

# Brief analysis on the trend of pan-life live broadcasting in the post-epidemic era

**Cao Kexin**

*School of Science, Nanjing Forestry University, Nanjing, China*

**Abstract:** *The sudden outbreak of COVID-19 has acted as a catalyst to transform live broadcasting from entertainment to life. The concept of "pan-life live broadcasting" has come into the public's view and gradually occupied the mainstream of live broadcasting under the development of the epidemic. With the advent of the era of after the outbreak, pan live life to the "new" content, various forms of "cloud" live fire through cut, from vulgar transition to the studios, and bring a large number of "new blood" input, update its role and function expanding, has made steady progress in joint daily life on the road, meet the demand of the parties to the audience. Nowadays, with the reduction of the cost of live broadcasting and the increasingly mature supervision of online live broadcasting in China, the future of pan-life live broadcasting is promising.*

**Keywords:** *The post-epidemic era, Generic life, the popularization, Live*

## 1. Introduction

Pan-life live broadcasting focuses on the life of the whole people and has experienced a blowout development under the dual impetus of capital and technology. This kind of live broadcast with accurate audience delivery, to meet the needs of modern life, has gained a great market share. Sharing and companionship are becoming the new driving force of live video, which is also the concept of "pan-life" : live video content goes deep into life, including food, transportation, education, consumption and other aspects. Most of the researches on pan-life live broadcast focus on the development trend of pan-life live broadcast itself and the content production of pan-life live broadcast. However, with the advent of the post-epidemic era, the development of pan-life broadcast shows a new trend, and there are few studies on pan-life broadcast in this era. In this paper, the development of pan-life live broadcasting and the post-epidemic era of the live broadcasting industry will be integrated to analyze the current status and future development trends of the pan-life live broadcasting industry, and enrich the research content of the pan-life live broadcasting field.

## 2. "Novelty" of pan-life live broadcast content

In the 1.0 era, LIVE broadcast was mainly based on PC show live. The online live broadcast market started with the evolution of Internet mode. In the domestic live broadcast field, PC show live mode represented by YY live broadcast, Six Rooms live broadcast and 9158 live broadcast emerged. In the era of Livestreaming 2.0, esports livestreaming began to emerge. Driven by a large number of game players and capital, the livestreaming market became hot. In 2016 the first year live in mobile, it also makes the broadcast industry into a live broadcast of 3.0, in this day and age, live site from indoor to outdoor, live form is no longer had the kind of show type curing performance, the live broadcast of the life contents and general entertainment live + form related to shopping, tourism, education, science and technology, music and so on many aspects. These aspects are combined with the Internet business model for panoramic live broadcasting.<sup>[1]</sup> 2016 is a watershed. Since then, the broadcast content has broken away from the narrow broadcast form of traditional shows and games, and turned to mobile nationwide broadcast. The mobile live broadcast platform more reflects the characteristics of pan-life nationwide broadcast.

But in the early time, generic life class mobile broadcast content homogeneity, vulgarization, live mode, relying on a star, the same content for a long time lead to the user's aesthetic and visual fatigue, live content homogeneity competition cause resource waste, covered large quantities of output quality content anchors at the same time, the user to focus on live under due to curiosity. Finally, due to the decline of novelty, he left the live broadcasting platform. Since the outbreak, the live webcast accelerate

forward, live life class and finally the emergence of a new life, they because of the outbreak is limited for travel, the network become the only way out of the "home", after two years of steady progress, today's "after the outbreak of" era, pan live broadcast content has break through the boundaries of once and rapid advance in the direction of the "new".

### ***2.1. The forms of "cloud" are diversified***

Pan-life live streaming is going deeper and deeper into every aspect of people's life and deeply participating in People's Daily life. It is no longer a dream for live streaming to change people's lives, and "tianya Zafar is near" has been successfully realized. The outbreak era, with 5G, artificial intelligence and big data technology application can assign the new mobile broadcast content ecology presents the new tendency, the new change, "cloud supervisor", "cloud classroom", "cloud around the zoo," cloud "cherry blossoms", "cloud traveling the world" and so on.<sup>[2]</sup>A series of "cloud" life perfectly into our life. All life contents of cut off because of the outbreak, are joining the "cloud" family.

As recent outbreak of another big again and again, since years later this year, Inner Mongolia, jilin, Shanghai, etc have become a province of the outbreak of epidemic focus, then gradually spread across the country, after classes resume work by blocking the epidemic, home office, online classes became the general state of life of the first half of 2022, "cloud", welcome the new life boom, "Cloud self-study room", "cloud gym" and so on show new vitality. Liu Genghong with his aerobics quickly fire all over the network, due to the outbreak of the epidemic in Shanghai, Liu Genghong in Shanghai home isolation, has become a live broadcast "phenomenon" of the blogger, the fire all over the network, because he and his wife five days a week live network burning fat aerobics, like this family fitness affinity. In a way that the professional fitness bloggers of the past couldn't. Now on The Platform Douyin, there is a large group of followers known as "Liu Genghong girls" and "Liu Genghong boys" who not only dance with the 50-year-old but also expect him to "grade homework online" for them. Such a "creative" form of "cloud fitness" is bound to lead to the progress of pan-life live broadcasting. The declining form of live broadcasting is bound to seek new creativity under the influence of Liu Genghong. And at the same time, "cloud study room" also usher in a new upsurge in the field of students, because of the outbreak, most of the students in the first half of 2022 life is given priority to with the network teaching, many students in order to get the company and supervise and urge the learning atmosphere, join live "self-study" and cloud study area through real-time connection position of participants, Bilibili video is a popular platform for self-study live broadcast in China at present, and its live broadcast area also has a specific learning section, where anchors and audiences can exchange identities at any time. Anchors are motivated to seek companionship and supervision from others. Viewer participation is also a means to urge themselves against procrastination and laziness. Such a benign interactive atmosphere brings new meaning to pan-life live broadcast.

### ***2.2. Transition from kitsch to studios***

Developed due to broadcast the first form is give priority to in order to show that visual consumption is the main content of the broadcast industry, most people live because of yearning heart of beauty, 2016 Zhao Mengyuan in the live webcast in our country present situation and characteristic analysis of the spread of the article for the first time, the network "live" a detailed definition of the concept of, Article thinks that the so-called through the transmission of the video webcast emerging interactive entertainment, the live webcast platforms, the hosts through their singing, playing games, and other forms of performance type talent to attract users, in the show at the same time, the user can send barrage text in the form of interaction with the host, freedom, And through the form of virtual rewards to the anchor reward.<sup>[3]</sup>In Research on the Development of Online Live Broadcasting in the Era of Internet Celebrity Economy, Wang Jinglin summed up the general characteristics of mobile live broadcasting platforms, including extensive entertainment, uneven quality of audience, low threshold, wide audience of fans, high viscosity, fragmented information and other characteristics, which also provide opportunities for pornographic and vulgar culture. In order to pursue the number of fans, boost popularity and maximize their own interests, some anchors mix vulgar, vulgar and kitsch content into their live broadcast content to attract eyeballs.

However, today, with the continuous improvement of national policies, more and more people use live broadcasting to enrich their lives through this platform rather than just for entertainment. Of course, more and more people learn knowledge through live broadcasting, and the trend of live broadcasting platform is gradually getting rid of the positioning of "kitgish". Network broadcast covers a wide range of information and has a large amount of information. Audiences with different needs can obtain the

information they need or learn the skills they want to learn through different types of network broadcast. Compared with other information transmission media, network broadcast is more extensive in the dissemination of information and can better meet the different needs of audiences. Plus live in recent years the user more familiar forms of interactivity and instant communication, they can live on using the network for access to information or skill learning of timely questions and get answers at the same time, the content of the life, also let the person very much home office leisure learning life skills, enrich the practice of life.

### **2.3. "New blood" is introduced into the field of pan-life live broadcast**

In 2017, Peng Panpan analyzed the use of network broadcast audience in the research on "Use and Satisfaction of Network Broadcast Audience". Through the form of questionnaire, statistics found that the age of network broadcast audience mainly distributed in 18 to 25 years old, accounting for 66.6% of the total sample size, followed by 26 to 39 years old, accounting for 24.6% of the total sample size. The audience aged 18-39 accounted for 91.2% of the total sample size. It can be seen that the audience of network broadcast is mainly young people. Network broadcast, as a new form of media, is inseparable from the change of digital information, and young people aged between 18 and 25 also grow up in the development of digital information technology, so they can easily master the use of network broadcast. It is noteworthy that the majority of young people between the ages of 18 and 25 are college students.<sup>[4]</sup>

Since the outbreak in 2020, the "house" is the new university life state orientation. Affected by the epidemic, getting to school on time to accept the offline every semester teaching are unpredictable. More and more college students were forced to live accustomed to online classes. Mostly due to the network life out of class at the same time imprisoned in the indoor environment, the innovation of after-school life has become the main goal of college students, a large number of "new blood" into the field of pan-life live broadcast. The contents and forms of college students' live broadcasts are rich and colorful. They fully carry forward the spirit of innovation and create many excellent live broadcasts with the interest of college life, the professionalism of learning and communication, and the diversity of campus activities as the direction, giving full play to the due role of college students' live broadcasts. College students share campus scenery and food through live broadcast, show the unique ethos of different schools, or share their own learning experience to provide more learning experience for confused younger students. One of the most popular a kind of campus broadcast is one's deceased father grind experience sharing, under the education environment, more and more young people to pursue a higher degree, at the same time every year successful ashore the potential graduate students and will be actively involved in the network environment, and to share their learning methods, to help prepare for those who have lost their way on the road the way to find work. Similar positive live broadcast content is spread and shared among students, purifying the field of pan-life live broadcast. Live broadcast is transformed from an entertainment tool into a learning tool, expanding the significance of live broadcast.

## **3. Demand for pan-life live broadcast "Diversified"**

### **3.1. The need to relieve stress**

At the beginning of the rise of network broadcast, the show live broadcast was dominated by beautiful female anchors. Its purpose was to entertain the public, and the main motivation of the audience to use network broadcast was to relieve boredom and relieve pressure. With the prosperity of pan-life live broadcasting, live broadcasting has penetrated into every corner of life from the early live broadcasting of shows and games. It is no exaggeration to say that "no live broadcasting, no life". At the same time, the content of relieving stress has become rich and colorful. For example, in the field of live broadcasting, some anchors are only "active" at night, when most people need to rest. Why do they exist in such an "unreasonable" time? On the Internet, this type of anchor is referred to as "sleeping master".

From 2013 to 2020, the average sleep time of Chinese people has dropped from 8.8 hours to 6.9 hours. That means people squeeze about 28 days of waking time out of their sleep each year. Insomniacs are getting younger and younger, especially among young people.<sup>[5]</sup> At this time, the late-night live broadcast room, active such a group of anchors, just to sound, so that it is difficult to fall asleep into the rest mode. Their meaning and value goes beyond "anchor" status. Sound, pictures from the small broadcast room to another space, with insomnia strangers. At 10-11 o'clock every night, these anchors start their formal live broadcasting work. They set up the ring lamp, live broadcasting lens, double-ear microphone for human head recording, prepare the sleeping props such as aloe gel, wind chimes, music box, cherry

blossom wine, tuning fork and goose feather stick, and put on earphones to open the live broadcasting room to coax sleep. These props turn into vivid white noise of life in the hands of the "sleep master", helping insomnia people relax, put down anxiety and pressure, and slowly fall asleep.<sup>[6]</sup> Their technique is the key to helping insomniacs fall asleep, and it is their presence that brings insomniacs from all walks of life together in a small studio to start the day off.

Similar audio broadcast and other forms, as some of the basic chat studio and main aim is to help the audience to relieve stress, row, also some small ones, on the Internet each week will fix a period of time to open their live, for their fans to solve the problems in the life, the anchor fans will due to anchor the audience is not the same, and therefore, Such anchors can cover a wide range of areas of life. The emotion tree hole, music radio station and the broadcast room for reading articles and newspapers are respectively for people with different pressures. In the virtual environment of the Internet, people can talk about their own experiences and seek solutions, and get recognition from people with common experiences and needs.

At present, outdoor live broadcasting is also one of popular livestream types in the "extensive life-oriented" block. As for the livestreaming environment, some people may be more inclined to outdoors rather than a quieter indoor environment, such as expedition livestream, playing livestream in some scenic spots, and the live broadcasting of going to the sea. The development of diversified outdoor activities and comprehensive arts and entertainment have grown by leaps and down in recent years. Walking, countryside and urban life is favored by different audiences.

### **3.2. Meet social needs**

There are also some people who can satisfy their social needs through the medium of live broadcasting. Without communication, human society is impossible to imagine. In human society, communication is the way to unite individuals, but also the way to develop these individuals themselves. Therefore, the existence of communication is both the reality of social relations and the reality of interpersonal relations. Due to the impact of the epidemic, many offline communication opportunities have been blocked, and live streaming has become an important social platform. The live broadcast content of pan-life enables many of the original offline communication content to be transferred to the online. Through the joint communication of images and language, the content that needs to be communicated in real life can still be realized. Webcast as a kind of social media, can provide communication platform for the audience, the audience of the same hobbies together will have more communication topic, likes to travel saloon car group, for example, you can live with the help of this platform, know more of the same hobbies, you can share with each other has ever been to the sense of place, and matters of attention in the rv travel, Could meet offline become later to travel together with travelers, common interests for them to build their own social circle, audience in this circle can make more friends, expand the scope of their own social, break through the obstacles of space and time, at the same time live form all over the world people all can achieve real-time communication.

## **4. "Normal" development of pan-life live broadcast**

### **4.1. Cost reduction**

In the post-epidemic era, the mainstream media network communication connects new space and delivers new value with the newly empowered application of 5G, artificial intelligence, big data and other technologies. Pan-life live broadcast is mostly real-time live broadcast interaction through mobile terminals such as mobile phones and tablet computers. With the continuous upgrading of electronic devices, live broadcast can only be realized from the electronic devices we use daily, and its clarity and radio effect also meet the audience's inner expectations. Low cost is a major driving factor for pan-life live broadcasting, which can be realized anytime and anywhere by picking up a mobile phone. Since the development of live broadcasting, the role of audiences has undergone great changes. In the era of public participation in live broadcasting, the identity of the audience has changed from the user of information content to the producer and disseminator of content. In the future, pan-life live broadcasting is bound to become more normal.

### **4.2. Healthy and standardized development of network ecology**

In the post-epidemic era, China has issued a series of regulations to regulate illegal activities of live

streaming platforms in accordance with imperfect laws and regulations on government supervision of live streaming platforms, so that the live streaming industry can be regulated by law and the government can play its regulatory function under the legal framework. China's legal system has not reached the absolute level of perfection, but the trend of perfection is obvious to all. In the process of social supervision, the national government makes use of the laws and regulations promulgated by the government to punish the infringement problems existing in the Internet live broadcasting platforms, and promotes the improvement of the system of the Internet live broadcasting operators and the process of industry self-discipline with the force of national laws and regulations, so that Internet live broadcasting can attract advantages and avoid disadvantages to a large extent. In the citizens' social life and public opinion supervision process to play a greater social function. In the future, China's legal system in the direction of network will also tend to be absolutely perfect in continuous progress.<sup>[7]</sup>

## 5. Conclusions

With the vigorous development of pan-life live broadcasting, audiences will also increase their pursuit of high-quality content. If they want to establish themselves in the field of live broadcasting for a long time, it is crucial to give breakthrough power to content. Innovation in form and quality of content will also be the general trend of the development of China's live broadcasting industry in the future. Based on its own positioning, pan-life live broadcast covers many aspects of life and society, and many areas that have not yet been touched are yet to be developed. Whether it can attract audiences and retain fans depends ultimately on whether the content quality can meet the needs of increasingly segmentalized users. In the post-epidemic era, the Internet integrates consumption, life, work, study and other scenarios. People's use of the Internet breaks through traditional limitations and also brings new impetus to the live broadcast industry. Nowadays, the ecology of China's live streaming platforms has become more mature, and we have reason to believe that pan-life live streaming will have a better future prospect.

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