy to understand and have more recipients; this is in contrast to the miniaturization of the Internet. Under such a paradox, online advertisement, especially online advertisement that has not completely shaken off the traditional media thinking, is inevitably used in the "small" and "big", and uses vulgar content and viral communication means to achieve the purpose of communication.

Finally, the extremely short history of online advertisement itself is still in the initial stage of development, and it will take some time for the professional creative team that is truly familiar with Internet thinking to grow. As far as the current situation is concerned, the professional production team of online advertisement in China is not optimized: some people are separated from the traditional advertisement production staff. They have strong professional quality for advertisement, but lack Internet thinking. Others know how to use Internet technology. Experts are turning to online advertisement, they know technology, but lack the necessary advertisement expertise.

It should be said that the ever-changing network technology has very high requirements for online advertisement production talents. Not only must have the professional theoretical knowledge and skills of advertisement, but also possess the literacy of culture, aesthetics, consumer psychology, etc. as well as the technical knowledge and skills of network program editing technology, web page production, website maintenance and so on. It is this lack of compound talents that has led to a considerable part of online advertisement that has not undergone rigorous market research, organizational planning, design, production and distribution according to the characteristics of target objects, product features, and advertisement themes. The merchant subjectively cuts off the consumption and aesthetics of the target consumer group and forcibly pushes it to the recipient. In the result, most of the advertising works are either empty, unsatisfactory, or exaggerated, dull and boring—content and form are full of vulgarity.

### **3. Environmental Governance of Online Advertisement**

First, gradually improve relevant laws and regulations and strengthen market supervision. Institutions, especially legalized ones, are the heaviest instruments of governance. The current Advertising Law is less rigid than the operation; More importantly, although the relevant departments have introduced many review methods, in the face of new network phenomena, the legislative lag is still quite

prominent. Therefore, in order to control the vulgarization of online advertisement, it is imperative to thoroughly study the various representations and causes of vulgarization and formulate corresponding regulations and policies on this basis.

From a market perspective, the implementation of laws and regulations needs to be better implemented through market supervision. Therefore, to control vulgar online advertisement, it is necessary to create a good network communication environment under the leadership of the government and enhance the credibility of online media. To solve the problem of online advertisement, we must first put the pollution control problem of the media platform in the first place in combination with the characteristics of the Internet itself. We can consider market supervision as the starting point, establish a network communication ethics system and norms, strictly review the release of network information platforms, and eliminate malicious, false, rumored and other information; At the same time, strengthen the process monitoring of communication activities, find problems in a timely manner, especially increase The enforcement of cybercrime is driven by law enforcement.

It should be emphasized that due to the wide range of social operations of online advertisement, the main body of responsibility for governance is not single, so relevant departments need to be coordinated. In the process of managing vulgar online advertisement, the regulatory responsibilities are not clear, and it is easy to cause mutual suspicion. In view of this, the author believes that the governance of vulgar online advertisement, industry and commerce, news offices, food bureaus, health bureaus, communications, public security and other multi-sectoral coordination is the basis for governance can truly form "action".

Secondly, while gradually improving the level of monitoring, establish a self-correcting and self-checking mechanism for advertisers to advertise online. Network advertisements under the network transmission cannot be controlled by the flow direction and scope. This puts higher demands on the supervisory work of managers. In this regard, relevant departments should expand and improve the existing basic transmission network with optical cable as the main body and promote the basic services of basic telecommunications. At the same time, vigorously develop and utilize the latest communication and information technology achievements, and accelerate the construction of a large-capacity safe and reliable new nationwide. A generation of public information networks, to facilitate the supervision of the entire process of online advertisement. Based on supervision, make full use of big data, timely investigate, rectify and deal with vulgar online advertisements and disclose relevant information to the society in time to enhance the social credibility of the department.

From the perspective of governance theory, the disciplinary management with the investigation as the main characterization is not as the source management with the self-correction self-examination as the main characterization. That is to say, to control the vulgarization of online advertisement, the basic link is to establish a mechanism for advertisers to self-correct and self-check. Through self-correcting and self-examination, advertisers can truly understand that companies want to achieve sustainable market benefits, they must consciously improve the level of online advertisement to avoid vulgarization.

The third is to explore the establishment of an online advertisement evaluation system, and to promote the construction of a network advertisement composite talent team. Exploring the establishment of an online advertisement evaluation system will help enterprises and government authorities to fully evaluate the standardization of advertisement. In terms of scope, the system may include the active attention of the audience on the online advertisement, the analysis of the audience sample, the psychological causes of the audience accepting the online advertisement, the online purchase behavior, the online and offline gaps, etc. In the method, the comparative analysis method may be utilized. Weight method, click rate and conversion rate. From the perspective of network development, exploring and perfecting the online advertisement effectiveness evaluation system not only helps to improve the evaluation technology and evaluation methods, but also helps to improve the overall quality of the online advertisement talent team.

In view of the differences in the professional quality of the current online advertisement talent team in China, professional online advertisement training activities can be organized through industry organizations to try out the online advertisement designer qualification certificate. Advertisement design should take the initiative to abandon pop-up ads and spam ads, and instead explore and use the media characteristics of online advertisement to creatively design and produce advertisements. With the increasing popularity of broadband, rich media advertisement will become popular, especially online video advertisement will bring online advertisement ideas into a new world. Interactivity is another feature of online advertisement. In recent years, the popularity of search engine keyword advertisement, online game advertisement, and virtual community advertisement is the exploration and utilization of interactive features. It can be foreseen that in the future advertisement creatives, only by highlighting the characteristics of online advertisement and using creative thinking more consciously, online advertisement is more distinctive, more attractive and more disseminative.

Stereoscopically, the overall governance of the vulgarization of online advertisement also needs to emphasize the importance of advertisement recipients' media literacy. In the generally high communication environment of public media literacy, the recipient has both a conscious resistance and a conscious awareness of the rights of vulgar online advertisement. Therefore, systematically, the vulgarization of online advertisement should also improve the media literacy of the public, especially the advertisement literacy, so that the vulgar online advertisement is blocked in the network world and tends to disappear.

## **Conclusion**

Under the network ecological pattern that the use of the Internet has become the composition of the netizens' lives, the network advertisements with vulgarized habits are rampant, and the social consequences can be imagined. However, as with the governance network itself, the governance of vulgar online advertisement is also a systematic project involving law, market, and practitioners.



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