

Critical reflection on digital labor of network anchor: Specialized division of labour networks and atomization of labor

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Abstract: *Through the innovative medium of live broadcasting with goods, which acts as a technological bridge, the constraints of "face-to-face interaction under material and historical limitations" are shattered, giving rise to a post-working society. Within the realm of live broadcasting with goods, there exist three distinct roles that contribute to a cooperative network: the practitioners of live broadcasting, the supply chain participants, and the media companies. These roles not only rely on interdependent relationships within the group to engage in platform practices, but also provide professional social support to one another. Consequently, the digital labor scene exhibits a coexistence of bottom-up circular flows and top-down hierarchical patterns among various industry labor groups. Notably, network anchors' differential access to network resources on short video platforms influences the pace of capital accumulation and determines the positions they occupy within the cyberspace. However, this digital platform also gives rise to a series of challenges pertaining to production relations and inequality, ultimately leading to the atomization of digital labor.*

Keywords: *network anchor; Live broadcast with goods; Digital labor; Post-working society; Platform Economics*

1. Introduction

In traditional communities, the conduct of production and labor depends on the social relations among families, relatives and neighbors. Nevertheless, the process of modernization, industrialization and urbanization have disintegrated and subverted the unity of family-based intimacy and social relations, and contractual relations ruling by computation and rationality have begun to enter people's lives (He and Chen, 2024). With the development of science and technology and social progress, online communities have risen and gradually replaced traditional communities. In this process, digital communication came into being. Interpersonal communication is a medium of high-tech communication technology, such as calculators and mobile telephones, rather than face-to-face communication in reality. Interpersonal interaction has anonymity and thoroughly symbolic property, and communication has a supra-temporal nature (Fang et al., 2020). News clients such as "Today's Headlines" and "A Little Information" replace newspapers and broadcasts, and social media such as Weibo and WeChat replace letters and face-to-face meetings.

On the basis of the rapid development of Internet-based technology has strengthened the interconnection of practice networks and broken through the limitation of "face-to-face interaction under the background of material and historical restrict" in shared practice. Emerging media technology has already become a necessary facility for people to launch their digital lives. The digital platform, which integrates new technologies and provides various online network interfaces, is gradually becoming a force to shape online behaviors and activities. The discussion about digital platforms has gradually shifted from the technical network interface of the platform to a broader social background (Zhang, 2021). Platform practice from the perspective of technology emphasizes the strategies, customary rules, experiences and expressions adopted by actors for integrated digital technology. For example, the platform's quantitative indicators "like" "collect", "subscriber", and "share" have become the pathways to Career Success and Status in the Digital Economy (Duffy and Meisner, 2023). Quantization and visible data are the frameworks for platforms and technologies to shape and reconstruct specific actions.

When a certain behavior just meets people's needs and is spread efficiently and on a large scale through the network, it will quickly attract high attention in society. Peng and Wang (2021) used the example of the Wechat business to depict the interdependence and interaction of the relationship between

the platform and users and the relationship between users in the construction of platform social experience. As a streaming media, the real-time interaction of live broadcast emphasizes the interpersonal relationship mediated by the platform. For consumers, the quality of products can be controlled more intuitively in real-time interaction, and a better consumption experience can be obtained; For the anchor, you can get more direct and quick real-time benefits besides the profit of the live broadcast itself. "Live broadcast with goods has experienced a development process of 'rise-barbaric growth-normalization' " (Shen, 2020).

The steady development of live broadcast with goods makes the anchor industry gradually transition from "specialization" to "civilianization", and the group of "grassroots with goods" continues to grow. These grassroots anchors rove outside the system of online celebrity brokerage companies, and the scenes presented in their short videos and live broadcasts are not as exquisite as those presented by the big anchors, and their manners and manners are closer to the "earthy" label put by masses public opinion on grassroots online celebrity. Based on the platform practice perspective, this paper aims to investigate the development model and behaviour characterization of grassroots anchors and show the class differentiation within the digital workers' group, with a view to enriching the academic community's understanding of the diversity and complexity of digital workers[1-7].

2. Literature review

There are three main documents related to this paper:

The first document discusses the interactive relationship between network anchors and consumers using media technology. Achieve real-time transmission through the network, and live broadcasts reshape the interpersonal relationship behind the purchase of goods. The relationship between the anchor and the consumer is mediated by a swift relationship, which relationship depends on the rapidly formed perception of work. In live broadcasts, professionalism, similarity and favourability of perception are the key factors of interpersonal interaction (Chen et al., 2022). With the increasing popularity of the anchor, the relationship between the anchor and fans will constantly change until it is stable in a balanced range. Both sides have established an emotional bond, and both can benefit from it, and they are willing to unceasing to pay action for this relationship. Zhou et al. (2020) put forward the pedigree of the relationship between anchors and consumers, and the intermediary role of emotion from "online shopping guide-customer" to "idol-fans" gradually strengthened. When there is an emotional connection between the anchor and the fans, the stickiness of the fans will greatly increase. In the process of consumption, fans will invest more emotions than other consumer groups, and the "fan economy" will produce great economic interest and social benefits. When Dong and Ye (2021) inspected the platform labour of runway show anchors, they noticed to the anchor's self-disclosure to maintain the balance of relationship with fans. Qian (2021) described how small and medium-sized anchors in Xiazhu Village, Yiwu, strategically turned their capital disadvantages into the entry point to tap the sinking market by creating grassroots characters and packaging their daily lives to a low degree. Grassroots characters set up close to life, which can effectively guide fans to have strong emotional resonance. After establishing emotional contact, profit will be the inevitable result. The anchor's goal is not just to bring goods but to engage emotions into it, make good use of media technology, maintain good interaction with fans, and constantly enhance their sense of belonging.

The second literature focuses on the alienation and manipulation of people themselves by Live broadcast with goods under the empowerment of media technology. During the epidemic period in COVID-19, home closure became the norm, and many needs such as work, life and entertainment depended on the Internet. With the empowerment of powerful media technology, the live broadcast industry has risen rapidly, and its high income generated is extremely attractive, which has prompted more and more people to choose to become anchors (Ji et al., 2023). Due to the rapid burst of popularity of Live broadcast with goods, the industry threshold is low, the relevant departments have not yet formulated a sound management system, and various live broadcast chaos frequently occurs. Luan (2020) put forward three major alienation tendencies of Live broadcast with goods: the live broadcast anchor is enslaved by "characters", the live broadcast audience becomes "digital labourer", and the media is out of ecology harmony due to the loss of diversity (Luan and Zhang, 2020). The intervention of capital power, the exposure of human nature, and the alienation in the Live broadcast with goods have developed from people to society and even the whole media ecology. In this sense, both anchors and fans are alienated and manipulated by the live delivery industry. When analysing and looking closely at webcasts, Chen (2022) pointed out that due to landscape performances orming and shaping misconceptions, it is difficult to effectively supervise instant communication, which leads to vicious competition in the industry for the

pursuit of traffic and frequent chaos in webcasting. The development of webcasts needs to face up to the risks of distortion and alienation it faces. In order to avoid being made a ruling by capital and market, the Subject Identity and Career Identity of brand-loaded anchors have changed under high-intensity commercialization labor. The anchor needs to start from "money" in everything, so-called adoration and interest becoming a bubble, and people's "class essence" is alienated, this alienation further leads to the loss of Subject Identity and Career Identity (Chen and Yu, 2023). The anchor's "Imitation authenticity" is passively degraded, and the subject consciousness also reduced to a victim of survival. From this point of view, under the competition mechanism of team competition, grade distribution and survival of the fittest, the Live broadcast with goods anchor occurs alienation not only with capitalists, but also occurs alienation with other anchors within the brand. The autonomous subjectivity of the anchor's initiative is helplessly hidden in these disputes (Dai and Lv, 2022). As a new industry, Live broadcast with goods occupies an important position in social economy, and its alienation and manipulation of people deserve attention. Live broadcast should avoid the risk of alienation as much as possible and create a good network environment and business model[8-16].

The third document mainly discusses the Live broadcast with goods's social integration function. Under the empowerment of the media, Live broadcast with goods greatly affects social mood, social mentality and social consensus, brings social integration function and triggers media social construction action. Zhou and Li (2023) through investigate the Live broadcast with goods's online ethnography, and found that anchors can stimulate consumers to realize their social identity and seek their social group affiliation in interactive ceremonies. People's demand for live broadcast with goods has expanded from pure consumption demand to social construction demand of emotional satisfaction, group affiliation and value identification, and the live broadcast room has thus become an important field for media social construction (Fu and Wang, 2023). Lian et al. (2018) put forward that webcasting has the social decompression function of emotional guidance and relief, the social integration function of "aspiration and interest as a starting point, social community as a connection", and the social innovation function of new channels of benefit expression and communication and new paths of career development, which have already become an important ceremony to maintain the network anchor fan social community (Fu and Wang, 2023). The social integration function of Live broadcast with goods is concerned by many fields, and its influence can not be ignored.

3. Live broadcast with goods behavior as Platform Practice: Professional Division of Labor Network

3.1. Platform Conceptualization: Platform, Account Number and Traffic

When interacting with the media, the actor will conceptualize the transient, inconsistent and inaccurate understanding of the media into his folk theory. This intuitive theory is rooted in experience, which is the signification and intellectualization of experience and the basis of interaction with the media. Van Es and Poell(2020) thinks that people imagine the platform through many aspects such as data infrastructure, interface, algorithm, audit procedure, business model and audience. Through these sections, people deal with the relationship between themselves and the platform.

The primary problem faced by grassroots anchors is platform selection. Different e-commerce live broadcast platforms have differentiation characteristic, and their information acquisition and processing methods are also different (Wu, 2023). In the multi-platform environment, users give different meanings to platforms according to the affordances differences of platforms, and the specific behavior of platforms also depends on their understanding of the acceptable communicate methods of specific platforms and corresponding other platforms (Boczkowski et al., 2018). There is no difference between the advantages and disadvantages of the platform objectively, and its respective characteristics and tonality need to be combined with the advantages and styles of the anchor. High-quality combination will bring great benefits to both the platform and the anchor. Therefore, the choice of the platform is directly related to the success or failure of the anchor's career. If the two parties are not properly matched, the platform can't play the role of publicity and marketing, and the anchor can't show his personal skills and charm. The anchor needs to fully understand the tonality of each platform by collecting information and data, long-term observation and use, and combine his own needs to accurately locate the track and make a choice that can maximize the advantages of himself and the platform.

Take Tik Tok platform as an example, an account can open a "merchandise window" as long as it meets the requirements of publishing more than 10 videos and has more than 1,000 fans, that is, it has the qualification of "bringing goods". Whether in Quick Hand or Tik Tok platform, the way for anchors

to earn profits is "commission", and the supply chain will give the anchors a certain share of "commission" when a single transaction is made. Commission is invisible to customers, but you can see the commission ratio of each product by entering the product page through the product window. These simple and clear infrastructure settings provide a zero-cost business model for platform content producers, which has also become the first step in anchor practice[17-26].

If a live broadcast account is begin used for trading, the account itself has commercial value. How many orders can be clinch deal in a Live broadcast with goods, and how much income an account has gained, these figures represent the value of the account. It is by locking the live broadcast accounts with high social value that MCN organizations and anchors get the target consumer groups through targeted push after the initial operating cost investment, which makes the accounts have higher fan user value and account revenue value. As the popularity of the anchor rises, the transaction volume under its account increases, and the value of the account itself also increases. Due to the rapid rise of the "live broadcast with goods" account, its value greater has been immeasurable, and the academic community has studied the account as a personal asset to discuss its ownership and inheritance. It can be seen that the seemingly virtual account already has the actual value attribute.

The most intuitive reflection of "traffic" is the broadcast volume of each video or the number of viewers in each live broadcast, which is a quantitative indicator that the content produced by anchors is seen by other users of the platform (Wang and Feng, 2022). In addition to "traffic", another quantitative indicator is not often heard in the daily communication of anchors, but it also exists in every anchor's concept: "conversion rate". It refers to the ratio of the number of buyers to the number of viewers. Only when these two quantitative indicators are balanced, that is, the flow is large and the conversion rate is high, will the "explosion list" appear.

3.2. Video Practice: Collaborative Plays

3.2.1. Sharing repertoire: the difficulty of getting traffic

Although it is the anchor, it is difficult to get traffic only by live broadcast. Live broadcast is a real-time interaction, which is easy to be missed, be subjected to time limits large. Most of the live broadcast rooms are fans who wait in advance and take the initiative to enter. For passers-by who fortuitous brush, the short-term retention rate is very low. At the same time, the way the anchor carries the goods is similar, and the conditions in all aspects are similar. Unless the personal characteristics are extremely prominent, it is difficult to catch the user's eye in an instant. Therefore, while the anchor broadcasts live on time, it also needs to maintain a certain video release frequency. The video can be played repeatedly and can pushed to users at any time, with a wider spread and unlimited forms, and it is easier to get attention. Get traffic and attention first, and the anchor will have more credibility when it brings goods live, which will prompt it easier for consumers to place orders. In order to get traffic, the anchor needs to make two choices when bringing goods. First, what to shoot? Two: How to shoot? And these two links have been simplified by the anchors to an answer: Shooting whatever's hot. Due to the ambiguous copyright of short video platform content and the fanatical pursuit of traffic in the whole industry, imitation and copying have become the default survival rule in the field of short video content production. When some short videos become popular and popular works, some content creators will use for reference and imitation or even copy and transport them, and the spread of this imitation has become a common performance strategy for content creators to pursue traffic (Hu, 2024).

Taking Tik Tok as an example, there are many types of popular challenge lists in Tik Tok. Whether it's talent shows such as singing and dancing, game operations such as "five kills" and "eating chicken", or even saying an interesting sentence and doing a few actions at will, that can all attract countless users participate in the challenge and remake it. The topics on the challenge list have a high degree of discussion and attention, and everyone is happy to see the state of "a hundred flowers blossom" under the same theme, so the short video of vibrato keeps the state of "one video explosion, ten thousand people imitate" all the year round. Among all kinds of hot topics, there are many difficult or a little "crazy" video content, which may be the accidental success of many bloggers who are "body have great talent" or "bring their own jokes". They naturally show themselves, while the anchor with carry goods imitates in order to get traffic, and can only be forced to jump out of the comfort zone and shoot videos that they are not good at. For the video anchor with goods, a video is quantified by "likes", "comments" and "intact broadcast rate"; An account is disassemble by "broadcast volume", "interaction index", "contribution activity", "net increase of fans" and "intact broadcast rate", and traffic becomes an indicator to measure the value and ability of the anchor.

3.2.2. Geographical Punching Points: Common Perform Based on Location

As a technical term, "geographical statistics" belongs to the cross field of statistics and geography, and its existence is enough to show that geographical location has a far-reaching impact on human activities. Punching in as a digital practice re-integrates and redistributes geographical relations. Former studies have shown that in the practice of short video images, people wander around online celebrity city, triggering the integration of entity space and virtual space (Ding and Liu, 2021). Former studies have shown that virtual space does lower the restriction of geographical space on the content creation of leading short video creators, but it does not mean that the content creation of creators is divorced from the influence of geographical space (Wei et al., 2024).

In the short video platform represented by Tik Tok, each geographical location generate different visibility through the practice of mass images. Therefore, the punching in online celebrity geographical location means high traffic for the anchor. "Punching in online celebrity location" is the social embodiment of deep media oriented at present. With the intervention of the media, people and places have a deep interaction, and based on the media, the landscape is endowed with local images. And under the competition and cooperate of multiple main body, the punch card population completes the physical practice and online feedback. (Liang, 2024). Popular experience summarizes and generalizes the skills of Live broadcast with goods as "people, goods and fields" "people, goods and fields" is the essential core and key of e-commerce live broadcast, which runs through the whole process of live broadcast e-commerce. The operation of live broadcast e-commerce is the process of rational allocation and continuous optimization of the three elements of "people, goods and fields". Among them, the practice of short video images with goods can not be separated from the spatial landscape based on location. On the one hand, this landscape directly conveys the meaning and symbol of the city, indicating that the photographer is located in the real Yiwu, conveying out the good faith level of the carry goods, at the same time using regional culture to trigger audience empathy. On the other hand, the emphasis on position makes many anchors go to the punching point location carry on imitate, and jointly create the characteristics of this geographical location in the virtual world, making it of practical significance and value in the virtual world.

It can be said that the anchor constructs a spatial self through the digital traces of geocoding (Schwartz and Halegoua, 2015). In the video practice, the anchors first carry on Collaborative Perform, deeply integrated into the geographical landscape, and enriched the space experience. Secondly, they shared a list of plays in common interaction, forming a common practice mode and interactive form. Finally, they completed the shaping of geographical significance through group practice of geographical punching points location[27-33].

3.3. Live broadcast Practice: Data Games

In the short video platform, live broadcast is a broadcast video streaming service provided by the platform, which has synchronization and cross-mode (video, text and image) interactivity. Live broadcasters turn their on-screen practice and interaction with fans into revenue streams. Different from entertainment live broadcast, live e-commerce is platform collectionan live broadcast and integrated e-commerce technological span example of a leap. Different from a large number of "relationship labor" in live entertainment, e-commerce anchors same prompt online viewing users to buy goods through the perform of goods. Different from short videos, this perform is real-time and interactive. Taking Tik Tok platform as an example, the traffic configuration of the live broadcast room square has nothing to do with the short video traffic, and for the people of Live broadcast with goods, they will attach more importance to the data. When measuring the benefits of live broadcast, revenue visualisation often through data. Therefore, the anchor always pays attention to the live broadcast data generated by Tik Tok backstage, makes comparative analysis according to a specific time dimension, and constantly adjusts the live broadcast methods and ways to pursue achieve "more beautiful" data. To some extent, Live broadcast with goods is a game of data (Pan, 2021).

In a live broadcast room, at least three roles are indispensable. One is the anchor beside the screen, the second is outside the live room, but in the field the people Field Control, and the third is to check the operat of the data large market in real time outside the field. If the Live broadcast is regarded as a data game and three characters are role-playing, then the anchor is the output, the field controller is the military counsellor, and the operate is the data clerk. They are in three different spaces. The anchor devotes himself to the virtual space of the screen to complete the prescribed actions and speechcraft, while the field controller grasps the rhythm in the entity space, handles emergencies, operate people sit in a another data space, and understands the live broadcast dynamics in real time by observing the data.

The three roles cooperate with each other, aiming at obtaining more perfect data, and jointly complete the platform practice of live broadcast.

The anchor is only responsible for presenting the content of the plan. Under normal circumstances, most of them directly complete the live broadcast process step by step, and it is impossible to directly know the fan response and product sales in the live broadcast room in real time. The adjustment of process and plan, the emergency response and handling of emergencies are all grasped and guided by the field controller, who always sits next to the anchor, controls the quantity of goods and tells the anchor when to start selling new products and when to clear the inventory. However the operation people is not in the live broadcast room, he only does one thing, that is, he stares at the "Tik Tok Data Large Market", which contains data such as scene observation, conversion rate, online number, etc. He can often predict the traffic by "ring comparison" and inform the field controller when the peak traffic will arrive, so that the field controller can prepare the link. After the broadcast, the operation people will be replay the whole broadcast live with the anchor and the field controller. Because he only pays attention to the "data" of the whole live broadcast, he is the actual helmsman of an account. He will tell the anchor what the shortcomings are and what direction the next live broadcast will go hard. Operation people in the background can monitor users' behaviors in real time, observe data indicators such as users' clicks, views and viewing time, and quickly obtain users' feedback on live content. This real-time data analysis is not only limited to simple data collection, but also still further provides deep user insight for the live broadcast platform. Live broadcast with goods has added transaction portion than routine and ordinary live broadcast, which makes data monitoring and data analysis more necessary, and digital technology is of great significance in Live broadcast with goods.

4. Live broadcast with goods as a digital labor: atomization of labourer

4.1. Platform economy model hasten child delivery post-work society

In the era of information networking, the development of internet technology, resource sharing and information communicate are more convenient and rapid, which brings new opportunities for the development and progress of economic activities. Internet economy came into being and rose rapidly, which impacted the traditional economic form and guide to the change of the new social labor structure. Led by Alibaba and Taobao, many shopping platforms have been born under the Internet economy, and their huge profits in a short period of time have made landmark progress in the whole economic and commercial fields. The platform makes the interconnection between people, people and things, things and things more concretization and practicable. The platform economy, which is beautified as new economic discourses such as "sharing economy" and "cooperative economy", is depicted as a "post-working society" that can prompt subvert the traditional labor mode. Apart from the need for survival, people find to the working also have spiritual significance, so they pay more and more attention to the emotional value brought by labor.

In the platform economy, the media of emotional labor is not only the face-to-face emotional show exposure and control, but also the virtual community will become the field for workers to show their emotional labor (Wang Xing and Wang Chunxuan, 2023). In-depth communication anytime and anywhere, the center of gravity of labor practice has shifted to the virtual world, and the labor order has also changed with the change of economic situation. There are significant differences between the labor relations under the platform economy and the traditional economy. The former is characterized by stable hire and hired, while the latter is characterized by flexible recruit and use workers and workers' dependence on the network platform. Platform economy breaks through the traditional organization way and employment framework, and crowdsourcing, sharing, entrepreneurship and other employment methods provide flexibility, autonomy and diversified employment choices for workers, further expanding the employment time and space of workers (Mo and Li, 2022). With the revolution of network platform, the "odd-job economy" has emerged, however the labor characterized by this odd-job economy has formed a new and systematic order.

Daniel bell believes that the post-industrial information society will rely on the production and dissemination of technology and information, and the source of power will shift from the traditional foundation to technology and scientific knowledge. The dominant technology is information technology, and the methods used are mainly not empirical methods, but methods using abstract theories, such as model, simulation, decision theory, system analysis and so on (Lin, 1992). Daniel bell generalized the concept of "service industry" in post-industrial society, and extended the group, simple, self-sufficient and labor-intensive production process to individual, complex, collaborative and knowledge-intensive

industrial activities. His theory analyzed people as social objects, and revealed new forms of labor in human society. Under the new industrial structure, the market needs high-tech talents and talents with rich professional knowledge. Therefore, the intellectual class composed of well-trained scientific and technical workers will rise to become the leaders of post-industrial capitalism. At the same time, the dynamic process of de-technicalization, technological upgrading and re-technicalization will cause the hierarchical differentiation of vocational system.

Commercial social media relies on advertising for profit, and its core assets and competitiveness are traffic and data. Traffic is a kind of quantitative data about users' participation in the form of digital indicators (Zou, 2023), which depicts an accurate portrait of the audience, so that the platform can based on this provide users with more targeted content that they are interested in, cater to the need of someone. Social media platform companies provide technical services, do not produce content, but have all the data content in social media networks. These data contents include information content, user traffic and user data produced by a large number of users, and most of them are created by media users. Their formation is based on the digital traces left by broad user base in digital ports such as social media, news websites and clients (Bai and Cao, 2024). With the blurring of the boundaries between producers and consumers, users already have become the integration of production and consumption. Therefore, in web2.0 media, information technology services are "free lunches", and users labour manufacture who are active in social media are "produced and consumed goods", and platform companies sell these users "produced and consumed goods" to advertisers to earn surplus value.

4.2. Production Relations and Inequality in Digital Platform

Different from raw materials, machine and other means of production, capital can not accurately estimate the extent to which labor will be transferred to products and services after purchasing labor force. People can't work endlessly like machines, and the formation of employment relationship is a two-way choice. Working hours, wages, etc. need to be reasonably stipulated and a contract should be reached with workers. As far as capital is concerned, the cost of purchasing labor is higher than that of purchasing raw materials and machine to some extent, so capital always has extremely high requirements and expectations for labor, trying to obtain higher proceeds with less manpower. The potential of the labor force is infinite, but how to realize these potentials is influenced by various subjective and objective factors. Capital expects the labor force to pay 200% effort, but it is often impossible to achieve it. Therefore, for capitalists, the problem of management, that is, how to transfer the control of the labor process from the hands of workers to their own hands, has emerged. Based on this goal, capitalists try to realize control labor with absolute authority through personal intervention or the establishment of systems. As Edwards said, the control system of enterprise labor organization form includes the control of three elements-guiding workers' work, evaluating workers' performance and application of incentives and penalties to workers.

Traditionally, the control mode of labor usually depends on the direct management and restraint of workers' behavior by business owners or managers, or on the rules and regulations embedded in the enterprise structure to exert influence on workers' behavior. Through its powerful data collection ability and data analysis ability based on digital technology, it realizes all-round collection of labor process information of laborers, and "cut the dress according to one's figure" dynamically gives guidance to laborers through algorithms and models. As a digital worker in the Internet age, grassroots anchors' labor process is controlled by capital in a more covert technical form, which leads to the separation of the dual process of labor "concept" and "implementation" in the labor process theory (Yuan et al., 2021).

There are three profit models of network anchor: hourly salary, gift and derivative sideline. Because the income of network anchors is and platforms, guilds (that is, a certain number of contracted anchors form organizations on major webcast platforms, and some are called guilds) and intermediaries prorated distribution, only about 35% of them actually get it. Due to the lack of legal and social system protection for emerging occupations on the Internet, network anchors currently belong to "informal employment groups", and it is difficult for network anchors to obtain reasonable interests protection through "labor contracts", which is prone to labor disputes. For example, in March 2017, in the first labor dispute case of network anchor in Shanghai, the court found that the "anchor economic agreement" signed by network anchor Gillian and a network technology center in Shanghai was not a labor agreement, and there was no labor relationship between the anchor and the brokerage company. The reason is that there is no economy person affiliation relationship of rights and obligations between the network anchor and the brokerage company. The core of formal labor relations is the location, content, method and process of labor and even if there is no job but the situation of labor relations existence and continuation, and it still needs to be bound by the employer, including rules and regulations and specific management behaviors.

The elastic labor system and self-supervise nature of new workers such as network anchors make it difficult for them to obtain stable labor security[34-38].

The emergence of grassroots anchors is precisely because the platform economy gives every ordinary person the opportunity to work freely, without being bound and managed by leaders, without too strict standards and requirements. Everyone is his own "boss" and makes his own satisfactory choice according to data and market conditions. Although free, the anchor is not completely disengage control, and the power of capital will always exist, just changing from human form to platform form. The employees and employers in the digital labor scene are digital workers and platform capitalists respectively. The concept of "platform capitalism" was first put forward by Nick Srnicek. Platform capitalism is a concentrated expression of the development stage of capitalism's informationization and digitalization, and it is a "new business model" of capitalism. With the increasing popularity of anchors, their available value to the platform also increases. Anchors who originally had a high degree of independent choice were unconsciously controlled by the interlocking and deepening temptation of platform capital, and they are increasingly caught in a position of inequality. The cross-border use of mobile technology in the Internet era has led to the dispersivity of labor space and the increase of invisible working hours, so workers must keep extra long standby (Lian, 2021). In the long run, the characteristics of digital labor, such as fuzzy production boundaries, data management and control and all-round monitoring, have gradually formed (William Wang, 2021).

The platform make the control of capital over workers to shift from the before the curtain to the behind the scenes. The seemingly simple data will undergo numerous fine calculations and operations behind it. Often, ordinary people do not have high control and analysis ability for big data, and everything is under the master and control of the platform, capital squeezing "unknown to god or ghost". Usually, the anchor will get a "piece-rate" commission income after completing a carry goods. On the surface, this is an equivalent transaction between the anchor and the supplier through the intermediary of the platform. In fact, the platform plays the role of a "The class of profit eaters" in it, and take a percentage obtains a considerable proportion of the unpaid digital labor provided by a large number of users. The capital side holds the technical advantage and is actually the rulemaker in the digital labor scene (Zhang and Zhao, 2022).

Unequal relationships even include users. Users use the platform for shopping, entertainment and other behaviors to meet their own needs, but also become workers under the master and control of platform capital. "Audience goods" developed into "unpaid labor" defined by Italian scholar Terranova, that is, the digital labor behaviors of Internet users, such as browsing the web, chatting and commenting, are actually unpaid and voluntary gratis labor (Lee and Seo, 2024). The live broadcast platform the users inductive into the labor space of capital loop, provides users with attractive content, and return them with emotion and material according to the economic value created by users, prompting users to voluntarily carry out digital labor in the labor space, and then produce economic have value content for digital capital (Ji, 2021).

5. Conclusion

In the information age, the development of society makes people break away from traditional social communities such as blood, geography and spirit and gradually become atomic individuals. Relying on live e-commerce, a new media technology, the traditional acquaintance society has been disintegrated by the social flow from rural areas to cities, and the emerging cooperative relationship has rebuilt and connected the community, and in a sense, it has become an effective medium to connect individuals with others and individuals with society. Whether both in the cultural capital and economic capital, grassroots groups are at the bottom. However, with the help of digital capital, they bridge the online and offline life opportunities and turn digital capital into social resources. Through a large number of grassroots anchors on the platform, we can see how the technical system set by the platform is incorporated into themselves digital capital by grassroots groups. In the process of reconstructing the relationship network, each individual becomes a "digital nomad", and technology plays a role in connecting the city to the countryside and driving social again remobility.

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