



**Investigating ethic management of native advertising of new
media——Chinese case study**

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This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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Acknowledgment

I would like to take this opportunity to express my gratitude to my supervisor Sarah Peasley, who has given me comprehensive help during my research. She always patiently helps me solve problems and encourages me when I am depressed.

In addition to my supervisor, I would like to thank my family, although they are far away from China, but they will always be my strong backing. Thanks for supporting my ideals and letting me finish my studies in the UK.

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Abstract

With the rapid development of technology and the widespread use of the Internet, people's lifestyles change rapidly. On this basis, traditional advertising is difficult to meet the needs of users and advertisers, and native ads appear.

However, compared with traditional advertising, The ethical issues of native advertising are more complicated. Native advertising has gradually become a popular form of advertising. It is extremely urgent to analyze and solve the ethical issues of native advertising.

Corporate social responsibility has drawn worldwide attention. The ethical issue of native advertising is, on the one hand, the issue of corporate social responsibility and on the other hand the issue of media ethics. Based on the theory of corporate social responsibility and the theory of advertising, this study explores the ethical issues of native advertising and attempts to propose recommendations.

This study used a mixed study approach to combine qualitative research with quantitative research. To ensure the comprehensiveness of the viewpoint, this study used the triangulation method. Internet users mainly use questionnaires to collect data, and scholars and media workers use interviews to collect data.

Through data analysis, this study believes that the ethical issues of Chinese native advertising have certain concealment, big data may infringe user privacy, and users are not very clear about the content of reading service terms or privacy policy. It is suggested to address the ethical issues of Chinese native advertising from the aspects of legislation, internal supervision of the industry and public education.

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Chapter1 Introduction

1.1 Background Of Research

Over the past decade, the rapid development of the internet has fundamentally changed the relationship between the medium and the users. In the past, the user can only receive the media information from the relatively single channel, they just passively accept the information. However, with the advent of internet technology, the exponential growth of new media industry brings more diversified channel and methods for media dissemination of information. The choices of user are also increasing. The users turn from passively accept the information to actively choice information. In this background, the old media rules cannot adapt the new user needs. The advertising industry is the first to be affected.

The user begin to avoid to the ads. This avoidance is both intentional and unintentional. Benway and Lane (1998) propose the concept of the “banner blindness,” they pointed out that the users may consciously or unconsciously ignore those annoying advertisement when they use internet. The users’ rejection prompted the birth of native advertizing.

Native advertising is a brand-new form of advertising, which is related to traditional advertising and is different. Here, this article will briefly review the development history of advertising and help strengthen the understanding of native advertising. It is controversial in the academic world that the initial form of the advertisement looks

like, and some scholars believe that the advertisement originated from peddlery and merchandise display on the ancient market, to attract the attention of the customers. With the continuous development of time, verbal peddlery and merchandise display have gradually formed two different forms of advertising. Oral peddlery has gradually become an advertising form that pays attention to auditory art. The display of merchandise becomes abstract and symbolic, and the original connection between the display and merchandises is eliminated (Cui,2008).

Subsequently, human being entered the printing era. The emergence and popularity of printing technologies made human have a new form of communication: newspapers. The emergence of newspapers linked closely with the advertising. However, the early newspapers were mostly used as the tools for political propaganda and had no commercial profitability. The advertising did not be pay attention (Wang.L, 1994). With the advent of democracy and market concepts in the later period, the penny press also appeared (Emery and et al, 1992). The emergence of penny press made common citizens have the right to read papers. The newspaper became the mass communications. Without the government subsidy, the newspapers needed the advertising to achieve profitability. Against this backdrop, advertising has grown rapidly with the popularity of penny paper.

The emergence of radio broadcasting has led to the development of voice advertising through the mode of mass communication. This originated in the form of peddlery,

has brought great value to the commercial society. Different from traditional peddlery, radio advertising is largely separated from the space and the scope of advertising voice has been significantly expanded. Compared with newspaper advertisements, radio broadcast advertisements reduce the recipient's restrictions, and even unreadable people can receiving advertisements information through listening. After World War II, all countries in the world started to set up television. Television commercials appeared in the 1940s. Television advertisements integrate texts, sounds, images, and other forms in one, and its appearance has changed the long-term separation of advertising forms on visual and auditory elements. The biggest difference between television media and other media is that it can simultaneously transmit direct and indirect information (Shi, 2000). This means that the effect of television advertising dissemination is more intuitive, so that the audience can have a strong sense of presence.

With the emergence and rapid development of Internet technology, human communication activities have begun to be closely related to the Internet. Advertising has also been developed and changed on the Internet platform. Early Internet advertising was mainly a manifestation of traditional advertising on the Internet platform. The early portal advertisements are basically the same as traditional advertisements, but the carriers are different (Li, M. 2011). However, with the continuous development of Internet technology, Internet advertising has begun to change. Among them, the timeliness and spatial nature of Internet advertising have

changed. The scholar Li, G(2003) believes that the digital space of the Internet allows information to be replicated and propagated indefinitely. This kind of dissemination is not affected by time and space. The network makes the limitations of advertisements disappear in time and space. This is a fundamental change. Different from traditional advertisements, on the one hand, in the Internet world, advertisements can be stored for a long time or even permanently. There is no restriction on the time and frequency of viewing, and the persuasive effect of advertisements is greatly enhanced. On the other hand, media platforms and advertisers can modify based on user feedback at any time(Yan, X. 2003). It largely saves time and money costs.

With the advent of new media and mobile terminals, Internet advertising is no longer the same as traditional advertising. Its forms have become very different. First, the media convergence has blurred the boundaries between different media, and the form of advertising is difficult to distinguish effectively through the so-called media platform (Jiang, F. 2010). This does not allow advertising to have a specific model. Some scholars believe that in the Internet world, all related business information belongs to the category of advertising. This information may be related to supply and demand, production, and sales (Zhang, J. & Wang, R. 2009). In addition, Internet advertising has also undergone certain changes from the point of view of its dissemination. The Internet has increased the value and dissemination of information, and the purpose of advertising has been diversified from a single persuasive (Liu, J. 2009). The existing Internet advertising has joined the purpose of marketing and has

become an effective way to enhance customer value and improve customer journey. This means that the operational thinking of media platforms and advertisers has fundamentally changed (Ma, J. 2014).

With the extensive use of big data in the media field, the combination of advertising and big data is getting closer. Twitter's promoted tweets followers are typical combinations of big data and advertising. With the help of the media platform, advertisers have extremely accurate judgments about users' information and pursuits. Brands can easily capture target users on the internet and provide high-quality advertisements. The trend of informational advertising is inevitable. This means that advertisements and information are indistinguishable, and native ads are born in this context.

The difference between the native advertising and the traditional advertising is that the traditional advertising improves its persuasive effect through appearing repeatedly, and the native advertising retains the core of advertising and spreads under the guise of other content forms. This way can reduce the sensitivity of the users to the advertising and improving the persuasive effect of the native advertising. The native advertising is popular with the advertiser and the media platform. The form that is “big data+ precise advertising + native advertising” make user like a target in the new communication era.

According to data from Cyberspace Administration of China (2017), the internet users in China are up to 750 millions, and the users of the mobile phone internet are 724 millions. Phoenix New Media formally introduced the concept of native advertising in 2012, and then with the Chinese huge market, the native advertising developed rapidly in China. The new media platforms and the social media become the important channel of dissemination of native advertising. However, the native advertising are facing many problems. After the huge honor and the economic benefits, whether the native advertising damage the users' interest, and whether the original ethical rules of traditional advertising suit the native advertising. Those are worth discussing. The Chinese official media, People Daily(2018), point out the current advertising trend is that the information is the advertising and the advertising is the information. The users are difficult to identify the attribute of the information or advertising. It is easy to appear the fake advertising and induced advertising.

1.2 The Purpose And Objectives Of This Dissertation

The purpose of this study makes a dialectical analysis of the ethical issues related to native advertising. In this study, the researchers surveys the users, the media workers and the scholars, trying to summarize the relevant social attitudes and perceptions, and put forward suggestions. This study combines the qualitative and quantitative studies. The triangulation method is used to the interviews and questionnaire surveys to different stakeholder of native advertising. The significance of this study is to provide the credible data for research and analysis, to explore the contradiction

between the market profits seeking and the emotional ethical needs of the users, to make the proposals to the media and advertising practitioner.

The researcher hopes to critically analyze the ethical issue of the native advertising in Chinese media market. The objectives of this dissertation are:

- Defining the concept of native advertising. Identifying the different types of native advertising
- Analyzing the ethical issues in the distribution of native advertisements
- Exploring the causes of ethical issues
- Proposing the solutions.

1.3 Rationale For The Study

In the western society, the relevant laws about the advertising are more sound. The Federal Trade Commission (FTC) (2018) in Unites states has issued a police guide for native advertising. This guide including the principle of the native advertising, how to disclose native adverteng. The guide not only to the companies but also to the advertiser and other people who directly or indirectly involve in the design or distribution of advertising. The guide aims to emphasize that the native adverteng should be identified. Advertising Standards Authority (ASA)(2018) in UK also made it clear on its official website that native ads should be "recognizable" ads. In 2017, the Australian Association of National Advertisers (AANA)(2017) added new ethical guidelines regarding advertising and marketing information that must be clearly

labeled so that users can clearly distinguish between advertising and general information. Those corresponding measures represent the government, and the society pay attention to the ethic issues of native advertising.

Although many countries have legal restrictions on native advertising as much as possible, according to Forbes (2017), nearly 40% of publishers do not value and abide by the FTC's policies. Insiders believe that legal restrictions on native advertising will inhibit the development of native advertising (Dresden, 2016). This contradiction actually reflects a common phenomenon. It is the contradiction between huge profits from native advertising and user rights that is difficult to avoid.

In China, there are no legal restrictions on native advertising. This makes Chinese native advertising chaos frequent. Native advertising is popular in the industry, but consumers often have difficulty distinguishing what advertising is. China has a vast market, and the Chinese market has a certain degree of international influence. Researchers hope that through this study can analyze how to solve the ethical problems of native advertisements, find the solutions of the contradictory between profits of native advertisements and user rights, and explore what are the native advertisements that users really need, to promote the development of Chinese native advertising.

1.4 Research Question

The purpose of this study is answer the following questions: what are the standards and principles for Chinese media to use the native advertising? What the CSR should the media undertake in the advertising field? Which factors can prevent or promote the media to undertake CSR in advertising filed? What is the users' understandings and opinions of native advertising? What is the users' needs of advertising? Which ethic issue is the native advertising involve?

Chapter2 Literature Review

2.1 Introduction

This chapter will have a summary analyze about the native advertising and advertising ethics. This paper will review the current academic research, concepts and theories. The objective of this research is to analyze the ethic issues about the native advertising in Chinese case studies. Therefore, this dissertation will review from different perspective and theoretical of the western and Chinese country. It will make summary of three main aspects: native advertising, Corporate social responsibility (CSR), and the advertising ethics.

2.2 The Literature Review Of Native Advertising

2.2.1 The Definition Of Native Advertising

(1) The Definition In Western Country

The academic community does not have a unified conclusion on how to define native ads. In the western world, research on native advertising was earlier. The first recognized person to propose a concept of native advertising is Fred Wilson, who calls this form of advertising a ‘native monetization’ and introduces his concepts on the Internet (Lovell, 2017). Brug and Harro-Loit (2012) defined native advertisements from the perspective of the nature of native advertisements. They believe that native advertising is a market-oriented news, and This type of news is put forward to emphasize consumer demand. Although this definition focuses on the marketability and consumer welfare of native advertising, it ignores the profitability of native

advertising. Wojdyski et al (2016) defined the form of native advertisements, arguing that native advertisements are content, form, and appearance obtained from editors. Horvath (2014) analyzed the concept of FTC-defined native advertising. FTC defines native advertising as a fusion of advertising, news, and media content. This form of content is derived from the support of sponsors. Horvath pointed out that the FTC definition for the native ads is informal, and that this definition does not distinguish between native ads and disguised ads, and does not recognize the native nature of native ads. However, Horvath's evaluation of the definition of native ads is mainly based on the field of the game. Although it has a certain degree of criticism, it also has certain limitations. IAB (2013) summarized six types of native advertising: in-feed units, paid search units, recommendation widgets, promoted lists, in-ad with native element units, and custom elements. Seligman (2015) summarized the views of many people in the industry, thinking that native advertising can be disguised as other content. Although this summary is concise, it has a strong generality and indirectness. It illustrates the ethical dangers of native advertising from the side.

(2) The Definition In China

In 2013, Chinese scholars paid attention to the new advertising format of native advertising. However, during this period, scholars had a rather vague concept of native advertising. Fu (2013) based on Fred Wilson's point of view, put forward his own views on native advertising. He pointed out that native advertising should not be just a form of advertising, but should be a marketing concept. Native ads should be

the highest form of content marketing. This view of him has won the support of many scholars. Sun (2013) also believes that native advertising is a marketing method that integrates advertising and content organically. The vice president of Phoenix Web, Xu (2014) believes that native advertising is only the primary mode of this type of marketing, and the higher model is native marketing. Native marketing integrates media, brands, and consumers, and integrates information into the media environment. Their understanding of native advertising surpassed native advertising on the one hand and combined with the Chinese market, the concept was sublimated. However, their definition of native advertising weakened the media-informative form of advertising and increased the concept of brand-led marketing, which in effect weakened the role of the media in native advertising to some extent. In 2014, native ads were formally introduced into China, and Chinese scholars increased their understanding. Yu (2014) defines that narrow-natured native ads should be unique and original experiences of the platform. Formally integrate into the media environment, provide user value on content, and promote the association and resonance of products and users. His definition of native ads is more systematic. Song and Xu (2014) summed up the previous one's definition of the original advertisement and concluded that native advertising is itself part of the content, and it has a certain information value for the audience and can be used by the audience. It is consistent with the style and content of the media, and it damages the audience experience. It is a digital intervention to the audience's cognition and a digital evolution of the advertising form. This definition is based on the analysis of the nature, form, and possible ethical

impact of the original advertisement. This definition is more comprehensive.

2.2.2 The Difference Between Native Ads And Other Ad Formats

Some people think that native advertising is an old form dressed up new. There are no differences between other advertising formats, such as soft advertising and embedded advertising (Song & Xu, 2014). However, many scholars believe that native advertising differs from traditional advertising. Chu and Wen(2014) analyzed the persuasive methods of advertisements, and believe that traditional advertisements are often invaded by the propagation path. Implantable advertising is "sneak attack" and persuades the audience in a hidden way. However, native advertising is to give users an immersive experience that uses more emotional persuasive methods to influence the audience. Chen, L et al (2016) believe that although native advertising and soft advertising have similarities, soft advertising, no matter how "hidden" it is, allows users to perceive finally, it is difficult to avoid the characteristics of advertisements, and brings bad user experience to users. In contrast, native advertising is not merely a product of display, but is embedded in information and blurs the boundaries between advertising and news. They also pointed out that native advertising poses a challenge to news ethics.

2.2.3 The Essence And Feature Of Native Advertising

Immediately after the emergence of native advertisements, the advertising and media industries were shaken. Native advertising can bring a lot of money to the media

industry. This emerging form of advertising is novel and attractive (Manic, 2015). Native ads are considered part of content marketing, but native ads only exist on media platforms (Del Rowe, 2016). Chen also believes that native advertising is content marketing and believes that native advertising is the highest form of content marketing. And Chen believes that this form is difficult to define and will have an impact on the pattern of the existing advertising industry. Carlson (2015) pointed out that traditional advertising and news are divided, but native advertising breaks this division. Starkman (2013) also agrees that native advertising is a type of content. However, he believes that native advertising is not attached to news, but an independent form of content. Wasserman (2013) plainly stated that native advertising is itself a scam because it weakens specific information content and enhances perception. Although this view focuses on the relationship between native advertising and audience perception, it ignores the regulation of the industry and the leverage of market leverage. Zhang (2014) believes that the emergence of native advertising is essentially the result of the decline of Internet advertising and the development of big data. The sharing, mining, and application of big data has brought qualitative reforms to marketing. Native advertising is the transformation of methods and ideas from traditional advertising based on big data.

Research on the characteristics of native ads is also an important topic that scholars pay attention to. Chinese scholars pay special attention to the connection and relationship between big data and native advertising. Zhao (2015) believes that the

characteristics of native advertisements are native content, native position and native forms. His research has some influence on later scholars' research on the characteristics of native advertising. He and Liao believe that the characteristics of native advertisements are that communicators and users are in an equal position; the information conveyed by advertisements is useful to the audience; native advertisements rely on the support of big data can accurately locate the target users; the content of advertisements is unified with the brand image. This analysis adds an understanding of big data based on Zhao's research. Zhang and Jiang (2015) analyze from the four aspects of advertising content, advertising forms, media attributes and modes of transmission, they believe that native ads with features that creative driven mobile content, integrating into the information flow of high-quality user experience, basing on the aggregate media framework the omni-directional dissemination and continuous dynamic story propagation characteristics.

2.2.4 The Native Advertising In China

China has a unique business environment. Although native advertising is considered to be a concept from the West, its use in China has changed with Chinese national conditions. At present, there is no systematic study on the sinicization of native advertising in the Chinese academic community, but many scholars believe that the application of native advertising in the Chinese market is quite characteristic. The best-developed media platform is Phoenix.com, which is also the first platform in China to use native advertising. In 2013, according to the actual situation in China,

Phoenix.com upgraded the single concept of native advertising to the concept of native marketing and expanded the brand's influence (Xu,2014). Phoenix Web's native ads combine creativity, content, and public interest. According to Zhang, Q (2017), deputy secretary-general of the Phoenix Native Marketing Institute, Phoenix created a closed-loop combination of public welfare and business. Phoenix Web has developed a research model for native advertising and believes that the path of advertising for native advertising is to blend in with the situation - to raise awareness - to detonate interest - to stimulate communication - to activate the brand - to resonate. (Chen, H. 2017) However, this model is relatively simple, and there is no evaluation standard and system. It is difficult to evaluate which step can play a key role for users. Some scholars believe that native advertising is an “elegant way to make money,” and even that as long as the content is creative, the audience does not care whether this information is advertising or news (Wu, Yang, and Huang, 2015). This is obviously a biased view of lack of data support. Du (2015) also believes that native advertising is very important in the existing society. Especially in the rapidly developing society, the advent of multi-screen era has driven the development of native advertising.

In China, the research on the native ads of Phoenix.net focuses on its advertising creativity, case analysis, and communication effects. Xu (2013) believes that Phoenix.net's native ads have provided emotional resonance to customers and she believes that the hidden nature of this native advertising can increase the effectiveness of communication. Li et al. (2015) believe that Phoenix.net's native ads are mainly

divided into news, videos, columns, topics, and channels. On the one hand, they provide customized advertisements for advertisers, and on the other hand, they use new media platforms to shape advertisements. Although the relevant research has conducted in-depth analysis of the effectiveness and model of the original ads of Phoenix.com, the main concern is the lack of attention and analysis of the audience experience by advertisers and media platforms.

2.3 The Literature Review Of The Native Ads And CSR

The exploration of the ethical issues of native advertising is inseparable from the exploration of media social responsibility. The media itself is also a type of company. In fact, many well-known media in the world, such as the Guardian, operate in a company-like manner. In the operation of corporatization, the media has the same features and special points about how to shoulder social responsibilities and how much social responsibility they bear as other types of companies. The spread of advertising cannot be separated from the media, and the ethics of advertising is also the media ethics. It is necessary to use CSR theory to analyze the ethical issues of native advertising. These theories could provide great help in analyzing the ethical issues of native advertising.

2.3.1 The Definition Of The CSR

The scholar Miles (1986) proposed the concept of corporate social responsibility for the first time. He believes that companies should bear certain social responsibilities,

including economic responsibility and moral responsibility, but moral responsibility is more important. Although he is the founder of the CSR theoretical concept, he is not the first scholar to mention corporate social responsibility. Bowen (1956) officially proposed the relationship between corporate business activities and social responsibility. He believes that corporate business activities will have a certain impact on the society, and companies should also assume corresponding social responsibilities. Drucker (1973) believes that any organization, including companies, exists for society. EU(2001) defines corporate responsibility as a company that incorporates social and environmental issues into operations and interacts with stakeholders. Carroll's pyramid of CSR (Carroll, 2016) is pointed out that the responsibility of a company is divided into economic responsibilities, legal responsibilities, ethical responsibilities, and philanthropic responsibilities. The company must first bear the economic responsibility. On the basis of realizing the economic profit, the company must also abide by the law and bear the moral responsibility. In addition, the highest responsibility of the company is charitable responsibility. The responsibility at this level depends on the actual situation of the company. The Friedman (1970) asserts that the company's responsibility is to increase profits, which is similar to Carroll's view. Freeman's (1984) proposed a stakeholder theory that the ultimate responsibility of the company is to meet the needs of stakeholders, and increasing profits is only a method. All those three theories recognize the importance of increasing profits for businesses. In addition, many scholars oppose the concept of corporate social responsibility. For example, Smith

(1988) clearly stated that the concept of corporate social responsibility is a propaganda tool and it is difficult to describe it clearly. Scholar Stone acknowledges that corporate social responsibility is a vague concept, but he believes that it is precisely because of this vague definition that the concept of corporate social responsibility is more supported. It is not difficult to see that the scholars' focus on the theory of corporate social responsibility is mainly focused on two points. The first point is that enterprises need not undertake other social responsibilities in addition to their own interests. The second point is whether the concept of corporate social responsibility itself is meaningful.

Chinese scholars' research on CSR has been influenced by Western theories and developed in the light of Chinese actual conditions. Chen and Han (2005) agreed with Carroll's four divisions of CSR, but he also pointed out that the boundaries of this division are not strict. The actual situation of different companies is different. This definition is not clear. They believe that the level of corporate social responsibility should be divided into primary corporate social responsibility, mid-level corporate social responsibility and senior corporate social responsibility. Among them, primary social responsibility should include accountability to shareholders and good treatment of employees. mid-level corporate social responsibility should include protecting the environment, being responsible to consumers, obeying government management, and making good relations with the community. Senior corporate social responsibility includes enthusiasm and charity and charitable contributions. Their study focused on

the importance of employees for the company and defined the responsibilities. Zhou, Z (2005) analyzes corporate social responsibility in three aspects. First of all, he believes that corporate activities cannot leave social support, so it is necessary for companies to undertake social responsibility. Second, the social responsibility that companies need to undertake is a comprehensive social responsibility. Third, in addition to economic responsibility and legal responsibility, the company's perception of moral responsibility is a key issue. His point of view put the company's charity responsibilities into the category of moral responsibility. He believes that charity responsibility is a more advanced moral responsibility. This view may be related to cultural differences between China and the West. In western concepts, ethical and moral are different. Ethics is more focused on the analysis of right and wrong. Morality is a code of conduct (Weinstein, 2018). However, in traditional Chinese Confucian culture, the two are indistinguishable.

2.3.2 The Elements Of CSR

The academic community has a greater controversy over the elements of CSR. Basu and Palazzo (2008) divided CSR into cognitive, linguistic and constitutive levels. They think that cognitive is how companies think about the relationship with stakeholders. Linguistic is an explanation of the reasons why companies participate in specific activities. The conative is the company's specific behavior and whether it fulfills its commitment to stakeholders. Brickson (2007) believes that identity orientation should be used as one of the elements of CSR at the cognitive level.

Companies with different identity perceptions have different perceptions of stakeholder relationships. For example, a company that considers itself an industry leader may be more focused on competition, while a company that considers itself to be "trusted" may be more focused on stakeholder relationships. Payne and Frow (2006) believe that the company's interpretation of CSR can be roughly divided into legal interpretation, scientific explanation, and economic explanation. The interpretation of the law is based on the laws of a certain area. Scientific explanation seeks to seek a neutral scientific explanation to defend the company's behavior. The economic explanation is to emphasize that the company brings economic benefits to stakeholders. Wiener (1982) believes that corporate commitment is an important element of corporate CSR. Organizational commitments of enterprises can be divided into two kinds: instrumental commitments and normative commitments due to external factors and internal factors.

2.3.3 The Model Of CSR

At present, there are three modes of recognition for CSR. The first is Carroll's CSR pyramid model mentioned in the previous article. This model consists of four kinds of social responsibilities: economic (profitability), legal (complying with the law), ethics (ethically ethical), and charity (becoming a good citizen). This model is arranged in a hierarchical manner. Different social responsibilities have different importance. The most basic social responsibility is economic responsibility. Visser (2006) believes that although the CSR pyramid model is the most recognized CSR model, this model has

geographical limitations. He used the case of CSR in Africa as a case study, pointing out that African governments and laws have very limited restrictions on unethical behavior. , so the CSR pyramid does not apply to Africa. Geva (2008) believes that the CSR pyramid model is loosely bound to the enterprise, and CSR should be a constraint rather than the biggest goal that the company needs to pursue.

The corporate social responsibility pyramid model is highly regarded, but this is not the first corporate social responsibility model. The Committee for Economic Development proposed the Concentric Circles Model in 1971. The report points out that corporate social responsibility consists of three aspects. The model consists of three concentric circles from the inside to the outside. From the inner to the outer layers, it is the economic responsibility of the enterprise, the combination of corporate economic responsibility and changing social values, and the emerging corporate social responsibility. Davis (1973) points out that corporate social responsibility refers to a series of behaviors from the perspective of social interests, in addition to legal requirements. This definition adds a new layer to corporate social responsibility that is legal responsibility based on the original economic responsibility and moral responsibility. This model laid the foundation for later scholars to analyze the CSR model. However, both the original Concentric Circles Model and the CSR pyramid model are constantly being questioned, because the actual development of the enterprise is often complicated, and the original model has limited applicability. Schwartz and Carroll (2003) pointed out that in corporate social responsibility, it is

difficult to determine which responsibility is the most important or basic. In fact, the responsibilities at each level are largely independent, but there are some insignificant links. Based on this view, they proposed the Intersecting Circles Model. Zhao (2009) believes that the basic idea of the Concentric Circles Model is that companies should serve social development. This is an obligation. Corporate goals should include both the promotion of social welfare and the pursuit of their own interests. The Pyramid and the Intersecting Circles Model are more focused on the conflict between business and society. Both the pyramid model and the Intersecting Circles Model have adopted a narrow definition of economic responsibility. That is, the business is a profit-seeking commercial entity, while Concentric The Circles Model adopts a broad definition of economic responsibility, that is, companies want to benefit the entire society.

2.4 The Responsibilities Of Media

The CSR theories are universal and do not pay attention to the particularities of some industries. The media industry has its own particularity. It's particularity determines that the scholars can not just use the theory of CSR to analyze the ethical issues of native advertising. In the scholar field of communication, many scholars have make intensive research on media ethics.

2.4.1 Sources And Definitions Of Media Responsibility

The discussion of media responsibilities originated in the United States in the 1930s. The Commission On Freedom Of The Press (1947) conducted a survey of the

confusing US press and issued a report which pointed out that the US's press freedom is at stake. On the one hand, these dangers originate from the government's control over the press, and the other comes from many issues within the press, including monopoly, vicious competition, malicious speculation, and intrusion into the privacy of others. This report is the first systematic reflection on the responsibility of the press and is the basis of media responsibility theory. Affected by this report, Siebert, Peterson, and Schramm (1963) published the famous "Four theories of the press: The authoritarian, libertarian, social responsibility, and Soviet communist concepts of what the press should be and do." This book clearly points out that the core issue to be solved by social responsibility theory is who will supervise the media. That is to say, this theory advocates on the one hand that the mass media needs to have a sense of responsibility. On the other hand, it also clarifies that the media should also be subject to the public and Government supervision and control. This theory has a systematic study of media responsibility theory and has had a profound influence on the academic community. Lasswell (1948) proposed that the mass media have three functions: environmental testing, coordinating the relationship between various parts of society to adapt to changes in the environment, and social and cultural transmission from generation to generation. Wright (1960) puts forth the fourth function of mass media on this basis: entertainment. Grayson (2010) believes that the media should also assume corporate responsibility, including bringing real information to the audience. Among them, he puts up a question on advertising. Whether the media is responsible for the effectiveness of advertising to promote sales. Bardoel and

D'Haenens(2004) believe that as commercialization increases, media responsibilities become more complex, media needs more self-discipline, and accountability is also required to supervise the media.

2.4.2 The Dilemma And Misconduct Of The Media

Although there are many expectations for the media to shoulder their responsibilities, the media seems to be disappointing on many issues. Many ethic problems faced by the media have always been concerns of the academic community. Postman (2007) pointed out that the emergence of television made the public's discourse become the expression of entertainment, which became a culture. Under the influence of this entertainment culture, other cultures must make concessions and become vassals, and eventually entertainment will destroy us. Because of the anomie dilemma involved in the media is a complex issue, scholars often focus on one of their topics, or analyze a case. For example, Icelandic scholar Valgerður Jóhannsdóttir, & Þorgerður Einarisdóttir (2015) pointed out that there is a gender bias in the media. They recorded in terms of gender ratios in Icelandic media reports and believed that both the number of reports and the form of reporting need to be improved. Chen, X (2008) analyzes the reports of the Wenchuan earthquake in China and believes that the media's tragic report on the crisis is a kind of loss remind. This kind of reporting will cause psychological harm to the audience. The anti-value tendency of this media reflects a dark taste of the media.

2.4.3 The Solution To Media Ethical Issues

Faced with many ethical issues in the media, researchers have analyzed from different perspectives and hope to find a solution to the problem. Some scholars have been influenced by the CSR theory and have a critical attitude toward CSR theory. Borden (2000) believes that the media should resist the restrictions of commerce and insist on the idea of journalism as the best, and even the only ethical standard. This idea is ideal and it is difficult to meet the needs of the existing commercialized society. Stern (2008) clearly state that he do not support the media to follow the stakeholder theory, because he believes that media managers should not put the interests of stakeholders in the first place, but should consider more interests from the perspective of morality. Plaisance (2000) pointed out that media accountability is a widely used concept. He believes that media accountability should be a special interaction between media and information recipients. Chinese scholar Yang (2003) conducted a systematic study of European media accountability. He believes that the media accountability system is not only a media internal responsibility, but also has a public relations function with the outside.

2.4.4 The Ethical Issue Of Advertising

The ethical issues involved in the media are equally serious. In particular, the continuous development of the Internet and new media has aggravated the impact of advertising ethics. Li and Y (2017) believe that Internet advertising is flooded with issues such as the promotion of unhealthy values, false advertising, infringement of

personal privacy, and the dissemination of pornographic content. Combating these advertisements faces many difficulties, such as inadequate laws and regulations and inadequate technology to support. Yuan, M (2015) believes that the continuous improvement of relevant laws can effectively curb the lack of ethics in Internet advertising. For the anomie of Internet advertising, scholars have studied different types of advertising in different fields. Some scholars have studied the affected population. For example, scholar Dong, X (2014) researches on the ethical issues of children's advertising, he believes that the ethical issues involved in children's advertising include the induction for children's cognitive incomplete, adult advertising, propaganda consumerism to children. These ethical issues cause children have adverse effects. The image of women in advertising is also a major topic of scholars' research. These studies include the research of Li, M (2007) that on the consumption of female images in advertising; the research of Zheng, Z (2002) for women in advertising have the motherly stereotypes, etc. This kind of research tends to focus on two points. The first is the images of the characters appearing in advertisements have stereotypes or prejudice. The second point is whether the advertisement will have a bad influence on the target group. Some scholars are studying the ethical crisis faced by different types of advertisements, such as Jiang, Z and Huang, X (2017) analysis of Chinese real estate advertisements, and believe that Chinese real estate advertisements create an ideal self-image for users. This one-sided pleasing consumer has led to a deformed consumer market and public demand. Wang, J and Fu, X (2014) analyzes the increasing number of online game advertisements in China, and believes that

many online game advertisements are vulgar, attracting eyeballs through the consumption of women, and often forcibly popping up when users use the Internet normally, affecting Consumer experience. Zhu, H (2017) analyzes the ethical issues of condom advertising in the Chinese market. He points out that Chinese culture is traditional and conservative as a whole, while condom advertising has some impact on traditional Chinese culture, but condoms Representing the need for public health, these two contradictory conflicts require practitioners to adopt a progressive advertising strategy. From the point of view of responsibility and problem solving, the academic circles mainly analyze from the main body of advertising. Xu, H (2009) believes that advertisers are easily tempted by economic interests and violate the ethics of advertising. Guo, J and Chen, H (2007) believe that advertisers are the initiators and decision-makers of advertising campaigns. However, advertisers have the dual pressure of economic benefits and social responsibility while enjoying decision-making power. Under the circumstance, a considerable number of advertisers are unable to balance ethical and profitable relationships, which causes advertisements to trigger a series of social problems. In the face of this situation, advertisers must be brave enough to take responsibility for purifying the advertising market environment. Cheng, H (2016) believes that the evaluation criteria of online advertising ethics should be a combination of laws and regulations, social ethics and industry rules.

In the study of native advertising, There is not much research on related advertising

ethics. Most scholars believe that native advertising involves the problem of deceiving consumers. ANA Study (2015) research found that one-third of users believe that native advertising should be clearly marked, and that marketing personnel have the responsibility to maintain the transparency of information. Schauster et al. (2016) believe that the effectiveness of native advertising is based on deception, and it is immoral for the media to participate in such promissory notes as a watchdog.

2.5 the summary of literature review

This section provides a literature review of native advertising, CSR theory, and media ethical theory. As a new advertising form emerging with the development of the Internet, the native advertising has distinctive features and is different from other forms of advertising. However, as a whole, academic research on the theory of native advertising is less, and the overall situation is not deep enough. The related theories of CSR are relatively well-developed and widely used. The model of CSR is generally the same for different levels, and the main difference lies in the understanding of different levels of relationships. The value of attention is that the theory of CSR is more of a general theory, but the media as a special field cannot be fully applied to CSR theory. Research on media responsibilities and media functions is the premise for the study of media ethics. Different scholars have different understandings of the lack of media functions at the present stage and the loss of ethical issues. Academic research on media ethics is based on case analysis. The study of media ethics has very practical significance and most of the relevant studies have carried out an objective

examination of relevant cases and have played a vigilant role for the media industry.

The existing advertising ethics have been greatly impacted by the Internet. Chinese scholars generally believe that legal and moral influences are very important.

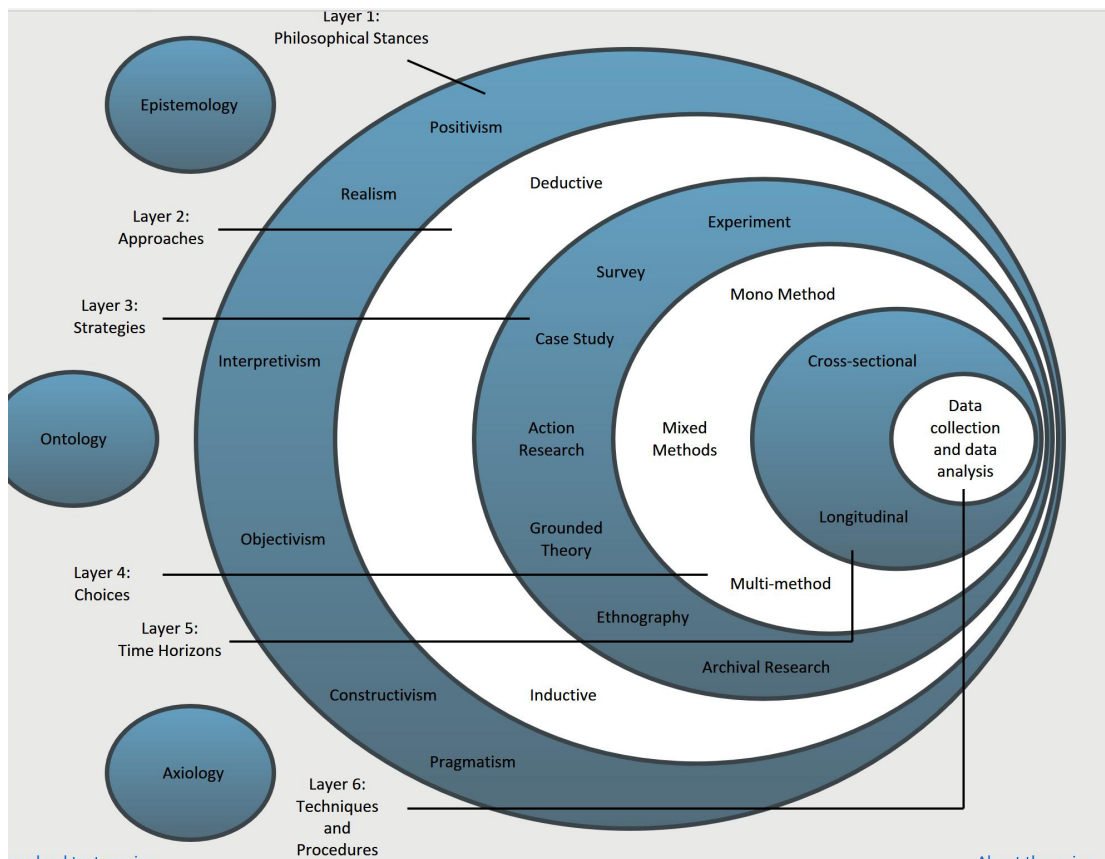
Chapter 3 Methodology

3.1 Introduction

This chapter aims to explain how to conduct the specific process of this study to achieve the goals of this dissertation. In this chapter, the research strategies and research methods are explained in detail under the guidance of the philosophical standpoint, and the data collection methods are discussed. Matthews and Ross(2010) believe that research is a survey of knowledge that is a step-by-step process that involves collecting information and examining information. Kuhn (1962) argues that the research paradigm is to understand and solve problems. The research and analysis of methodology can help scholars to conduct academic research better.

3.2 Research Design

Saunders et al. (2012) modeled the academic research process. This model is called the research onion. This model divides the research process into six layers, and analyzes the research process from Philosophical Stances, Approaches, Strategies, Choices, Time Horizons, Techniques and Procedures. The focus point of research is on the collection and analysis of data.



(source: Onion.derby.ac.uk. (2018))

Discussions on research design are constantly discussed in the academic world. Brady and Collier (2010) confirm “good quantitative and good qualitative research designs are based fundamentally on the same logic of inference.” Onwuegbuzie and Leech (2005) argue that the debate in the academic community on qualitative and quantitative analysis has led to a number of purely qualitative scholars and quantitative scholars, which have a counter-productive effect on the social sciences. They suggest that researchers should learn to appreciate both qualitative and quantitative analysis. This paper will comprehensively use qualitative analysis and quantitative analysis of two analytical methods.

3.2.1 Research Philosophy

Research Philosophy is the first thing that needs to be clear about academic research. It is the first layer in the study of onion models. Easterby-Smith (1997) considers Research Philosophy to be very important. Research Philosophy can help scholars identify the research methods and strategies to be used in the research. Research Philosophy can also help researchers effectively evaluate methods and reduce errors. In addition, Research Philosophy may also help researchers conduct innovative research. Holden and Lynch (2004) argue that under the guidance of appropriate philosophy, the research questions and methods can be appropriate.

This dissertation is influenced by interpretivism. The view of interpretivism is that the world is diverse (Hudson and Ozanne, 1988). Neuman (2000) argues that the purpose of interpretism is to understand the meaning of human society and human activities. As a kind of business behavior, native advertising is also a kind of communication behavior, which can create spiritual and material wealth for the society. But at the same time, native advertising also faces ethical issues. This pluralistic issue requires the researcher to look at it from a dialectical point of view. Researchers need to dissect the purpose and motivation of their research.

3.2.2 Research Approach

Research approach are equally important for research. In the study of the onion model is located in the second layer, and there are two methods of induction and deduction. Hyde (2000) interprets these two methods, and he believes that these two ways of

reasoning can enable people to acquire knowledge. Induction is a method of constructing theory that observes specific facts and summarizes the facts observed. Deduction is the testing of established theories to test whether the theory applies to the facts. This dissertation mainly used inductive method to summarize and analyze the data. However, this paper also needs to be guided by relevant theories. So in a comprehensive way, this dissertation uses a mixed research method.

3.2.3 Research Strategy

The research strategy of this study can be roughly divided into three steps. In the first step, this paper will study and rely on the relevant theories of communication and ethics to sort out the ideas of this research and establish the framework of this research. In the second step, the paper will collect data, which includes the use of questionnaires and interviews. The questionnaire will be distributed to Internet users in China via the Internet, and the interviews will be conducted by telephone or Internet phone.

At the research strategy level, this dissertation selected the method of case study and conducted research on Chinese media. Baxter and Jack (2008) believe that the case study is a methodology to understanding or exploring the phenomenons from a various parts. It will help researchers to analyzing data. According to Elman et al (2016), The case study originated from the JS Mill's magisterial study, and then gradually developed into one of the mainstream social science research methods in the

1960s and 1970s. Among the traditional concepts, the case studies are mainly qualitative research, but more and more scholars Begin to combine qualitative research with quantitative research.

For case studies, the different subjects involved need to be considered. The triangulation method is a respected research method. The triangulation method refers to the use of multiple methods in the study to obtain richer and more complete data (Wilson, 2014).

The advantage of the triangulation method is that it avoids ignoring different opinions. In addition, this method can also make the data more effective (Carter et al., 2014). Denzin (1975) divided the method into four different types, data triangulation, theoretical triangulation, researcher triangulation, and methodological triangulation. Data triangulation and theoretical triangulation will mainly be used in this dissertation. Data mainly comes from three different types of stakeholder of native ads, customers (readers), scholars (researchers), and media workers.

Due to the large number of customers, in order to obtain more comprehensive reader (customer) data more efficiently, this dissertation will select the questionnaire method in the data collection of this part of the customer. According to Oppenheim (2000), the questionnaire is a important tool for data collection. Bowling (2005) summed up the steps of respondents to answer the questionnaire. He believes that respondents need to

understand the problem, recall relevant information, evaluate relevant information, and respond. This can be a burden for respondents, such as the burden of reading or the burden of privacy. In addition, for native ads, customers often have contact in their daily lives, but they may have certain barriers to understanding how to distinguish between native ads and other forms of advertising. These factors may affect the quality of the questionnaire. Therefore, this paper will also use a mixed interview method to talk to the respondents on the Internet phone. Englander (2012) believes that the researchers are interested in the subjective ideas of the respondents, so interviewed the interviewees to obtain data. In this dissertation, the ideas of scholars and media workers are influenced by their knowledge and experience, subjective, and their ideas are of strong practical and theoretical value. Researchers hope to pass their discussion of the ethical issues of native advertising, or the subjective and in-depth feelings of relevant people. Interviews are an important tool for researchers to collect data.

3.3. Data Collection

The case of this dissertation study is for the Chinese market, so the main respondents are from China. Due to geographical restrictions, paper questionnaires cannot be distributed and collected, so the questionnaire will be distributed using the Internet questionnaire. With the development of Internet technology, online questionnaires are widely used. Wright (2005) argues that the advantage of an online questionnaire is that it can obtain more or more unique respondents and saves time and economic

costs.

3.4 Research sample

According to Mujere (2016) sampling is the extraction of objects from a large population for research. The sample should be representative of the population to ensure that the study can be extended to the entire population. In academic research, sampling is the process or method of selecting the appropriate sample. Sampling is necessary due to factors such as excessive population size, privacy or excessive time. Scornavacca et al (2004) argue that online questionnaires, while having many advantages and being very popular, are often considered to be ineffective. They summarized the views of other scholars and believed that the e-questionnaire has the characteristics of low cost and can increase the sample size to improve the validity of the data. Based on this, the dissertation hopes to collect as many samples as possible to reduce the variance of the sample. Researchers collected 342 receipts via the Internet. In addition, Ranchhod and Zhou (2001) worry that the samples of the Internet questionnaire are all people who have full use of the Internet. However, the object of this study is native advertising that is a product of the Internet age. Researcher believes that data is less affected by the use of the Internet. Wolf et al. (2016) believe that the existing sample method is primarily aimed at Probability Sampling. But the online questionnaire is more applicable to Non-Probability Sampling. This study used Non-Probability Sampling and chose a convenient sampling method. Couper et al (2013) argue that convenient sampling is a method of

selecting samples based on convenience as the primary factor.

3.5 Reliability

Reliability means that the research results maintain a certain degree of consistency over a period of time, and the total population of the subjects being studied can be clearly counted. If the results of the study meet this characteristic, then the study is considered to be reliable (Golafshani 2003). According to Kirk and Miller (1986) argue that there are three kinds of reliability in quantitative research, including the degree of invariance of the values given by repeated measurements, the degree of stability of the data over time, and the measurement of numerical similarity over time. The study collected relevant data in theory, and the process of collecting data was endorsed by experienced experts, including the way in which questionnaires were distributed, subjects, and time. Be as objective and fair as possible throughout the questionnaire design and interview, and avoid the impact of individual will on the outcome. Use neutral vocabulary in the design of the questionnaire, or involve positive and negative attitudes.

3.6 Validity

Hartas (2015) argues that establishing validity is somewhat more important than building trust. Briggs et al (2012) define that validity as determining whether the study accurately described the phenomenon it was describing. Drost and Ellen (2011) classify validity into four types: statistical conclusion validity, internal validity,

construct validity, and external validity. The basic validity analysis can detect the respondent's perception of something (Heale and Twycross2015). In this research, the main purpose of the customer's questionnaire is to analyze the customer's understanding and attitude towards the original advertisement, so it is very necessary to perform the validity test. For qualitative research, validity can be achieved in a variety of ways. Roberts et al. (2006) argue that Triangulation is an important way to improve the validity of qualitative research. This dissertation uses this method.

3.7 Ethical consideration

Resnik (2011) divides ethics into two categories, one is the morality that people touch in their daily lives, and the other is the morality in subject research. Morality that needs attention in subject research. And the second ethic is defined as a method or perspective that helps people act and analyze complex problems. De Vries et al (2006) believe that scholars should not only consider serious academic misconduct such as plagiarism, fabrication, forgery, etc. but also consider "normal misbehavior."For this dissertation, researchers will use questionnaires and interviews. Research is guided by the university's ethical guidelines. Data collection and privacy issues are involved in questionnaires and interviews, so researchers are very careful in these areas. The method of anonymous online surveys used in the survey, and to ensure that the information is only used for academic research and will not be provided to third parties. Relevant personal information involved in the interview will be hidden. The research process is supervised and authorized by the thesis supervisor.

3.8 Limitation

Connelly (2013) believes that the limitations in academic research mainly focus on data sample size and selection, lack of available data, lack of research on the subject, etc. The limitations of this study are mainly concentrated that the results of the paper are subjectively influenced by the respondents. Although the positive and negative attitudes of the questionnaire are equally involved, the results of the questionnaire are inevitably affected by the personal experience and preferences of the interviewees. Similarly, in the interview, although the researchers paid great attention to the wording in the interview process, the research results were also influenced by the subjective thoughts of the interviewees. In the course of the research, the researcher has always been guided by the thesis supervisor with rich research experience, and helps the researchers to determine whether the research data can be used in academic research, and the research process and data analysis process are strictly monitored.

Another limitation of this study is primarily the location limitation. Since the case of the study was in China, the interviewees were mainly Chinese in China, and the researcher locate in the UK. Research is limited by location and time. However, the network can minimize the impact of this limitation.

3.9 Conclusion

The purpose of this chapter is to explain the method used in this dissertation and the reasons for its adoption. The general research methods used in this study and the

reasons for their selection. In this chapter, researchers use the logic of studying onion models to classify research methods.

This research will be influenced by the philosophical thinking of interpretivism, mainly using inductive methods. This study is a mixture of qualitative research and quantitative research. The triangulation method is used in the selection of research subjects, and the research objects are divided into three categories: users, media workers and scholars. Due to the large number of users, this study distributed online questionnaires for users, while media workers and scholars mainly used interviews.

Chapter 4 Research analysis

4.1 Introduction

This chapter aims to analyze the survey data mentioned above. In this paper, questionnaires and interviews are used in the study. In this chapter, the first section analyzes the data collected in the questionnaire, including demographic related descriptions and other tests. The second part analyzes the content of the interview and seeks the commonality and differentiation of the interviewee's views. The third part is a comprehensive analysis of interviews and questionnaires to compare the similarities and differences between different research objects on the native advertising views. In the definition of the concept in this chapter, the definition of native advertising is mainly based on the definition of Yu (2014), The narrow native advertisement should be a unique platform native experience, formally integrated into the media environment and provide users with content value. Promote the connection and resonance between products and users.

4.2 The Analyses Of Questionnaire

4.2.1 QUESTIONNAIRE RESEARCH DESIGN

1. Research Questions

The research questions involved in this questionnaire include the following aspects:

- a. Consumers' perception of native advertising.
- b. Consumer attitudes and perceptions of ethical issues involved in native advertising.
- c. The effect of native advertising on consumer communication or persuasion.

2. Research Hypothesis

(1). Consumers' assumptions about the current status of native advertising cognition

The native advertisement has entered China comprehensively since 2014, and it has always been a topic of discussion in the academic circle, and it can be frequently contacted in people's daily life. So this research makes assumptions:

H1: Consumers have a good understanding of native advertising.

(2). Advertising attitude

Academic research has conducted an in-depth discussion of the relationship between demographic variables and advertising attitudes (Dutta-Bergman 2016). Different populations have different attitudes toward advertising. For example, Sung et al (2009) believe that students and non-student have different attitudes toward advertising, and non-student attitudes toward advertising are more neutral. Anderson and Jolson (1980) argue that product experience, the wording of advertisers, and the educational level of the audience all have an impact on the spread of advertising. Lundstrom and Sciglimpaglia (1977) have shown through research that the degree of influence of gender roles in advertising on the audience is related to the educational level of the audience. It can be seen that the audience's educational level is an important factor in the spread of advertising. So on this basis, This study makes assumptions:

H2: Consumers' perceptions of native advertising are influenced by their educational level.

The academic community currently has many concerns about the ethical issues that may be involved in native advertising. Ren,Y (2016) believes that native ads may cause problems such as big data abuse and user personal information disclosure. This research proposes hypotheses

H3: Consumers have a negative opinion on the ethical issues of native advertising.

(3). Consumer behavior impact

Meenaghan, T. (1995) believes that brand image is increasingly valued in an increasingly competitive market. Advertising plays a vital role in the process of enhancing the brand image. The purpose of advertising is to inform consumers of brand capabilities, to convey brand value and meaning, which is the significance of advertising persuasion. Schlosser (1996) argues that Internet advertising can have a positive impact on consumers because Internet advertising is often considered interesting and informative. Since the native ad itself has the dual attributes of information and advertising, this study makes assumptions.

H4: Consumers are positively influenced by the brand's influence on the brand.

3. Research Object

This study used the Internet online questionnaire collection method. The questionnaire distribution channel used is based on the China Professional Questionnaire Publishing Website - Questionnaire Star. After the questionnaire is edited on the website of Questionnaire Star, the website automatically generated URL

or QR code is posted on the social platform to encourage the research object to be filled out. (N.B. Since the sample of this dissertation questionnaire is from China, the questionnaire is bilingual in both Chinese and English. In the subsequent analysis, the data charts automatically generated by SPSS and the questionnaire star are mainly used. The chart is bilingual in Chinese and English. In order to ensure the authenticity and credibility of the data, the researcher did not modify the chart.

The online questionnaire collects a convenient, fast, and low-cost way of collecting questionnaires, and the sample size can be guaranteed to meet the general needs of the research. This study is based on the subjective view of the interviewee, so the sample needs to be representative, and it is hoped that all age groups, genders, and different social backgrounds will be involved.

The study was distributed for one week. During this period, a total of 342 valid questionnaires were collected. The samples were from 29 provinces in China, and the samples were well distributed and covered.

According to the 42nd Statistical Report on Chinese Internet Development Status (CNNIC, 2018) released by China Internet Network Information Center, as of June 2018, the proportion of male and female Chinese netizens was 52.0:48.0. Chinese netizens are mainly young and middle-aged groups. The 10-39 age group accounts for 70.8% of the total Internet users. At the age of 60, only 5% of Internet users. A total of

342 questionnaires were collected in this study, and the number of males and females was roughly balanced, with a ratio of 52.05:47.95. The main academic qualifications of the respondents were mainly undergraduate or high school and below, accounting for 28.36% and 29.24% respectively. The monthly income is mainly below 6,000 yuan, which may be mainly because the age of the respondents is relatively small. The age of the respondents was mainly from 18 to 34 years old, accounting for 73.69% of the total. The above data is generally consistent with the overall population of Chinese netizens. The value of the note is that this questionnaire is not answered by citizens who are older than 65 years old. This may be due to the fact that the population base is too small, and this may be limited by the online questionnaire, which leads to this part of the group not being covered, but overall, because the information collected in this survey is consistent with the situation of the Chinese netizen population, So it is trustworthy data. See the table (1) for specific data.

Variable name	Variable classification	Frequency	Proportion(%)
Gender	Male	178	52.05
	Female	164	47.95
Age	0-17	28	8.19
	18-24	149	43.57
	25-34	103	30.12
	35-44	41	11.99
	45-54	17	4.97
	55-64	4	1.17
	≥65	0	0
Education level	Below high school	100	29.24
	College	61	17.84
	Undergraduate	97	28.36
	Master's degree	60	17.54
	Ph.D.	24	7.02
Monthly income	¥1500 and below	100	29.24
	¥1501-4000	83	24.27
	¥4001-6000	71	20.76
	¥6001-8000	50	14.62
	¥8001-10000	19	5.56
	¥10001 and above	19	5.56

Table 1: Background of the sample individual

4. Research Tools

(1) Research Theory

This questionnaire revolves around the attitude of consumers. From the perspective of social psychology, Breckler (1984) believes that attitudes involve three dimensions: affect, behavior, and cognition. Vakratsas and Ambler (1999) argue that consumers' stimuli for advertising are manifested in three aspects: cognition, influence and behavior. Based on this theory, this study divides the questionnaire into three dimensions: the user's perception of the status quo of the native advertisement, the user's attitude towards the ethical issues involved in the native advertisement and the influence of the native advertisement on the consumer behavior.

(2) Questionnaire Reliability Test

The questionnaire was reviewed by my supervisor at UWTSD Sarah Peasley, the relevant expert before the official release. According to my supervisor's suggestion, the question "Do you think the native advertisement is legal" was deleted from the native option, and the native keyword "view" in the questionnaire was changed to "aware." The final questionnaire was approved by my supervisor.

The questionnaire mainly consists of the following four parts:

The first part is 1-4 questions. The researchers counted the age, education, and gender of the subjects. The second part is 1-10 questions. The main content is the user's perception of the status quo of native advertising. The third part is 11-20. The main purpose is to test the user's ethical attitude towards the native advertisement, including whether the research object considers whether the native advertisement is compulsive

and deceptive. These metrics can effectively assess an audience's ethical attitude toward advertising. In this section, the researchers chose a four-level scale, including strongly disagree, disagree, agree, and strongly agreed with the four grades, hoping to produce a biased rather than neutral outcome. The fourth part, 21-29, aims to test the impact of native advertising on consumer behavior. In this part, the researcher's main research results are divided into two parts: the audience for the media platform and the brand. The researchers chose a five-level scale, including strongly disagree, disagree, neither agree nor disagree, agree and strongly agree with the five levels, and evaluate the user's attitude.

Before the official questionnaire was issued, the researchers conducted a small-scale questionnaire distribution, collected 55 questionnaires, and tested the reliability and validity of the results to determine whether the questionnaire was feasible.

This dissertation performs a simple validity analysis of the questionnaire scale through SPSS software. According to Stephanie (2017), the Kasper-Meyer-Olkin (KMO) test measures how well your data fits into factor analysis. The value of KMO is 0.8--0.9: very suitable; 0.7--0.8 is suitable; 0.6-0.7 is acceptable; 0.5--0.6 is very poor; below 0.45: should be abandoned. Because this questionnaire consists of two parts of the scale, Q11-20 (consumer's ethical attitude towards native advertising), Q21-Q29 (the evaluation of the effect of native advertising on consumer persuasion), so they are tested for validity. The results are as follows:

KMO and Bartlett' s Test		
Kaise-Meyer-Olkin Measure of Sampling Adequacy		.657
Bartlett' s Test of Sphericity	Approx. Chi-Square	1159.710
	df	45
	Sig.	.000

Figure 1: Validity (Q11-20)

As shown in the figure 1, the value is 0.657 by KMO in SPSS. According to the above criteria, $KMO > 0.6$, indicating that the questionnaire data can be factor analysis.

KMO and Bartlett' s Test		
Kaise-Meyer-Olkin Measure of Sampling Adequacy		.724
Bartlett' s Test of Sphericity	Approx. Chi-Square	539.508
	df	36
	Sig.	.000

Figure 2: Validity (Q21-29)

As shown in the figure 2, the value is 0.724 by KMO in SPSS. According to the above criteria, $KMO > 0.7$, indicating that the questionnaire data is more suitable for factor analysis.

Pallant (2010) believes that reliability involves many aspects, and internal consistency is a very important issue. Common methods for reliability analysis include test-retest reliability, replica reliability, split-half reliability, and reliability coefficient method.. This paper uses α reliability to measure. For the consistency measure of questionnaire consistency, the α reliability coefficient of the reliability test total table is preferably above 0.8, acceptable between 0.7 and 0.8; the reliability coefficient of the subscale is

preferably above 0.7, 0.6-0.7 acceptable. If the alpha coefficient is below 0.6, consider re-compiling the questionnaire. (George and Mallery, 2003)

This paper uses SPSS to analyze the reliability of the questionnaire. The specific results are shown in the figure 3. The specific α is 0.912, which is above 0.8. According to the above metrics, the questionnaire can be judged to have very good internal consistency reliability.

Case Processing Summary		
	N	%
Cases Valid	55	100.0
Excluded ^a	0	.0
Total	55	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	19

Figure 3 : Reliability

4.2.2 Data Analysis

1. Hypothesis Testing Of ‘Consumers Have Good Perception Of Native Advertising’

Through the questionnaire survey, we can know that Chinese netizens have very little understanding of native advertisements. For most people, native advertisements are a new term. According to the table 2, 53.1% of the research objects indicate that there is

no such thing. Learn about native ads. 25.44% of the subjects said that they only heard of the term but did not understand the specific meaning. Only 4.68% of the study participants said they fully understand the native ads. It can be seen from this that H1 is not true.

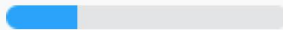
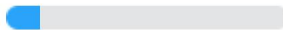
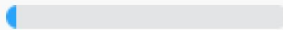
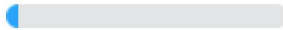
Option	Subtotal	proportion
A never heard	183	 53.51%
B heard, have no understanding	87	 25.44%
C have little understanding	42	 12.28%
D basic understanding	14	 4.09%
F totally understanding.	16	 4.68%

Table 2 Did you know about native advertising before?

2. Hypothesis Testing Of ‘Consumers’ Perceptions Of Native Advertising Are Influenced By Their Educational Level.’

According to the results of the questionnaire, the researchers compared the correlation between the education level of the sample and the cognitive dimension in the questionnaire. This part of the researchers used the SPSS cross-alignment method.

According to Figure (4), it is not difficult to see that the research subjects have insufficient understanding of the term “native advertising” before the contact with

the questionnaire. In the high school and below, the undergraduate and the master's degree groups respectively Four people fully understand the native advertisement, one person in the college degree is fully aware, and three people in the doctoral degree are fully aware. The choice of “completely unknown” among the different levels of education is about 50%. It can be seen that the understanding of the term native advertising is not related to the level of education.

		5.在此之前您了解过原生广告吗? Did you know about native advertising before?					合计
		完全没有 never heard	听说过，不 了解 heard, have no understandin g	听说过，有一 点了解 have little understandin g	基本了解 basic understandin g	完全了解 totally understandin g.	
3.受教育程度 Education level:	高中、中专及以下 Senior High School, Technical Secondary School and below	59	25	11	1	4	100
	大专 College	35	16	9	0	1	61
	大学本科 University undergraduate	51	25	11	6	4	97
	硕士研究生 Master's degree	24	16	10	6	4	60
	博士研究生 Ph.D.	14	5	1	1	3	24
合计		183	87	42	14	16	342

Figure 4

According to Figure (5), on the whole, only a few audiences have a clear fact that is users can be a target of native advertising through advertisers using website history after user have searched the a product. Users who choose 'I don't know at all' and 'I seem to hear it' are roughly equal. The subjects with high school education and below clearly knew that this fact was only 11 people, accounting for 11%, while Ph.D. students knew this fact was six people, accounting for 25%. The researchers then performed a chi-square test on the two results. According to the analysis results (shown in Figure 6), the chi-square value $P = 0.00 < 0.05$ (threshold value), indicating that there is a significant difference in the results, that is, ‘Do you know

that you can be a target of native advertising through advertisers using you website history after you have searched the a product ?’ had a relationship with the degree of education of users. And the expected count of 1 cell is less than 5. By standard, the ratio of cells with theoretical frequency less than five cannot exceed 20% (here, 6.7% <20%), so the result is reliable.

		8.您知道原生广告往往是通过大数据分析之后向您推送的吗？ Do you know that you can be a target of native advertising through adv			合计
		完全不知道 I don't know at all	好像听说过 seems to know that	明确的知道 knows clearly	
3.受教育程度 Education level :	高中、中专及以下 Senior High School, Technical Secondary School and below	56	33	11	100
	大专 College	28	28	5	61
	大学本科 University undergraduate	38	43	16	97
	硕士研究生 Master's degree	17	20	23	60
	博士研究生 Ph.D.	10	8	6	24
合计		149	132	61	342

Figure 5

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.073 ^a	8	.000
Likelihood Ratio	28.847	8	.000
Linear-by-Linear Association	17.025	1	.000
N of Valid Cases	342		

a. 1 cells(6.7%)have expected count less than 5.
The minimum expected count is 4.28.

Figure 6

It can be seen that although the research object does not understand the term “native advertising” before contacting this questionnaire. The understanding of the promotion method of the native advertisement is related to the education level of the audience. The higher the level of education, the higher the level of understanding of

relevant facts.

3. Hypothesis testing of ‘consumers’ negative evaluation of ethical issues of native advertising’

The researchers conducted descriptive statistics on the ethical evaluation of consumers' native advertisements (Q11-Q20, N=342). This part uses the Likert scale to score, "strongly disagree" to score 1 point, "disagree" 2 points, "Agree" to score 3 points, "strongly agree" to score 4 points, in order to understand the user's ethical attitude towards the native advertisement, as shown in Figure 7. From the table, the standard deviation of each measurement item is between 0.767 and 0.951, indicating The views of the sample on each item are quite consistent. The average is between 2.34 and 2.63, which is between the disagreement and the consent, indicating that the ethical issue of the user's native advertisement is relatively neutral (2.5).

	N		Average	Standard Deviation
	Valid	Missing		
Difficult to distinguish	342	0	2.34	.951
Compulsive	342	0	2.54	.844
Affect the viewing experience	342	0	2.63	.862
Annoying	342	0	2.52	.841
Deceptive	342	0	2.44	.770
Infringe privacy	342	0	2.45	.797
Dislike the brand	342	0	2.38	.767
Disgusted with the media	342	0	2.46	.805
Questioning the credibility of the platform	342	0	2.39	.799
Turn off after being noticed	342	0	2.51	.831

Figure 7

(1) Is It Difficult To Distinguish The Native Advertisement, Does This Infringe The User's Rights?

According to Figure 8, the user believes that the native advertisement is more difficult to identify. 148 people agree that it is difficult to distinguish the native advertisement, accounting for 43.27%. The number of people who choose “strongly disagree” and “disagree” respectively account for 25.73% and 22.81% respectively. This number can be compared to questions 6 and 10. The tenth question "Do you pay special attention the advertisements when browsing your social media?" (Figure 9), 33.92% of users will not notice the relevant reminders of advertisements, and 30.41% of consumers have relevant awareness, but it is difficult to pay attention to Remind. And the sixth question, “How often are you aware native ads? ” (Table 3), 38.3% of users think they have never watched native ads, and 24.27% of users think they are less than once a month to watch native advertising. However, the user's answer is neutral on whether the native advertisement is deceptive, whether the native advertisement is annoying, and whether the native advertisement is compulsive. It can be seen that it is difficult for users to identify native ads, but users are neutral about whether this violates their rights.

option	完全不同意 I strongly disagree	不同意 I disagree	同意 I agree	非常同意 I strongly agree
11. 大部分时候我难以区分哪些是原生广告哪些是普通信息 Most of the time I have difficulty distinguishing what is native advertising and what is general information	88(25.73%)	78(22.81%)	148(43.27%)	28(8.19%)
12. 我认为原生广告具有强迫性 I think native advertising are compulsive	36(10.53%)	129(37.72%)	134(39.18%)	43(12.57%)
13. 我觉得原生广告会影响我的浏览体验 I think native advertising can affect my browsing experience	30(8.77%)	122(35.67%)	133(38.89%)	57(16.67%)
14. 我觉得原生广告是烦人的 I think native advertising is annoying	35(10.23%)	138(40.35%)	126(36.84%)	43(12.57%)
15. 我觉得原生广告具有欺骗性 I think native advertising are deceptive	32(9.36%)	154(45.03%)	129(37.72%)	27(7.89%)
16. 我觉得原生广告侵犯了我的隐私 I feel that native advertising infringe my privacy	37(10.82%)	144(42.11%)	132(38.6%)	29(8.48%)
17. 我会因为原生广告的推广对品牌感到反感 I will be unlike to buy the brand because of the promotion of native advertising	38(11.11%)	157(45.91%)	125(36.55%)	22(6.43%)
18. 我会因为原生广告的推广对媒体平台感到反感 I will be annoyed with the media platform because of the promotion of native advertising	36(10.53%)	145(42.4%)	129(37.72%)	32(9.36%)
19. 我会因为原生广告的推广质疑媒体平台的公信力 I will question the credibility of the media platform because of the promotion of native advertising	41(11.99%)	152(44.44%)	122(35.67%)	27(7.89%)
20. 当我觉察到我浏览的信息是原生广告时我会马上关掉 I will turn off immediately when I notice that the information I am browsing is a native ad	33(9.65%)	143(41.81%)	124(36.26%)	42(12.28%)

Figure 8

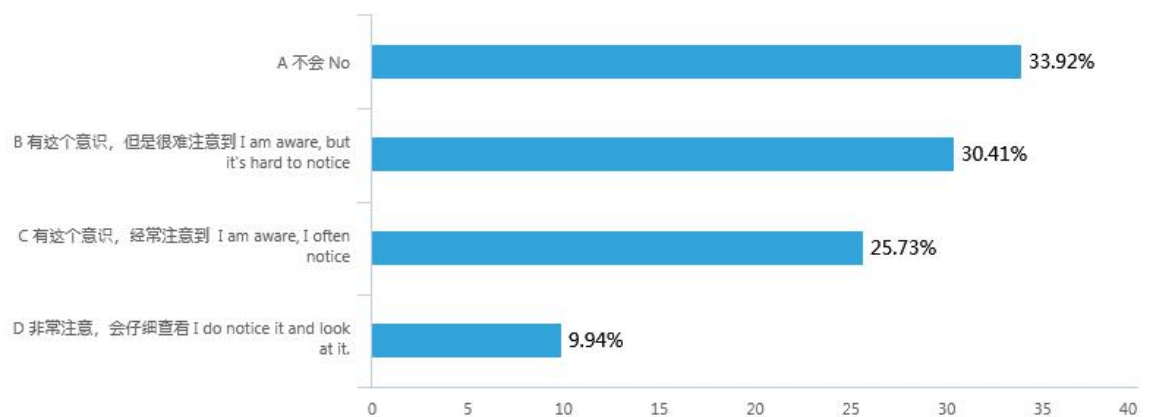


Figure9“Do you pay special attention the advertisements when browsing you social media? ”

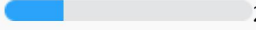
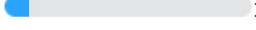
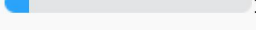
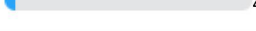
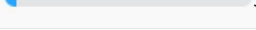
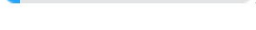
Option	Subtotal	proportion
A never	131	 38.3%
B less than once a month	83	 24.27%
C once a month	36	 10.53%
D several times a month	35	 10.23%
E once a week	15	 4.39%
F several times a week	18	 5.26%
G everyday	24	 7.02%

Table 3 How often are you aware native ads?

(2) Does The User Think That His Privacy Has Been Violated?

According to the results of the eighth question in the questionnaire (Figure. 10), 43.57% of the subjects did not know that their online data would be used by the Internet platform for big data analysis and advertising, and 38.6% of the users chose “seems to know that.” Through the statistics of the ninth question (Figure 11), 46.49% of the subjects were very impressed that their online browsing history was used for advertising promotion. However, only 8.48% of the subjects completely believed that their privacy rights were violated, while 10.82% of the subjects did not believe that their privacy rights were violated. The proportion of respondents who considered their privacy rights violations and those who did not violate them were 38.6% and 40.35% respectively. It can be seen that most users are not very clear about the use of their online data, and they are very concerned about their data being used for advertising. But it is neutral about whether or not your privacy has been violated.

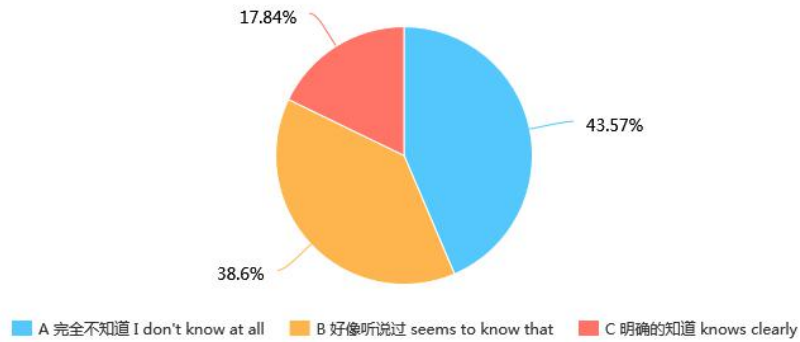


Figure 10 Do you know that you can be a target of native advertising through advertisers using you website history after you have searched the a product ?

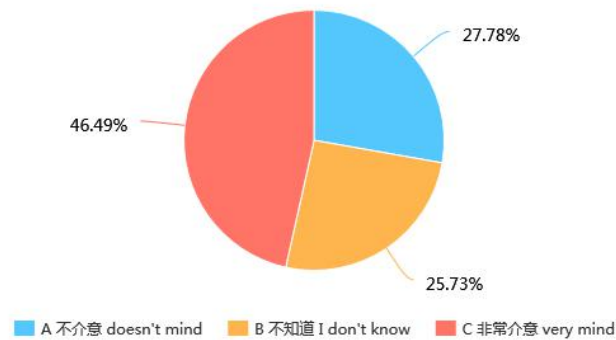


Figure 11 Do you mind if your Internet history is used to send you relevant advertising?

(3) Whether The User Is Resistant To The Media Platform And Brand Because Of The Native Advertisement ?

According to the analysis of the questionnaire, in the "I will be unlike to buy the brand because of the promotion of native advertising" option, 195 people chose "disagree" and "strongly disagree", accounting for a total of 342 people. 57.02%, indicating that the promotion of the brand by the native advertisement is still quite positive to the user. For the two issues of I will be annoyed with the media platform

because of the promotion of native advertising" and "I will question the credibility of the media platform because of the promotion of native advertising", choose "strongly disagree" and "disagree" The number of people who agree with each other exceeds 50%. 51.46% of users prefer not to immediately close the browsing interface of native ads. Most people choose a more moderate attitude in these four questions.

On the whole, the ethical attitude of the research object to the native advertisement is neutral, and there is no obvious negative resistance, so the hypothesis 3 does not hold.

4. Hypothesis Testing Of ‘ Consumers Are Positively Influenced By The Brand's Influence On The Brand.’

For the descriptive statistics of the evaluation of the native advertising effect (21 questions - 29 questions, N = 342), this part uses the Likert scale to score, "strongly disagree" to score 1 point, "disagree" to score 2 points, "Not agree or disagree" to score 3 points, "Agree" to score 4 points, "strongly agree" to score 5 points, in order to understand the user's evaluation of the effect of the native advertising. (Figure12)

	N		Average	Standard Deviation
	Valid	Missing		
More fun	342	0	2.83	1.009
Better delivery of brand culture	342	0	2.96	1.034
More attractive	342	0	2.92	1.050
Better customer experience	342	0	2.97	1.034
More purchase desire	342	0	2.78	1.040
"like"	342	0	2.58	1.096
Willing to share on social networks	342	0	2.56	.972
Willing to view friends' sharing	342	0	2.75	.988
Willing to contribute personal data	342	0	2.79	1.065

Figure12

It can be seen from the table that the standard deviation of each measurement item is between 0.972 and 1.065, which indicates that the sample has a very consistent opinion on each item. The average is between 2.58 and 2.96, which is between the disagreement and the neutral, indicating that the user's assessment of the effectiveness of the native ad is still reserved.

Overall, since the average is less than 3, it is known that the sample's attitude toward the persuasive effect of the native advertisement is relatively more negative.

4.3 Interview Analysis

4.3.1 Research Overview

In this interview, it is mainly divided into two parts. The first part is an interview with

relevant scholars. The second part is an interview with practitioners in the industry.

Interviews with scholars focus on the ethical issues of native advertising. The issues studied include the following:

1. What is the difference between native ads and regular ads?
2. What are the ethical issues involved in native advertising?
3. What are the causes of these ethical issues?
4. How to avoid these ethical issues
5. Who should be responsible for these ethical issues.

The researchers interviewed four subjects. In the study, for the privacy protection of the research object, the respondent's name will be hidden in the subsequent analysis, and the four codes A, B, C, and D will be used. The research subjects are all professors of journalism and communication at well-known universities in China.

Their academic qualifications are all doctors. The research direction is in the field of advertising communication or related fields.

Interviews with practitioners in the industry focus on the current situation of native advertising and how the industry views ethical issues in native advertising. The research questions include the following:

1. What is the current ratio of native ads to traditional ads?
2. How effective is the spread of native advertising.

3. Practitioners' awareness of ethical issues related to native advertising.

The researchers interviewed four subjects. In the study, due to the privacy protection of the research object, the names of the respondents will be hidden in the subsequent analysis, and the four codes E, F, G, and H will be used. The research subjects are all well-known advertising companies in China or Internet companies with advertising business. Respondents are industry practitioners who have been engaged in advertising for more than three years.

4.3.2 Interview Analysis By Relevant Scholars

First of all, all of four scholars affirm that native advertising has great research significance. C believes that native advertising can meet the needs of users to fragment and mobilize information. D believes that the content contained in the native advertisement will not give the user a sudden feeling, the content is not only the advertisement but also the information that the user needs. This content marketing has now become mainstream. And all four scholars believe that the nature of both native and traditional advertising is the same. A believes that both native and traditional advertising interfere with the user's access to normal information. Both B and C believe that the nature of both native and traditional advertising that is the main purpose of propaganda and profit, D recognizes the views of B and C, but he believes that although the essence is the same, the core elements are different.

“Although the essence is publicity, or profit. But the core elements are still different. The core of native advertising has the following: (1) It can be deeply integrated with the media; (2) It attaches great importance to the user experience. (3) It can provide value content. Native ads can satisfy fragmented user reading habits. It combines form with the environment and is a visual integration and user experience. It can maximize user value. ”

For the discussion of ethical issues related to native advertising, the views of the four scholars are more consistent. All four scholars believe that the current spread of native advertising involves many ethical issues, and both C and D believe that there is currently no particularly good solution to this problem. In the Chinese market, A and B believe that the violation of the privacy of the audience is the biggest ethical issue. C believes that in addition to the right to privacy, native advertising also violates the user's right to know and the right to free access to information. D believes that the above ethical issues are mainly concentrated at the user level. At the media level, the native advertisement blurs the boundaries between news and advertising, and the media may lose the objective neutral position. But the four scholars have different opinions on whether these ethical issues are different from the ethical issues involved in traditional advertising. A believes that the ethical issues involved in native advertising are not different from traditional advertising:

“No. Traditional media TVs and newspapers have fake news advertisements packed with news information or programs. They are mixed in the real flow of information.”

In contrast, B and D think that there is a difference, the difference is mainly that the native advertisement involves the analysis and application of big data. C's attitude is more neutral. He believes that although there is a difference in form, the essence has not changed.

The essence of ethical issues, four scholars are thinking in different directions. A and C believe that ethical issues stem from the need for interest, B believes that this is due to the irrational and uninformed use of data, and D believes that capital power, social culture and technology all have an impact on the ethical issues of native advertising. Regarding the ethical issues of how to avoid native advertising, B and C believe that the current ethical issues are difficult to avoid. A believes that the media platform should clearly identify the advertisement for user identification and ask the user if they are willing to accept the delivery of the precise advertisement. D believes that we should start from four aspects, respect customers, abide by the law, separate the production and broadcast of media platforms, and enhance the ability of users to enhance information screening.

All four scholars believe that the ethical responsibility of native advertising should not be borne by advertisers, media platforms, society, regulatory agencies or even consumers. This is a comprehensive and complex issue. At the same time, all four scholars believe that the media has an obligation to inform consumers whether the relevant information is advertising. A believes that this is the basic social responsibility, and does not harm the interests of advertisers and media platforms. B, C, and D believe that informing users will harm certain economic interests. B and C also believe that media and advertisers should seek a win-win or balance between economic interests and social responsibility. C also stressed that economic interests are the first. D agrees with C's point of view and believes that the media is a

"watchdog" and should take on more responsibilities.

4.3.3 Interview Analysis Of Relevant Practitioners

According to the introduction of these four practitioners, the ratio of native ads to traditional ads is currently about 5:5. F additionally mentioned that customers currently have limited acceptance of native ads, but the investment in native ads will generally increase. For the main form of native advertising now, E believes that the native advertising is mainly video and scene implantation, and the advertising content is mainly based on the needs of advertisers. F also mentioned that the native advertisement is a scene created for the brand and the product, mainly for emotional communication with the user, but the form is diverse. Native ads focus on the brand and the product itself. G believes that the current native ads are mainly video ads, followed by graphic ads. H believes that native advertising is mainly information flow advertising, mainly to spread the brand, and less to the product itself.

For the issue of communication effects, all four practitioners believe that native advertising has a better communication effect. E, G and H both believe that traditional advertising metrics, such as bounce rate (Kuang et al (2013) defined the bounce rate as the percentage of total visits that left the site when only one page was viewed.) Conversion rate (Yu (2004) defines conversion rate as the efficiency of purchase, registration, or information demand resulting from advertising), cannot measure the spread of native ads. E believes that there is currently no fixed standard to measure

the spread of native ads. F believes that the volume of the product, the number of views of the advertisement, and the click rate can be the standard of measurement. G emphasizes that native ads can bring branding, the number of ads forwarded, pageviews and readings can measure the effect of communication, but these data can be forged. H believes that the time or consumption data the user stays in the advertisement can be an evaluation indicator.

The ethical issues of the native advertisements, the four interviewees were generally the same, they all indicated that under the constraints of the advertising law, their company would mark the advertisements. E, F and G both believe that the explicit labeling of advertisements will affect the communication effect of the advertisements or the user may have resistance. E indicates that some native ads violate the advertising laws. F indicates that their company will clearly mark the mobile client and PC, but other forms of communication will not be directly labeled. H indicates that the user's own advertising media platform cannot be controlled.

Regarding whether the native advertisement infringes the user's rights, the four respondents all said that the big data analysis was used in the native advertisement delivery, but E and H believe that the user can choose whether to authorize the platform for big data acquisition before using the relevant media platform. Analysis, this is the result of user selection. However, they believe that although the advertising laws are constantly improving, the native advertising is constantly changing. F

believes that big data analysis does not infringe on user rights, depending on whether the ads themselves are popular.

4.4 Comprehensive Analysis Of Ethical Issues Of Native Advertising

According to the analysis of interviews with scholars, the primary concern of scholars is that the original advertising ethics focuses on whether the original advertisement infringes the user's right to privacy and the right to know.

According to the Advertising Law of the People's Republic of China (NPC.gov.cn, 2015), advertisements should be identifiable and enable consumers to identify them as advertisements. The mass media must not publish advertisements in disguised form as news reports. Advertisements published through the mass media should be clearly marked as "advertising", which is different from other non-advertising information and must not mislead consumers. According to interviews with practitioners in the industry, the media will mark the advertisement information during the release of the original advertisement, but they also believe that this will lead to the user's resistance and influence the communication effect. Some advertisements do not comply with relevant laws or other ways to avoid legal restrictions. According to the introduction of advertising practitioners, the ratio of investment in native ads to traditional ads has reached 5:5. However, 38.3% of users think that they have never watched native ads, 33.92% of users will not notice the relevant reminders of advertisements, and 30.41% of consumers have related awareness, but it is difficult to notice. Hoy and Andrews

(2004) argue that advertising labels apply to advertising disclosures designed to prevent consumers from being tricked or misled. A study by Wojdyski et al (2014) demonstrates that the location of the advertising logo affects the user's attention to the logo. The above data shows that although the law expressly stipulates that advertisements should be clearly disclosed, users cannot clearly identify the logo of advertisements. This means that even if there are certain laws that provide for the disclosure of advertisements, there is no guarantee that the user will be able to clearly identify the relevant annotations.

According to advertisers, native advertising publishing platforms seek authorization from users before collecting data. However, according to the questionnaire, 43.57% of the samples did not know at all that their online data would be used by big data as an Internet platform for analysis and advertising. Only 17.84% users knew clearly. This means that users are asked if they are willing to authorize the platform to use their historical data, but they are not very clear about the contents of the power of attorney. As a legally meaningful clause, the privacy policy is often lengthy and embarrassing, and users need to spend a lot of time and energy to understand the terms. According to the "2017 Annual Report on Personal Information Protection" issued by Renmin University of China, more than 80% of the platforms in China have missing user rights clauses and the same problem with text mines (Economy.youth.cn, 2017). According to the opinion published on the official website of the National Information Security Standardization Technical Committee (2018), the privacy policy has become

almost a kind of decoration, and few users are willing to take the time to read the privacy policy or the privacy policy of the platform. But as scholars and practitioners in the industry view, Chinese relevant laws continue to improve. The Chinese national standard "Information security technology — Personal information security specification " was officially implemented on May 1, 2018. This specification has made clear provisions for various areas concerning the security of users' personal information, including explicitly prohibiting the default checkmark. Agree with the option and so on (National Information Security Standardization Technical Committee, 2017)

Chapter 5 Discussion And Recommendation

This chapter aims to evaluate research. The researchers combined the conclusions of the data analysis with the previous literature review research. The main purpose is to summarize the development status of Chinese native advertising, evaluate the ethical issues involved in Chinese native advertising, and provide some suggestions for improvement.

5.1 Status Of Chinese Native Advertising Development

According to China iResearch Consulting (2017), the overall size of Chinese native advertising reached 227.25 billion yuan, accounting for 45.8% of online advertising. This data is roughly the same as the interview results of the researchers. At present, the promotion of Chinese native advertising is inseparable from the support of big data analysis technology. Huang and Liu (2012) believe that in the field of marketing, the change that big data can bring is not only the quantity growth but also the qualitative change. Thoroughly subvert the traditional marketing approach. Zhang (2014) believes that big data can truly unify advertising and content. Native ads in the context of big data can not only reduce costs, maximize benefits, but also promote a "consumer-centric" advertising concept. Researchers are not difficult to see in interviews with scholars and practitioners in the industry that big data is the core driver of current native advertising.

5.1.1 Forms And Characteristics Of Native Advertisements

At present, the form of native advertisements is diversified. According to the research sample, the original advertisements are mainly video, and the pictures and texts are all involved. Song and Xu (2014) summarize the form of native advertising, they believe that native advertising can be divided into search engine advertising, video advertising and information streaming advertising. The main forms are web links, promotional videos, pictures, texts, etc.

In the interview, practitioners in the industry repeatedly mentioned the concept of scenario. Zhang (2017) interprets the scenario as the experience of the original advertisement to pay attention to the audience, and combines the creative idea with the mobile media. The ultimate goal is to achieve deep interaction between the brand and the audience. Scenario is an important feature of native advertising. Its role is to reduce the user's rejection of advertising. Nowadays, the user's reading habits are gradually fragmented, and the original advertisements can use the time and space information to accurately push the original advertisements. Another feature of native advertising is the ability to better communicate the brand rather than a specific product. Native advertising weakens the function of persuasion. Kang (2015) believes that the core intent of native advertising is to integrate into the customer experience, so that the brand can provide valuable information to customers.

5.1.2 User Acceptance

Although native ads are currently or will soon become a mainstream advertising model. However, according to the research data, advertisers and users don't know much about native ads, and Chinese users' views on native ads are neutral. Wu and Zhou (2016) conducted an empirical study on the acceptance of native advertising. The conclusion is also that Chinese users are neutral about their native advertising and their acceptance is not high.

5.2 Chinese Native Advertising Ethics

Rubinstein (2012) believes that big data can bring certain benefits to users, but he also believes that the use of big data poses a challenge to the core principle of user privacy, and also brings challenges to related data protection laws. According to the interview data, it is not difficult to see that the concerns of scholars and practitioners on the ethical issues of native advertising mainly come from the use of big data and the deception of native advertising.

Ren (2016) believes that the abuse of big data will lead to higher exposure of user privacy, and media people will also lose the responsibility of “watchdog.” Through the analysis of the questionnaire data, although users are very disgusted with the use of their web browsing information by the media, users are neutral about whether this practice violates their rights. Boyd and Crawford (2012) worry that whether big data will help invasive marketing will become a tool for suppressing speech, even if it

affects people's communication and cultural forms. Whether big data will give rights to human rights is a complex issue that involves political, economic, cultural, social, technological and other factors. Whether big data infringes on user rights is an overly complicated topic for consumers. As Ekbja et al (2015) believes, big data is a dilemma. Governments and industry organizations need to constantly follow the development of industry technology and regulate the law.

The value of the note is that through the analysis of the questionnaire data, it seems that Chinese users have contradictory views on their privacy rights. On the one hand, the sample holds a neutral view on whether the media violates the user's privacy rights. On the other hand, the sample minds that their online data is counted. This contradiction reflects the contradictory mentality of today's China on privacy. Chinese view of privacy is unbelievable from a Western perspective. In Western culture, privacy is sacred and inviolable. This may be related to the huge differences between Chinese and Western cultures. Zhang (2006) believes that Chinese culture emphasizes collective consciousness and group concept, while the West pays more attention to individual rights. Chinese culture has a history of more than 5,000 years. Through disasters and changes, the Chinese people are very dependent on the collective. The West is more advocating individual heroism. Under this cultural background, the Chinese people's privacy concept is relatively weakened, and the collective concept is relatively strengthened. Shang (2007) argues that privacy is an important part of human rights in Western culture, and there is no concept of private rights in traditional

Chinese culture. It can be seen that the huge differences between Chinese and Western cultures have led to differences in the emphasis on privacy in China and the West. With the advancement of globalization and the blending of Chinese and Western cultures, Chinese people have gradually attached importance to privacy. In this era, this contradictory psychology and culture have made the ethical issues of Chinese media and native advertising more complicated.

Another ethical issue is the issue of user authorization. Although the interviewer emphasized that the media platform will obtain user authorization before collecting data, according to the results of the questionnaire, the user is not very clear about the authorized content. Hayes et al (2014) concluded through empirical research that few people read the terms of service or privacy policy and understood the specific content of the terms. Obar and Oeldorf-Hirsch (2018) argue that reading service terms are the biggest lie on the Internet, Terms of Service or Privacy Policy. How to better strengthen this aspect of services is a complex issue.

5.3 Limitations

This study is an analysis of the ethical issues of Chinese native advertising. This paper has certain limitations. From the research method, this study uses a mixed research method, combining qualitative research with quantitative research. Interviews and questionnaires were used to collect data. In this part of the interview, the researchers interviewed eight scholars and practitioners, and collected 342 sample data in the

questionnaire section. Although the researchers want the sample to be representative as much as possible, the data is still personal and subjective. In addition, the questionnaire uses the online questionnaire method. Although the cost is lower and the time is faster, the sample population is limited, and there is no age in the sample over 65 years old. In the course of the research, it means that the experienced thesis supervisor guides the research and ensures the reliability of the data as much as possible.

5.4 Recommendation

The ethical issue of Chinese native advertising is a complex issue. Based on the overall situation of Internet big data and the actual situation of the Chinese market, the researchers made the following recommendations.

1. National laws must pay close attention to the development of the industry and the development of science and technology, and timely modify and follow up relevant laws to protect user rights. To supervise the commercial behavior of the media or advertisers, impose more severe penalties on violations and increase their illegal costs.

2. Relevant industry rules and laws and regulations should pay attention to the actual situation of users, implement details, and truly guarantee users' awareness of their rights. Specific details should include specifying the size, color, and location of the ad

logo to ensure that the user does not ignore and explicitly perceive the logo. In addition, for reading the Terms of Service or Privacy Policy, there should be more ways to encourage users to read the relevant terms, or to make it easier for users to obtain relevant information in a clearer way.

3. Media companies should also assume social responsibility while undertaking economic responsibility and legal responsibility. Economic responsibility is the basis of the company's operations. Legal responsibility is the guarantee for the sound development of the company, and social responsibility is the key to gaining the trust of users. In particular, in addition to corporatized operations, media companies need to assume media responsibility. As a public “watchdog,” they are obliged to screen harmful information for the public, protect the public's right to know, and safeguard public rights.

4. Users themselves should strengthen their awareness of their rights. Governments and social organizations should help citizens understand their basic rights through public education.

5. The media and advertising industry should establish industry norms and conduct internal research and supervision to protect user rights and avoid ethical issues of native advertising from the rule level.

6. According to the Theory of Corporate Social Responsibility (CSR), Internet companies or the media should first pay attention to the growth of economic interests, but as the mass media, enterprises should be more conscious of social responsibility. An important way to resolve this contradiction is to make the ads more creative and more attractive, allowing users to actively accept advertising.

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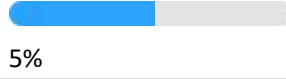
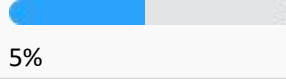
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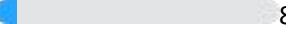
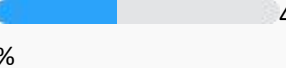
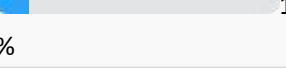
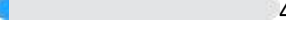
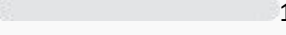
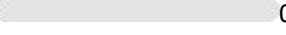
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APPENDIX 1 QUESTIONNAIRE

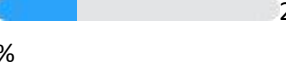
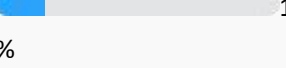
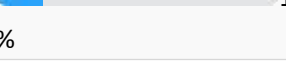
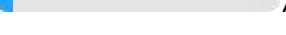
1. gender

Option	Subtotal	Proportion
male	178	 52.0 5%
female	164	 47.9 5%

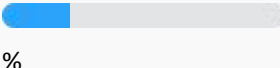
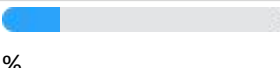
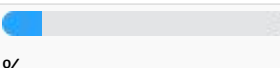
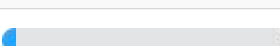
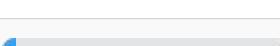
2. Age:

Option	Subtotal	Proportion
A 0-17	28	 8.19%
B 18-24	149	 43.57 %
C 25-34	103	 30.12 %
D 35-44	41	 11.99 %
E 45-54	17	 4.97%
F 55-64	4	 1.17%
G over 65 years	0	 0%

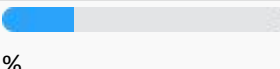
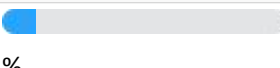
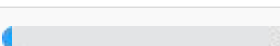
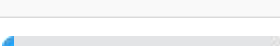
3. Education level:

Option	Subtotal	Proportion
A Senior High School, Technical Secondary School and below	100	 29.24 %
B College	61	 17.84 %
C University undergraduate	97	 28.36 %
D Master's degree	60	 17.54 %
E Ph.D.	24	 7.02%

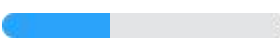
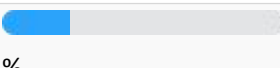
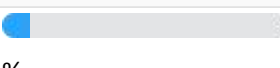
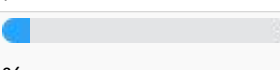
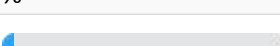
4. Monthly income

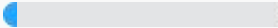
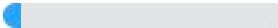
Option	Subtotal	Proportion
A 1500 and below)	100	 29.24%
B ¥1501-¥4000	83	 24.27%
C ¥4001-¥6000	71	 20.76%
D ¥6001-8000	50	 14.62%
E ¥8001-10000	19	 5.56%
F ¥10001 以上 (10001 and above)	19	 5.56%

5. Did you know about native advertising before?

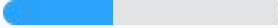
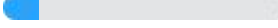
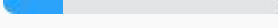
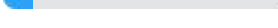
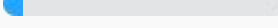
Option	Subtotal	Proportion
A never heard	183	 53.51%
B heard, have no understanding	87	 25.44%
C have little understanding	42	 12.28%
D basic understanding	14	 4.09%
F totally understanding.	16	 4.68%

6. How often are you aware native ads?

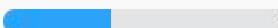
Option	Subtotal	Proportion
A never	131	 38.3%
B less than once a month	83	 24.27%
C once a month	36	 10.53%
D several times a month	35	 10.23%
E once a week	15	 4.39%

F several times a week	18	 5.26%
G everyday	24	 7.02%

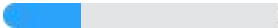
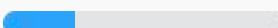
7. Which platforms are you aware native advertising? (multiple choices)

Option	Subtotal	Proportion
A massaging sites(eg. WhatsApp)	183	 53.51%
B social media site (eg. Facebook)	134	 39.18%
C news website(eg. BBC)	44	 12.87%
D video site (eg.YouTube)	74	 21.64%
E short video site (eg.TikTok)	38	 11.11%
F live show site (eg. YouTube Live)	26	 7.6%
G search tool (eg.Google)	54	 15.79%
H other	63	 18.42%

8. Do you know that you can be a target of native advertising through advertisers using you website history after you have searched the a product ?

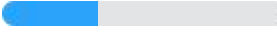
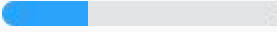
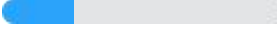
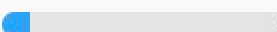
Option	Subtotal	Proportion
A I don't know at all	149	 43.57%
B seems to know that	132	 38.6%
C knows clearly	61	 17.84%

9. Do you mind if your Internet history is used to send you relevant advertising?
[

Option	Subtotal	Proportion
A doesn't mind	95	 27.78%
B I don't know	88	 25.73%

		%
C very mind	159	 46.49%

10. Do you pay special attention the advertisements when browsing you social media?

Option	Subtotal	Proportion
A No	116	 33.92%
B I am aware, but it's hard to notice	104	 30.41%
C I am aware, I often notice	88	 25.73%
D I do notice it and look at it.	34	 9.94%

Topic\options	I strongly disagree	I disagree	I agree	I strongly agree
11. Most of the time I have difficulty distinguishing what is native advertising and what is general information	88(25.73%)	78(22.81%)	148(43.27%)	28(8.19%)
12. I think native advertising are compulsive	36(10.53%)	129(37.72%)	134(39.18%)	43(12.57%)
13. I think native advertising can affect my browsing experience	30(8.77%)	122(35.67%)	133(38.89%)	57(16.67%)
14. I think native advertising is annoying	35(10.23%)	138(40.35%)	126(36.84%)	43(12.57%)
15. I think native advertising are deceptive	32(9.36%)	154(45.03%)	129(37.72%)	27(7.89%)
16. I feel that native advertising infringe my privacy	37(10.82%)	144(42.11%)	132(38.6%)	29(8.48%)
17. I will be unlike to buy the brand because of the promotion of native advertising	38(11.11%)	157(45.91%)	125(36.55%)	22(6.43%)
18. I will be annoyed with the media platform because of the promotion of native advertising	36(10.53%)	145(42.4%)	129(37.72%)	32(9.36%)
19. I will question the credibility of the	41(11.99%)	152(44.44%)	122(35.6%)	27(7.89%)

media platform because of the promotion of native advertising			7%)	
20. I will turn off immediately when I notice that the information I am browsing is a native ad	33(9.65%)	143(41.81%)	124(36.26%)	42(12.28%)

Please check the following statements according to your first reaction or actual situation.

Please check the following statements according to your first reaction or actual situation.

Topic/options	I strongly disagree	I disagree	Neither disagree nor agree	I agree	I strongly agree
21. I think native advertising can bring interesting information	43(12.57%)	68(19.88%)	144(42.11%)	77(22.51%)	10(2.92%)
22. I think that native advertising is a way to promoting the brand culture very well	35(10.23%)	70(20.47%)	127(37.13%)	95(27.78%)	15(4.39%)
23. I think native advertising are more appealing than traditional advertising	36(10.53%)	80(23.39%)	117(34.21%)	94(27.49%)	15(4.39%)
24. Native advertising can increase my perception or use brand compared to traditional advertising	34(9.94%)	67(19.59%)	136(39.77%)	86(25.15%)	19(5.56%)
25. Native advertising can increase my desire to buy compared to regular advertising	46(13.45%)	80(23.39%)	131(38.3%)	73(21.35%)	12(3.51%)
26. I often "like" a native ad	72(21.05%)	83(24.27%)	114(33.33%)	64(18.71%)	9(2.63%)
27. I am willing to share my native advertising on social networks	47(13.74%)	121(35.38%)	116(33.92%)	51(14.91%)	7(2.05%)
28. If a friend shares a native ad, I would click to view	34(9.94%)	111(32.46%)	113(33.04%)	76(22.22%)	8(2.34%)
29. If the native advertising is exciting enough, I am willing for my personal data to be shared	41(11.99%)	102(29.82%)	99(28.95%)	88(25.73%)	12(3.51%)

APPENDIX 2 INTERVIEW

1.A

Q: What is the proportion of your company's native advertising business?

A: The specific business ratio is not very clear. If I personally feel it, the ratio is almost equal.

Q: What is the main form of native advertising?

A: As far as iQiyi is concerned, most forms are still video and scenes embedded. In fact, the coverage of native advertisements is very wide. If it is a single form, it depends on the channels it can carry.

Q: From the feedback you have, how does the original advertisement compare with other advertisements? What is the communication effect, traffic, click-through rate, and purchasing tendency?

A: This feedback depends on how you judge. If you measure by click-through rate, it must be improved, because more people are still at the emotional level, and the conversion rate has not reached the substantive requirements. But if measured by the traditional, very important advertising bounce rate. There is no bounce rate for native ads. Can it be 100% effective? Of course not.

All in all, for now, the effect is good, especially in the duration of the original advertisement, the traditional placement advertisement or hard advertisement, 15

seconds, 30 seconds, 60 seconds, 120 seconds has a specific short time. However, due to the particularity of its own attributes, native ads can stay longer and even recur.

Q: Do you explicitly tell the user that this is an advertisement?

A: Because there is an advertising law, you should need to show it. However, if it is a scene such as video, according to the standard, in fact, many native ads on the market do not meet the requirements. However, if you are told that this is an advertisement, the willingness of the user's appeal will definitely decrease, and some will even contradict.

Q: Is it going to be delivered through big data? In your opinion, will it harm the interests of the audience (right to know, privacy)?

A: Nowadays, it is generally used to deliver big data. As for whether it hurts the interests of the audience, I think it depends on which aspect you consider. If you follow your personal preferences and track your information, it is definitely a violation of some rights. But the same, for example, when using the APP, you log in with WeChat Weibo, it will tell you whether you want to authorize. These are based on their own judgment, and all users agree, so this question is difficult to say.

Q: What do you think is the main spread of native advertising, brand or product?

A: In fact, this question should be the advertiser's final say, after all, our delivery is only to provide advertising content.

Q: What is the trend of native advertising?

A: The trend of input should be more and more in terms of quantity. Like Iqiyi, more and more content is added as a supplement, and the market for native advertising is also growing.

Q: Do you think the regulatory approach is enough?

A: This question is not particularly clear. The advertising method is constantly improving. But the form of native advertising is also constantly enriched. From the earliest known my original advertisement to the present six or seven years, of course, the original advertisement was born earlier, so I think it should be constantly improved.

2. B

Q: What is your company's attitude towards native advertising now?

A: Phoenix has always advocated the concept of native marketing. But when you mention this concept, and you really connect with customers and connect with the market, the whole acceptance is still limited.

In fact, every single business, we will go to the customer, I suggest you to do native advertising, to do native marketing. But many customers will think - if I have money, then people on the market can't directly hear "What am I, what kind

of project I am, my advantage, etc.", then I can't follow these according to 1234 Listed, they are unacceptable.

Q: What is the current proportion of the original advertising business involved?

A: Because of the reasons mentioned above, if you refer to the proportion of this original advertisement, the actual ratio will be 5:5, that is, half is the original advertisement, and the other half is the traditional hard advertisement.

Q: Is the investment in native advertising increasing or decreasing now?

A: Because one of the sections I was in was a real estate section, this section is quite special. The proportion of native advertising is not to say that the platform can be guided to a certain extent, mainly related to such a situation in the real estate market.

But if you stand on the entire platform of Phoenix.com, or stand on a dimension like all media, the investment in native advertising should be more and more.

Q: Why do you choose native ads, and what is the main thing that native ads spread?

A: I think this is also because of the kind of audience we are affecting now – the changes in their demands. Because during the World Cup, brainwashing, hard-working, and brainless advertisements like BOSS, such as direct

recruitment, and many horses, were dissipated many times on the Internet, indicating that people are actually against this kind of thing. . Instead, you see the screen ads we often see, such as Alipay, or Meituan, that is, they will do some branding, such as telling a story, or creating a scene, and then finally guiding Their brand, so people are happy to spread.

The main reason for native advertising marketing is the brand and the product itself.

Q: What is the main form of native advertising?

A: There is no fixed form of native advertising. The main reason is to spread such a content. In the process of the information I want to express, I can't feel contradictory, but I am willing to accept it. In fact, whether we go to the original advertisement or the original marketing is the process of making the brand or product and the consumer to establish familiarity. We will go to create a scene for it, and give it emotional exchanges. This is actually a big difference from the traditional hard sales.

In the form of words, there are many kinds of words, pictures, pictures, or topics, videos, and H5. These are all forms of hosting native ads.

Q: What is the effect of native ads compared to other ads from the feedback you have?

A: On the same product, doing native ads and other ordinary ads will definitely

be better for the feedback of native ads.

On the one hand, for the industry insiders, after the content is spread out, the advantage of its dissemination is even greater than that of the product itself, which means that it will give the product a icing on the cake. For people in the market, advertising is nothing more than trying to guide people to pay attention to this thing, that is, my product is going to be listed, or the property is open. Just to arouse their curiosity, that is, the willingness to take the initiative to pay attention to, so that the effect of advertising will be achieved.

Q: What does this communication effect include, traffic, click-through rate, and buying tendency?

A: When it comes to the communication effect, from the media, it is actually the data that can be found in the background, such as pageview and click-through rate. For customers, they generally use third-party data monitoring agencies. On the other hand, for example, real estate properties, they actually have an indicator, including the number of customers arriving at the scene, or the return visit of the phone. The return visit of the phone includes what is called, what information is learned from which channel, and so on. Adding these together is the complete feedback of multiple effects.

The ultimate goal is definitely to achieve a "deal." But the additional content in the middle, including those that have a positive impact, even if there is no deal, can make more people understand. This is also a very good communication

effect for them.

Q: Will you explicitly tell the user that this is an advertisement?

A: Because of the existence of the advertising law, if you are advertising on the mobile client or PC, you should indicate the word "advertising". But if it is a public number, a video, or other forms of communication, we will not say it directly, that is, we will not tell you from the beginning that this is an advertisement.

In fact, after the "advertising" is marked, some users will contravene. But if you can visually give him a creative point, or if you can hit a heart with a certain title, then he will take the initiative to open it. Because of the existence of advertising law, it does affect the spread of advertising to a certain extent, including the degree of dissemination of native marketing.

Q: Is it possible to harm the audience's interests (right to know, privacy) through big data?

A: My opinion certainly cannot represent Phoenix.com or all media. From my personal point of view, this is not a bad thing. After all, in such a big environment, the use of big data in advertising is still quite a lot. For example, friends can often see advertisements. If this advertisement suits my appetite, or if I agree, then I will also like it. . So it's still necessary to look at the properties of the ad itself. Sometimes the dating site will give me strange content. I also feel

very speechless. This is actually doing some calculations with big data, including my age. But even if I do this calculation, it will still make me feel sick. So let's look at the content of the ad itself, as well as the creative point.

3. C

Q: What is the current proportion of your company's native advertising business?

A: In the current environment, it depends on what your intentions are. For example, if it is a brand customer, such as real estate or cold medicine, they may be more willing to make a brand. They do this kind of advertising that is not very hard. There is another type that belongs to what we think, straightforward, what discounts, and how good this thing is, or like three plus two biscuits, it will tell you which flavors are on each layer. These ads need to be straightforward. According to the market, it should be half and half. But as far as our platform is concerned, the proportion of native advertisements is relatively small.

Q: In terms of feedback, what is the effect of native advertising?

A: In fact, the effect of native advertising, if it only emphasizes the brand, that is, the hard work of brand operation, work nature, then the conversion rate must be relatively low. However, on the contrary, the brand effect it brings is stronger.

Q: What is the main form of native advertising on your platform?

A: The main form of native advertising, according to what you have seen so far, is definitely divided into primary and secondary. The main thing is definitely the

video. Because video is the easiest to implant and the easiest to perform, and it is not so hard, so the video will be better. Then, it is the graphic text, and the graphic is also divided into hard graphics and soft graphics. Hard graphics are very straightforward and straightforward. Soft graphics, the native ads like this graphic form are softer. You look at it as if to introduce the advantages of Nanjing and introduce the look of Nanjing. But in the end, you will realize that this is an Alipay advertisement. Advertising forms like this will be much better for netizens, and the degree of resentment will be much lower.

Q: What kind of data do you use to measure its good and bad?

A: If you distinguish it from our platform perspective. The easiest way is to look at the amount of forwarding of WeChat platform manuscripts. Because the reading could be not true. There are a lot of businesses out there that can help with this reading. However, the amount of forwarding, there is currently no technology to operate, or the cost of operation is too high. Like the advertisement we made earlier about the discount at Deji Plaza. This kind of advertisement is relatively clear, but the acceptance of netizens is very high. Then the forwarding is also very high. A manuscript can have more than 10,000 reposts and more than 300,000 hits. We feel very good. However, many of these types of ads are less likely to require conversions from a merchant's perspective. What they need more is the amount of exposure, which is the amount of exposure he can see, the amount of reading we think of, or the amount of pageviews. They only need to

spread it and it will be OK. In this way, the purpose of their delivery is reached. They only need to promote their platform effects. For pageviews and readings. Sometimes in order to achieve the publicity effect, sometimes We will also fake some data. After all, they paid for it and everyone was satisfied.

Q: Is the size of such native ads now increasing or decreasing?

A: I personally feel that this ratio is rising. Because everyone tasted the sweetness. Like the advertisement made by Didi or Cold medicine There is also a long-selling advertisement for the Baique antelope that once swept the circle of friends. More and more people, or big companies, feel that this form of expression can bring value to their brands. They really don't ask for conversion rates. Because of this kind of thing, it does not itself implement a product or a certain detail. So the possibility of direct conversion is not great. Like the advertisement of Baique Ling, its page views are about 10 million. But the conversion rate is very low. So now if there are customers to do the launch, we ask whether we want to do brand-type promotion or do high-conversion promotion. Of course, if we choose our short and fast WeChat platform, it will be more translated, such as a snack bar, a hot pot restaurant and so on. But there are also a wide range of promotional brands like real estate. They only need to be a brand, but not a specific product.

Q: In the final question, do you have such a native advertisement on your

platform, is there a restricted area, or is there a unique norm?

A: First of all, pornography, gambling, and drugs must not be touched. In addition, it depends on what the advertisement is. If you want to be softer and stronger, then the original ads are better. After all, for this big brand, both for the media and the brand, there are opportunities for mutual benefit. And, it is a good development opportunity for the platform. But looking for a low-end, or brand that has never been heard before to do native advertising, is of little significance. Generally, this kind of native advertisement is only done by some big brands, such as Mercedes-Benz, Didi, and real estate. They need this branding effect.

Q: Do you explicitly tell the user that this is an advertisement?

A: Because of the advertising method, it must be marked. This will affect the effect to some extent. And often because of technology, such as big data, etc., it will involve some of the user's rights and interests. We can only reduce the concern of users in this area.

4. D

Q: What is the proportion of the original advertising business involved in your company?

A: Many of our products. If it is defined as a native advertisement in a broad sense, in the case of Tik Tok, for example, it is basically a native advertisement. Short video should be added to an advertisement like the traditional direct appeal category, and the effect is not good.

Q: What is the main form of native advertising now?

A: In terms of Tik Tok, because of the UGC+DIY short video mode, the user video scene is more implanted. For the overall platform, the most popular form is information flow advertising. Because the ads are analyzed by users and accurately pushed, the conversion rate is much better.

Q: What is the main spread of native advertising?

A: This question is hard to say. Personally think it is a brand. Like last year we did a good job, such as Airbnb, Harbin beer, have achieved particularly good results. But can you say that it is a specific product? So it spreads the brand.

Q: What is the effect of native ads compared to other ads from the feedback you have?

A: I am not particularly clear about this. In terms of personal perception, I prefer native advertising.

Q: What is the measurement of this effect?

A: From now on, the effect of the placement of native ads is more measured by the bounce rate and conversion rate. Applicable to Tik Tok, the specific metrics that can be seen have a stay time, etc. As for the implantation of UGC, it depends on the actual consumption data of the product side.

Q: Is the size of native advertising rising or decreasing now?

A: Take our platform as an example. Because the short video is originally pushed according to the user's portrait, the scale of the original advertisement must be increased. After all, the traditional direct appeal advertisement is difficult to place in such a model.

Q: Will the platform clearly tell the user that this is an advertisement?

A: Due to the requirements of the advertising law, when we conduct information flow advertisements, we will indicate the words “advertising” or “promotion”. However, the user's own DIY video is embedded in the advertisement, of course, there is no way to control it. However, as far as the user's authentication ability is concerned, it is clear which advertisements are and which are not.

Q: It is now an advertisement that is accurately pushed through big data. In your opinion, will it harm the interests of the audience (privacy, right to know)?

A: Actually, the application of big data has these problems. Our advertising is also based on the user's portrait to accurately push. In the process of drawing user images, it is inherently in the exchange of information. However, our data will not be used by third parties. And when the user logs in at the beginning of the use, we will also ask if they agree to the authorization.

Q: What is your native advertising regulatory policy?

A: First of all, it must be in line with the advertising law, and the traditional advertising regulations are equally applicable. Secondly, as far as the development of short video is concerned, the relevant legal documents of the country are gradually improving. Because of the UGC+DIY model, we are still more focused on the punishment system.

5. E

Q: Do you think that native advertising has a separate research value as an emerging advertising model?

Yes, it's very different

Q: Is its core or essence different from other forms of advertising?

No different. When you use Weibo, you see an advertisement that is no different from inserting an advertisement when watching TV. It will interfere with the continuous extraction of the required information.

Q: Does native advertising involve some ethical issues?

Both native ads and google searches on Weibo are indicated to the page. To say ethical issues, unauthorized access to private information for accurate marketing may be an ethical issue.

Q: What are the main ethical issues involved in the current domestic native

advertisements?

Not very clear. Privacy right.

Q: Are these ethical issues fundamentally different from other types of advertising?

No. Traditional media TVs and newspapers have fake news advertisements packed with news information or programs. They are mixed in the real flow of information.

Q: What are the root causes of these ethical issues?

Profitable demand and attention economy

Q: Is it possible to effectively avoid these ethical conflicts?

Ask the platform vendor to clearly mark the ad and ask if the user accepts the ad.

Q: What role do advertisers, media platforms, societies, regulators and even consumers play in the ethical issues of such native advertising, or should they assume the corresponding responsibilities?

If the platform wants to maintain the healthy development of its platform, leave the community really useful users, and protect the community from being overwhelmed by advertisements, it should control the proportion of native ads. It is enough for advertisers to do not lead to wrong values. The regulators do what

they should do.

Q: Do advertisers or these new media platforms have a social responsibility to defend the public's right to know about advertising, or are they obligated to explicitly inform that this information is a native advertisement?

The media platform needs to label native ads. This is not called damage. This is called basic social responsibility. Wouldn't it be damaging to your interests if you don't let you rob?

6. F

Q: Do you think that native advertising has a separate research value as an emerging advertising model?

I think it is valuable. Now even the friends circle has native ads.

Q: Is its core or essence different from other forms of advertising?

No, it's all about propaganda or for profit.

Q: Does native advertising involve some ethical issues?

Yes, and there are many problems that traditional advertising does not have.

Q: What are the main ethical issues involved in the current domestic native advertisements?

The main ethical issue is that it violates the privacy of users.

Q: Are these ethical issues fundamentally different from other types of advertising?

Yes, because user data is used to a large extent.

Q: What are the root causes of these ethical issues?

The root cause is the unreasonable use of user data and the use of uninformed.

Q: Is it possible to effectively avoid these ethical conflicts?

It is possible, but it is currently difficult to do.

Q: What role do advertisers, media platforms, societies, regulators and even consumers play in the ethical issues of such native advertising, or should they assume the corresponding responsibilities?

They should bear the corresponding responsibilities. Advertisers and platforms use data to analyze user needs inevitably to snoop on user privacy. Media platform society and regulatory agencies should better protect user rights and prevent information leakage. Consumers strengthen their awareness of self-defense and awareness of rights.

Q: Do advertisers or these new media platforms have a social responsibility to defend the public's right to know about advertising, or are they obligated to

explicitly inform that this information is a native advertisement?

Have an obligation to inform. But telling users will damage their economic interests to some extent. They should seek win-win as much as possible.

7. G

Q: Do you think that native advertising has a separate research value as an emerging advertising model?

I think it must have research value, and it is of great value. Because of the user's fragmentation and mobilization requirements, more media began to seek information reception and entertainment methods similar to short video or news clients, which are different from TV and radio.

Q: Is its core or essence different from other forms of advertising?

In fact, the essence is to make profits, seize the market, or establish a brand familiarity with users. The nature of commerciality remains unchanged.

Q: Does native advertising involve some ethical issues?

Ethical issues are high, especially after the generalization of big data applications. This piece belongs to the blind spot and it has been blank for a long time. But there is no way to find a way to balance the two in the market.

- 目前我国的原生广告所涉及的主要伦理问题是什么吗？

What are the main ethical issues involved in the current domestic native

advertisements?

Privacy, the right to know, and the right to freedom of information. I can only think of these rights for the time being.

Q: Are these ethical issues fundamentally different from other types of advertising?

It is still very different from traditional advertising, but the ethical issue itself is nothing more than the right to life and the nature of the objective itself.

Q: What are the root causes of these ethical issues?

I think it is driven by a profit-seeking mentality. This question is a bit deep.

Q: Is it possible to effectively avoid these ethical conflicts?

think the current is unavoidable. The first is that users have formed a habit. Secondly, protecting rights and facilitating life is a very sharp topic in today's society. The best way is to coexist with both.

Q: What role do advertisers, media platforms, societies, regulators and even consumers play in the ethical issues of such native advertising, or should they assume the corresponding responsibilities?

I don't think they can be treated in isolation. Because of the prevalence of big data, they are a complete industry in tandem. If it is to be qualitative, advertisers

are advertising based on profitable behavior. The media platform, as the exerciser of big data, has a greater responsibility, and the changes they bring to society are also the biggest. The most important thing is that you need a regulator to maintain it. Of course, it may not be balanced in a short time.

Q: Do advertisers or these new media platforms have a social responsibility to defend the public's right to know about advertising, or are they obligated to explicitly inform that this information is a native advertisement?

I think it is the nature of the profitability of advertisers or new media platforms, which determines that they cannot defend the user's right to know. Social responsibility is definitely more important, but for the time being, economic interests are still the first, and this is the survival capital. Only when the company grows to a certain extent and has the ability to take responsibility can it protect the rights of users. But they are just talking about it. After all, this is contradictory in itself. Large companies are just balancing, or they can be less blamed. For the current user, if the convenience you provide to him is far greater than your violation of his right to know. Then even if he realizes it will not ignore it.

But there is no doubt that they are obliged to clearly inform that this information is a native advertisement.

8. H

Q: Do you think that native advertising has a separate research value as an

emerging advertising model?

I think it is valuable. Because content marketing has become mainstream now.

Users choose a lot of channels and only choose information that is useful to them.

First of all, the native advertisement does not directly appeal to the user, and the prompt of the content does not appear to be awkward. Secondly, native ads provide users with more than just the ads themselves, but also provide users with information that suits their lifestyle and lifestyle.

Q: Is its core or essence different from other forms of advertising?

Although the essence is publicity, or profit. But the core elements are still different. The core of native advertising has the following: (1) It can be deeply integrated with the media; (2) It attaches great importance to the user experience. (3) It can provide value content. Native ads can satisfy fragmented user reading habits. It combines form with the environment and is a visual integration and user experience. It can maximize user value.

Q: Does native advertising involve some ethical issues?

Native advertising involves a lot of ethical issues, and these problems have been around for a long time. But currently there is no good way to handle it.

Q: What are the main ethical issues involved in the current domestic native advertisements?

At the user level, native ads infringe on the right to know and privacy. From the ad itself, it blurs the boundaries between advertising and news. The constant manufacture of brand values has caused media people to lose their objective and neutral position.

Q: Are these ethical issues fundamentally different from other types of advertising?

There are still essential differences. For traditional advertising, users have full autonomy, which allows the right to know and privacy to be properly protected. But native ads can't, especially after the popularity of big data applications.

Q: What are the root causes of these ethical issues?

I think there are several aspects to the roots of ethical issues. First, the rise of capital blurs the identifiability of advertising, and the nature of profit-seeking by businessmen has led to the emergence of ethical issues. Second, the reorganization of knowledge and culture has dissolved the social function of the media. This immersive experience blurs the user's ability to judge. Third, the development of technology controls the user's subjective consciousness, which infringes on many rights such as privacy.

Q: Is it possible to effectively avoid these ethical conflicts?

First, respect the user and find a balance point where information can be used.

Secondly, the advertising law has explicitly required such advertisements to indicate prompt information. In addition, native advertising should be separated from production and playback to ensure the professionalism of media workers. Finally, users themselves must enhance the filtering capabilities of information.

Q: What role do advertisers, media platforms, societies, regulators and even consumers play in the ethical issues of such native advertising, or should they assume the corresponding responsibilities?

I think all parties should bear the corresponding responsibilities. Now that native ads are appearing more and more in life, we can't ask advertisers to make big changes. But the media platform as a “gatekeeper” and the regulator that acts as a “protective barrier” should make better decisions.

Q: Do advertisers or these new media platforms have a social responsibility to defend the public's right to know about advertising, or are they obligated to explicitly inform that this information is a native advertisement?

First of all, for advertisers, for the sake of profit-seeking nature, it is difficult for them to sacrifice their interests to protect user rights. But for the new media platform, as "gatekeepers", they have social responsibility to defend the right to know. Advertising information itself has a strong purpose, propaganda and emotional orientation. The professionalism of the media people needs to be improved, and they are obliged to clearly inform whether this information is a

native advertisement.