

Analysis of Internet Users' Connection Mechanism and Problems under the Socialization Trend of Mobile Internet Products

Cheng Fei^a, Li Xinyi^b, Wang Hairong*

School of Literature and Communication, Jingchu University of Technology, Jingmen, China

^a204071029@qq.com, ^b1615396701@qq.com

**Corresponding author*

Keywords: Mobile internet; Socialization; Connection mechanism

Abstract: In the era of mobile social media, the formation of a network society cannot be separated from the connection and convergence among individual Internet users, and this connection and convergence has a clear context and mechanism. The social trend of mobile Internet products provides a platform for such connectivity and convergence. The social trend of mobile Internet products is mainly reflected in four aspects: first, the emergence of social products, and continuous innovation; second, the socialization of content products; third, the rapid development of social e-commerce industry reflects the social socialization of e-commerce products; fourth, the entertainment products meet the diversified needs of users through social functions. Under this social background, there are four main ways of connection and convergence between individual Internet users: one is the connection and convergence of product functions based on accurate user positioning; the other is the connection and convergence of product content based on common meaning space; the third is the connection and convergence of goods and services based on online intelligent life; the alienated connection and convergence based on offline reality relationship. Transition connection will bring a series of problems: one is to cause social fatigue, social anxiety; the other is to breed network public opinion, destroy the network environment; the third is to dissolve the core function of the product, affect the user experience; for this reason, we should put forward the solution from the individual netizens, social platform, product manager.

1. Preface

In the age of mobile social media, the interconnection and aggregation of individual netizens on the internet have given rise to today's "network society." The concept of "network society" was proposed by the renowned social thinker Manuel Castells [1]. Within this networked environment, each user, as a unique individual in the digital realm, transcends geographical and familial constraints. They connect and coalesce through new mechanisms based on professional and shared interests, forming diverse groups and communities with distinct personalities and styles. This phenomenon has, to some extent, disrupted or reshaped traditional social relationships. The interconnections among

netizens in the network society are not random but are grounded in concrete evidence.

Peng Lan emphasized that the essence of the internet lies in connectivity. As time progresses and internet technology evolves, the internet's core drivers have shifted through distinct phases: terminal connectivity (pre-WEB era), content connectivity (with the emergence of web media in the WEB1.0 era), human connectivity (during the WEB2.0 era with the rise of social media), and ultimately service connectivity (with the advent of service networks in the post-WEB2.0 era) [2]. Regardless of how rapidly the internet advances or the type of connectivity involved, the fundamental subject remains human. Thus, every form of connectivity is fundamentally about connecting people, where terminals, content, and services serve as the medium that transforms and reshapes the lives of every netizen. In the mobile internet era, this connectivity is predicated on the social nature of mobile internet products.

2. The Socialization Trend of Mobile Internet Products

Internet products refer to intangible goods designed to meet user needs within digital environments. These encompass both online content and mobile applications developed through internet technologies and platforms [3]. As the primary form of mobile applications, internet products that align with modern lifestyles and are most frequently used in daily life enable users to stay connected during fragmented time slots. The prolonged usage duration and high frequency of mobile internet products have driven developers to continuously innovate, resulting in an ever-growing array of mobile applications and intensifying market competition. Amidst this fierce competition and the inherently low switching costs of mobile internet products, most developers now prioritize social integration to enhance user retention. This socialization manifests in four key aspects: Continuous emergence of innovative social products; Enhanced social features in content-based products and strengthened social attributes of content itself; Rapid development of social e-commerce reflecting the social nature of e-commerce products; Entertainment products leveraging social features to meet diverse user needs.

2.1 Social Products Are Emerging in an Endless Stream, and Innovation Is Never-Ending

The innovation of mobile Internet social products is mainly reflected in two aspects: one is the new social products are emerging and endless; the other is the existing social products are constantly improved and innovated, and the product functions are constantly added.

With the rapid proliferation of mobile internet, the number of mobile internet users continues to grow, driving the constant emergence of social networking products. Existing and increasingly stable social platforms include acquaintance-based apps like QQ and WeChat, which help offline acquaintances strengthen online connections, as well as stranger-based platforms such as Zhihu and SOUL that enable previously unrelated users to connect and interact. As society becomes more open and inclusive, subculture communities increasingly seek to find like-minded individuals on digital platforms. This has led to the continuous emergence of mobile social products catering to specific subcultures, including Lespark and FanKa, which focus on facilitating same-sex social connections and helping enthusiasts "find their community" through mobile internet. Each emerging mobile social product boasts a clear positioning and distinct identity, allowing users to select platforms that best match their specific social needs.

While existing social products have entered a mature stage with plateauing user bases, they still face fierce market competition and must continuously roll out product upgrades and iterations. Take WeChat, China's leading social platform with over 1.3 billion users, as an example. Since its launch in 2011, it has undergone more than a hundred rounds of updates and iterations. Since its launch in 2011, it has undergone more than 100 iterations. During its growth phase, the app maintained an annual update frequency of over 40 times, rapidly capturing market share. Even after stabilizing its

user base, it continues to deliver updates at an average of 10+ times annually, each iteration refining core features and addressing user needs. [4]Today, WeChat has become an indispensable daily companion for mobile internet users, evolving from its initial focus on basic social interactions to now supporting diverse functions including shopping, payments, entertainment, travel, work, and learning. As social platforms continuously expand their capabilities—each update deeply integrating with users' lives—they create increasingly blurred boundaries between real-world interactions and digital social experience

2.2 Socialization of Content Product Function Settings and Social Attributes of Content

The social nature of content-driven products is primarily reflected in their functional design. This manifests through two key aspects: First, users can share their content repeatedly, with social account integration and streamlined sharing mechanisms enabling rapid viral spread. Each dissemination acts as a connection between users. Second, the platform's comment, review, and bullet-screen features engage not only creators and administrators but also other users. When a comment or review resonates or sparks reactions, it initiates user interactions. Features like likes and dislikes further facilitate these exchanges, sometimes even generating more engaging content than the original. The popularity of bullet-screen culture on Bilibili serves as compelling evidence of this dynamic.

The socialization of content products is further demonstrated by the growing social attributes of content itself. Today, whether it's PGC content produced by traditional or new media, OGC content created by organizations, or even user-generated UGC, all exhibit strong social characteristics.

Socialization is an essential path for traditional media transformation. The vitality of traditional media stems from strengthening connections with audiences through content as the medium and mobile internet as the channel. A complete communication process requires audience feedback. Traditional media has long moved beyond the era of one-way communication that only "speak" without "listen." Enhancing audience interaction, ensuring content reaches and engages audiences, and fostering extensive exchanges and discussions between audiences and media, as well as among audiences themselves, to achieve socialized content, is a necessary measure for traditional media to transform and adapt to mobile internet changes. For instance, People's Daily and Sichuan Radio and Television Station have both invested content on social media platforms and added interactive sections, garnering significant attention and positive feedback.

On new media platforms, content produced by professional organizations is driven by trending topics and prioritizes traffic as its ultimate goal. The core of these trends and traffic lies in the vast online community—the more engaged netizens are and the more heated the discussions, the more successful the content becomes. They share topic-driven content on social media, leveraging features like likes, comments, and shares, and even create communities such as Weibo Super Topics and fan groups to build virtual spaces for online interaction. In this context, the content itself becomes secondary, while the social engagement it generates takes center stage.

User-generated content (UGC) created spontaneously by users serves as a social symbol. While content posted on social media platforms appears to be a record and sharing of personal life, it fundamentally functions as a social medium. For instance, posts on WeChat Moments, videos on short-video platforms, or Weibo updates may seem like casual life documentation and emotional expression, but they actually represent social signals seeking external communication and validation. Peng Lan points out that netizens' demands in cybersociety include self-shaping and existential needs, emotional expression and support, social belonging and participation, social network construction and capital acquisition, as well as environmental cognition [5]. Since each of these demands is rooted in social interaction, the UGC content users spontaneously post on social media essentially serves as a social symbol, while the act of posting itself becomes a social medium.

2.3 The Rapid Growth of Social E-Commerce Reflects the Increasing Social Integration of E-Commerce Products

Social e-commerce is an business activity based on interpersonal networks, utilizing internet social tools to engage in commodity transactions or service provision [6]. According to the research report of China Research & Consulting Institute- "2023-2028 China Social E-commerce Industry In-depth Analysis and Development Prospects Forecast Report", the market size of social e-commerce reached 5.6 trillion yuan in 2021, with a year-on-year growth of 52.76%, and the user base has also been growing annually. By 2022, it had increased from 473 million in 2017 to 880 million [7].

The essence of social e-commerce is the social integration of e-commerce products. The industry's rapid growth vividly demonstrates both the scale of this social integration and its remarkable success. Today, e-commerce products—especially mobile ones—now incorporate social features alongside their core online transaction capabilities.

The social features are primarily demonstrated through their messaging capabilities. Leading mobile e-commerce platforms like Pinduoduo, Taobao, JD.com, and Vipshop all feature dedicated 'Messages' and 'Chat' sections on their homepages. These sections enable users to communicate directly with merchants, while some platforms like Taobao even allow users to share products and exchange information with friends.

The second manifestation of social functionality is its Q&A feature. Before purchasing an item, online consumers typically only see product images and brief descriptions provided by sellers, which often raise doubts. The Q&A feature allows users to consult existing buyers, yielding more authentic feedback. For instance, Vipshop features a Q&A module below each product, while Taobao includes a "Ask Us" section in its product details.

The third manifestation of social functionality is its 'review' feature. After completing a purchase, netizens can leave reviews on the platform. These reviews are publicly displayed below the product details, visible to other users. Other netizens may interact by liking or replying, forming a small-scale community of engagement.

The fourth manifestation of social functionality involves integrating friend information from other social platforms. Some e-commerce platforms link users' WeChat contacts to their own systems, enabling real-time interactions through chat features. They may even incentivize users to create content or browse posts from friends and strangers, fostering engagement across user groups. Examples include Pinduoduo's "Duoduo Video" and Taobao's "Video" feature.

The fifth manifestation of social functionality lies in collaborations with leading social platforms. WeChat, a groundbreaking social product that has transformed lifestyles, boasts an enormous user base. According to reports, its monthly active users reached 1.359 billion in Q12024, making it the only Chinese mobile internet product to surpass the 1 billion user mark. Many e-commerce platforms initially partnered with WeChat. For instance, Taobao established its collaboration with WeChat from the outset. As Tencent's largest shareholder of Pinduoduo (a subsidiary of WeChat), the platform's strategic partnership has been instrumental in Pinduoduo's current success.

The fourth manifestation of social functionality is its live streaming feature. Leading e-commerce platforms like Vipshop, Taobao, and Pinduoduo have all implemented live streaming capabilities. Whether through AI-generated or human hosts, consumers can gather in the live room, exchange messages, and interact with the host and other viewers.

2.4 Entertainment Products Meet Users' Diversified Needs through Socialization

In the mobile internet era, entertainment products not only fulfill users' basic entertainment needs but also cater to their diverse demands for socializing, competitive activities, and companionship. Meeting these multifaceted needs amplifies the joy derived from entertainment products, thereby

enhancing user engagement. Such fulfillment is achieved through the social integration of these products. Whether in video, music, or gaming categories, entertainment products have all incorporated social features.

The social dimension of video entertainment products is primarily embodied in their real-time bullet screen feature. While watching videos, netizens can instantly send bullet comments to share their thoughts on plot developments and acting performances, or pose questions about unclear scenes and answer others' queries. These comments aren't isolated but dynamically displayed as live bullet messages within the video feed. When other viewers enable the bullet screen feature, these messages appear before them, allowing for interactions like likes, replies, and comments. This real-time engagement significantly enhances the interactive fun of video viewing.

The social dimension of music entertainment products is primarily manifested through their community features, with NetEase Cloud Music standing out as a successful example. By positioning itself as a "music social platform," NetEase Cloud Music has built the "Cloud Village Community" that has attracted a large young user base. Users can share, comment on, and forward songs, post updates, and explore others' perspectives. The platform allows users to follow peers, cultivate their own fanbase, and engage in real-time interactions [8]. In 2020, NetEase Cloud Music introduced the "Listen Together" feature in version 7.2.0, enabling users to invite friends or randomly match strangers for collaborative listening. This interactive mode allows users to control songs and chat simultaneously while enjoying the same track, creating a sense of companionship through shared experiences—a feature that has become particularly popular among younger users.

The social dimension of gaming entertainment products is primarily embodied in their friend features. By linking social media accounts to log into gaming platforms, players can access their friends' profiles on the same platform. This allows them to view friends' game statistics, engage in chats, exchange gifts, and invite them to play together, combining gaming enjoyment with social interaction. To stimulate competitive and competitive psychology, gaming products often incorporate leaderboard features. For instance, in the hit game *Honor of Kings* developed by Tencent, users can instantly see their ranking among friends on the main interface. The game's inherent competitiveness, combined with the dual stimulation of competition and comparison, drives players to spend more time and even invest additional time and money to achieve higher rankings.

Interactive social engagement is the defining feature of the Web2.0 era. Mobile internet products, emerging and evolving in this context, are inherently infused with social DNA. Users navigate across multiple platforms as needed, creating increasingly diverse social scenarios. Enhanced by LBS (Location-Based Services) and intelligent algorithms, the social dimension of mobile internet products has become more pervasive, vibrant, and multifaceted.

3. Analysis of the Mechanism of Online Connection and Aggregation of Netizens

The socialization of major internet products has enabled seemingly fragmented netizens to form connections and clusters. These connections emerge through four primary pathways: internet platforms, content, goods/services, and the transformation of offline real-world relationships. These pathways represent distinct mechanisms for online connectivity, including: product-based connections through precise user targeting; content-based connections through shared meaning spaces; product/service-based connections through smart online lifestyles; and connections through the transformation of offline real-world relationships.

3.1 Based on the Precise User Positioning, the Connection and Convergence of Product Functions

Internet platforms and their products serve as vital hubs connecting and aggregating individual

users. Smartphones have become indispensable tools in daily life, essential for accessing information, managing daily tasks, and engaging in social interactions. In this context, internet product managers have identified business opportunities by aligning new media product features with user attributes (such as age, gender, occupation) and behavioral patterns, ultimately generating user profiles to achieve precise user targeting.

The Use and Satisfaction Theory, a seminal audience behavior theory in communication studies, posits that audiences engage with media to fulfill specific needs [9]. For instance, internet users adopt mobile apps to address particular demands: social networking tools satisfy social needs, e-commerce platforms fulfill shopping requirements, while music, video, and gaming services cater to leisure pursuits.

However, given the vast array of options in today's app market, the choice of a particular mobile internet product among numerous categories ultimately depends on how well it aligns with the user profiles created by both the individual and product managers. Different products attract distinct online communities. For instance, Apple enthusiasts (Apple fans) and Xiaomi devotees (Mi fans) form their own communities, while platforms like KEEP and NetEase Cloud Music cater to fitness enthusiasts, college students, and office workers respectively. Douban attracts movie lovers and culturally inclined individuals, whereas Mafengwo focuses on travel enthusiasts.

These internet products, which have already conducted precise user targeting before market launch, attract numerous netizens with similar characteristics or interests. The social nature of the platform further encourages individual users to not only serve as product users but also interact and connect with other users.

On platforms like KEEP, a particular sport often generates numerous comments and messages. As users engage in an activity, the platform displays real-time data about concurrent participants and other user information. Upon completing a task, a pop-up interface shows current users who have finished the same activity, allowing users to like, follow, comment, or send private messages. On Mafengwo Travel, users connect and gather based on shared interests in specific locations or travel routes.

Originally, the socialization of products is a means for the product manager to extend the product life cycle and expand the users, but it makes the netizens with the same living habits or hobbies connect and gather together, which provides the soil and catalytic nutrients for the formation of the network society.

3.2 Connecting and Convergence of Product Content Based on Common Sense Space

The shared meaning space refers to two aspects: first, the common understanding among recipients of linguistic and textual symbols used in content dissemination; second, the largely consistent or similar life experiences and shared socio-cultural backgrounds among individuals [10]. This shared meaning space provides the prerequisite for online individuals to encounter identical content, thereby creating opportunities for their connection and convergence.

The overwhelming volume of online information leaves individual users overwhelmed. While big data technology enables precise information delivery, this approach remains a one-to-many model rather than personalized one-to-one customization (though future advancements may achieve more accurate individualized content delivery). Through big data algorithms, identical content is systematically distributed to users with shared interests. These shared interests mask similar life experiences and socio-cultural backgrounds. Within this common semantic space, enhanced by big data algorithms, previously unrelated individuals begin to intersect through platform-driven content recommendations, ultimately forming connections and converging in this shared digital ecosystem.

When individual netizens browse the same content pushed by internet products, the connection

and convergence are happening. At this time, the content has become the bond between individual netizens, and even in a certain degree, its social value is greater than the value of the content itself.

However, this represents a subtle form of connection and aggregation, while more pronounced interactions emerge through their mutual engagement. The social nature of internet content enables users to interact while browsing, manifesting in two dimensions. First, individual users interact with content creators by leaving comments and messages under posts. Second, users engage with others who are viewing the same content, responding to each other's comments. These interactions form concrete connections between individuals. As such comments and replies accumulate, more and more users become interconnected through this content-based aggregation.

Content-driven connections and aggregations are most evident in internet information products. From BBS forums and news portals in the WEB1.0 era to mobile social platforms and news apps in the WEB2.0 era—such as WeChat, Weibo, Zhihu, and various news clients—these products are fundamentally content-centric. Whether it's early PGC (Professional Generated Content), later UGC (User Generated Content) and OGC (Organized Generated Content) that emerged with socialization, or the now-dominant MGC (Mass Generated Content), individual netizens connect and aggregate through content.

3.3 Connecting and Aggregating of Goods and Services in Online Intelligent Life

The rise of the "Internet+" model has revolutionized daily life by providing unprecedented convenience. Today, online platforms offer comprehensive services spanning food, clothing, housing, daily necessities, and transportation, enabling countless individuals to shop and service themselves digitally. Unlike offline interactions that require physical presence at a specific store, online connections transcend time and space constraints, making them far more accessible and effortless to establish.

When individual netizens engage in online shopping or plan to purchase services, they naturally connect with others who have previously used similar products or services. Platforms like Taobao's "Ask Us" feature and "Product Reviews" allow users to seek advice from fellow shoppers, while food delivery apps offer similar review systems. The booming online community marketing model sees businesses using various tactics to recruit users into their groups, then regularly posting promotions to maintain these connections. These mechanisms essentially act as "switches" that activate relationships between netizens. Once this "switch" is flipped during online transactions, a web of digital connections forms, enabling users to interact with others across the internet.

These commodity-based connections are inherently fragile and transient, often characterized by a "use-and-leave" dynamic. Once users discover the product information they seek, the connection and aggregation naturally dissolve. Despite their ephemeral nature, such interactions have significantly influenced consumer behavior. Many online shoppers now prioritize peer reviews and feedback over merchants' one-sided promotions when selecting products. This phenomenon demonstrates how these connections not only shape purchasing decisions but also profoundly impact people's offline experiences.

3.4 Alienation Migration Connection and Aggregation Based on Offline Real Relationship

Today, WeChat's Scan-to-Connect feature has partially replaced traditional paper business cards. Building or deepening interpersonal connections often relies on adding WeChat friends. Through social platforms like WeChat, strangers become familiar through mutual friend requests, while long-lost friends reconnect through these interactions. Even families living apart gain a sense of belonging through family groups. Many real-world relationships are thus established and strengthened, marking the migration of offline connections into digital spaces.

However, this migration is not a direct transfer of offline real-world relationships to online platforms, but rather a process of alienation. The alienation manifests in two key dimensions: First, vertically, the strength of most traditional offline relationships often undergoes varying degrees of transformation when moving online. While some originally weak offline connections may remain weak after migration, the initial motivation for moving online is often the desire for relationship evolution. Second, horizontally, traditional offline relationships tend to develop and extend online. For instance, in a group chat built on offline real-world connections, there may still be one or even multiple individuals with no direct link to you in the physical environment. Yet within this group chat, people are brought together through a third party, expanding their original "social circles." This exemplifies the development and extension of traditional offline relationships in the digital realm.

Today, a multitude of internet-based social platforms are emerging to foster deeper connections between people, with WeChat being just one example among countless such products. These platforms aim to bridge online and offline social networks for individual users, encouraging them to spend more time on their services. This trend has subtly strengthened interpersonal bonds while diversifying connections, ultimately enriching our digital society with greater variety and depth.

4. Analysis of the Problems Caused by Transition Connection

With the increasing socialization of internet products, individual users' online interactions have become ubiquitous, transcending time and space. Many now find their daily lives entirely dependent on digital connectivity, a transition that may lead to various issues. For users, this over-connection can trigger social burnout and anxiety. For society, it may fuel online public opinion and disrupt the digital environment. For internet products themselves, excessive socialization risks undermining their core functionalities and diminishing user experience.

4.1 Transitioning Connections Lead to Social Burnout and Social Anxiety

Social media burnout refers to the physical and psychological exhaustion caused by information overload, social pressure and emotional exhaustion during the long-term frequent use of social media.

Social stress, information overload, and identity crises can all contribute to social burnout—a state of physical and mental exhaustion. This condition often emerges when individuals constantly engage with others online. [11] Social burnout manifests in three key ways. First, physical exhaustion: Netizens process massive amounts of information during interactions, leading to time and energy depletion, mental fatigue, and visual strain. Second, identity crises: When users share their lives online, this often becomes a performance. They selectively filter content to showcase what they want others to see. This creates comparisons with others' lives, fostering competitive anxiety and identity crises. Third, social pressure and maintenance costs: Unlike offline interactions, online connections are concurrent—users simultaneously engage with multiple people. While this may seem manageable initially, prolonged engagement creates social pressure. High-intensity connections also increase social burdens: Strong relationships require sustained interaction, while weak ones demand constant attention. More connections mean higher management and maintenance costs. [12]

4.2 The Polarization of Groups Breeds Network Public Opinion and Damages the Network Environment

In the era of mobile internet, China is faced with frequent online public opinion incidents every year, with negative public opinion being rampant, which poses significant challenges to internet governance.

With the rise of social media, especially the socialization of internet products, the channels

connecting individual netizens have increased, the forms have diversified, the frequency of connections has risen, and the scope has expanded. Some internet products even use invisible filtering mechanisms and big data algorithm technologies to connect and gather netizens with common interests, similar social status, or similar cultural backgrounds. When individual netizens connect and gather through internet products, it is easy to form several online communities. When such online communities discuss a particular social issue, social phenomenon, or social event, the opinions and views of most people are continuously reinforced by the support of group power, even leading to extremism, and giving rise to online public opinion under the influence of group polarization. The "Wukong incident" in March 2025 involved veteran Zhao Shuo, a travel blogger who recorded his experiences during a cycling trip on the TikTok platform under the account "Zhao Shuo's Journey West," gaining a large following. Later, he attracted even more fans after finding a stray cat during his journey and naming it Wukong. When Wukong died from accidental ingestion during the journey, netizens widely commented on the incident, which eventually evolved into online public opinion under the influence of group polarization, causing significant negative impacts on the protagonist, related individuals, and even the local cultural and tourism authorities.

4.3 Social Features Override the Core Product Functionality and Affect User Experience

Every new media product has its precise core functions and clear user positioning. While the socialization of internet products helps platforms attract more users, if product managers focus excessive resources on social features while neglecting the upgrade and iteration of core functionalities, it risks over-socialization. Excessive socialization can undermine the product's core functions, making its essential features less prominent and ultimately degrading user experience.

NetEase Cloud Music, as an entertainment audio platform, initially attracted a large young user base with its 'music + social' features. These young users further cultivated a unique music community culture, with some netizens joking that using the platform was more about browsing others' comments than listening to music. Later, the platform overemphasized social features—such as inviting creators to interact with users and developing the 'Listen Together' feature—while neglecting to acquire more music copyrights. This socialization diluted the core function of the audio software, negatively impacting user experience and leading to significant user attrition.

5. Countermeasures for the Problems Caused by the Connection of the Transitional Household

5.1 Internet Users: Rational Use of the Internet and Avoiding Social Dependency

As individual internet users, we should use social networks rationally to avoid developing social dependency. To use social networks rationally, the following points should be observed: First, reasonably control online time to minimize its encroachment on offline activities, and properly schedule daily usage of smart devices—stop using them immediately when fatigue sets in to prevent physical exhaustion; Second, users should engage in online connections and interactions with specific needs and motivations. Once their usage demands are met, they may disconnect to avoid excessive and meaningless online engagement. Third, continuously improve digital literacy by developing critical judgment skills during online interactions, learning to distinguish between reliable and unreliable information as well as genuine and fabricated content, avoiding blind conformity or unnecessary comparisons. Social networks are tools that facilitate learning, simplify daily life, and provide entertainment – they shouldn't become sources of anxiety or inferiority. Fourth, exercise caution in your online interactions and avoid making inappropriate remarks.

5.2 Social Media Platform: Strengthen Content Supervision and Public Opinion Supervision

As social media platforms, it is essential to continuously strengthen the regulation of online discourse and reinforce their supervisory responsibilities. In the mobile internet era, people primarily rely on social media platforms for news consumption. These platforms have partially replaced traditional media in certain aspects, serving as a gateway for netizens to understand the external world and access information, while also bearing social concerns and public sentiment. For social media platforms, two key responsibilities must be fulfilled: First, ensuring the authenticity of media content within the platform. Under the influence of digital empowerment, many self-media bloggers adhere to the "traffic is king" principle, prioritizing views over news accuracy under the guise of media. They maliciously spread misinformation, misleading the public. Platforms must therefore strengthen oversight of such bloggers, uphold the baseline of news authenticity, and purify the digital space. Second, enhancing supervision of online discourse by implementing public opinion early warning systems. When monitoring online sentiment, platforms must promptly intervene and address issues. As gatekeepers of online discourse, social media platforms should fully leverage their regulatory functions to promote positive energy and combat all harmful, false, or malicious statements.

5.3 Product Manager: Refine the Product with Care and Highlight Core Features

As a product manager, you must meticulously refine your product by focusing on these key aspects: First, adopt a user-centric approach in product design. Every feature development, interface optimization, and iteration should prioritize user experience enhancement. Second, maintain strict control over the product's social integration. While social features undoubtedly increase user switching costs and boost engagement, the continuous improvement of core functionalities remains the foundation of product success. Social elements must be implemented in moderation and align with the product's core mission. Product managers should avoid neglecting essential features in favor of excessive social integration, ensuring that all development resources are directed toward perfecting core functionalities. Throughout the product's lifecycle—from design to subsequent iterations—the primary goal should always be to enhance core features and continuously elevate user experience.

6. Conclusion

The widespread application of big data technology and the continuous advancement of artificial intelligence have ushered us into a highly analyzed "micro-particle society" [13]. Within this society, the behavioral characteristics and interests of individual internet users are extensively digitized, leading to personalization among users. While relationships between individuals may appear fragmented, those sharing common interests and topics find connections and convergence on online platforms. Although individuals may seem isolated in this micro-particle society, various channels enable them to connect with like-minded peers and find a sense of belonging. Consequently, our digital society has become more cohesive, diverse, and richly varied.

While excessive connectivity may seem to distract attention, clarifying its underlying relationships actually grants users greater choice—empowering them to tailor their interactions according to personal needs and interests. The product serves merely as a medium through which individuals can reshape their social connections, integrate into their communities, find their rightful place in the digital society, and Build a positive, healthy, and sustainable social network.

Acknowledgement

This paper is a research outcome of the project titled "Research on the Construction Mechanism

and Impact of ‘Internet-born’ Relationships in the Context of Social Media". Project ID: QN202415

This paper is a research outcome of the project titled "Integration, Fusion, and Synergy: Research on Pathways for Enhancing Online Education Quality in Local Applied Universities from a Comprehensive Ideological and Political Education Perspective." Project Number: JMG2022005

References

- [1] Castells M, Blackwell C. *The information age: economy, society and culture. Volume 1. The rise of the network society*[J]. *Environment and Planning B: Planning and Design*, 1998.
- [2] Peng Lan. *The Evolution of "Connection": The Fundamental Logic Behind Internet Development* [J]. *International Journal of Journalism*, 2013,35(12):6–19.
- [3] Black Horse Programmer. *Internet Product Design, Thinking, and Practice*. [M]. Tsinghua University Press. 1sted., 2019.
- [4] Fang Xingdong, Shi Xiansheng, Zhang Xiaorong, et al. *Research on the Communication Mechanism and Governance Issues of WeChat* [J]. *Modern Communication (Journal of China Media University)*, 2013,35(6):122-127.
- [5] Peng Lan. *User Research in New Media* [M]. Renmin University of China Press: 2020:52–55.
- [6] Zhou Dongjin. *On the application models of social e-commerce in China's online tourism industry* [J]. *Tourism Overview (Second Half)*, 2020, (04):68–70.
- [7] China Research & Consulting Group Industrial Research Institute. "2023–2028 China Social E-commerce Industry In-depth Analysis and Development Prospects Forecast Report" [R].2023.
- [8] Lin Fei. *Socialization Research on NetEase Cloud Music* [D]. Shandong Normal University, 2020.
- [9] Feng Wenkai, Liu Tianxu. *A Brief Discussion on the Historical Evolution of Research Based on the Theory of Use and Satisfaction* [J]. *Journal of Journalism Studies*, 2017,8(19):66–67.
- [10] Guo Qingguang. *Communication Studies Tutorial*. [M]. Beijing: Renmin University of China Press, 1999:53.
- [11] Wang Ruyi. *From Escape to Return: The Behavioral Cycle of Social Media Burnout and Digital Detachment* [J]. *Audiovisual*, 2025, (14):98–101.
- [12] Wang Nan. *A Study on the Self-Presentation of "Connection vs. Anti-Connection" in Young People's WeChat Moments* [D]. Inner Mongolia Normal University, 2025.
- [13] Su Hongyuan, Fang Yuan. *Formation and Maintenance of New Online Community Relationships in a Particle Society* [J]. *Contemporary Communication*, 2021, (04):90–93.