

## Value Analysis of Carnivalized New Media Marketing Using a Social E-commerce Platform

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**Abstract:** Due to the remarkable rate of advancement in modern information technology, the new media communication environment—which consists primarily of networks and is enhanced by a range of essential carriers—has emerged as the standard for the transmission and receiving of information. This tendency has changed the way that information is disseminated, but it has also significantly expanded the audience for which information may be obtained, speeding up, diversifying, and expanding the flow of information. The carnivalization hypothesis has been used into new media marketing by a number of social e-commerce platforms in this age of rapid advancement in new media. Thus, in order to determine the overall value of this “carnivalized” marketing strategy, this research employs the Little Red Book as its focus and applies text analysis to the comment texts under the content obtained under the keyword “Lei Jun” of Xiaomi’s founder. Even while the principle of carnivalization has helped many social e-commerce platforms gain more clout in their new media marketing, there are still shortcomings and room for development. This paper aims to offer insights into the future of social e-commerce as well as a thorough analysis of the benefits of applying carnivalization theory to new media.

**Keywords:** New Media, Carnivalization Theory, Social E-commerce, Text Analysis

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### I. INTRODUCTION

The rapid advancement of Internet technology in recent times has thrust new media to the forefront of information distribution and consumption, significantly altering people's daily routines and thought processes. Simultaneously, there is a surge in the quantity and quality of content creation in the new media space, and numerous e-commerce businesses have taken note of this development. In addition to lowering the bar for user voices and enabling previously unheard-of levels of freedom and convenience for online comments and interactions, new media's low threshold has also subtly brought Bakhtin's thesis of “carnivalization” from the university classroom into the wide realm of public life.

A theoretical framework combining deep cultural criticism and analysis, carnivalization theory fundamentally uncovers how individuals perform collective carnival-like expression and release through particular forms within certain social and cultural contexts. This theory has become more relevant in the age of new media, offering us a fresh viewpoint on how to understand the emerging forms of content creation and consumption. Users' excitement to participate in content creation has been considerably spurred by new media's strong interaction and fast feedback.

Under the principle of carnivalization, new media marketing has even demonstrated amazing vitality in the rapidly expanding field of social e-commerce. By drawing the interest and engagement of large numbers of users, social e-commerce platform businesses like Little Red Book have effectively converted this carnival environment into consuming power, establishing a win-win scenario for the brand and the market.

A lot of businesses are also expanding their new media marketing by leveraging the emergence of new media. Using Xiaomi as an example, its founder Lei Jun has created personal social media accounts on several platforms. Xiaomi is a well-known consumer electronics and smart manufacturing firm that specializes in smartphones, smart hardware, and IoT platforms. Lei Jun's personal social media profiles on Jittery, Little Red Book, and B Station increased powder by 4.05 million, 200,000, and 260,000, respectively, according to the most recent record from April 2024. This is a cumulative increase of more than 4.51 million powder over the whole network. Finding that different carnivalization components are reflected in the commercial content of personal tales like Lei Jun's that are available in Little Red Book is not difficult [1]. The notion of carnivalization places a strong emphasis on equality, freedom, and communication. Xiaomi defies convention by utilizing a lighthearted and carefree content form to build a stronger relationship with the audience and amplify the brand's influence.

In conclusion, this study will concentrate on Little Red Book's social e-commerce platform with the goal of thoroughly examining the benefits of applying carnivalization theory to new media while taking into account the real-world context. This will allow us to assess the marketing value of new media informed by this theory.

## **II. LITERATURE REVIEW**

With the network, mobile clients, and cell phones that define the new media communication environment, the visual culture-focused mass media culture has fully embraced the interactive function [2]. Through textual language and visual pictures, new media art of all kinds creates its discursive carnival in the vastness of cyberspace. On the one hand, the textual language of new media art represents an important implication of the notion of carnivalization through its discursive excitement and universal carnival. Bakhtin notes that a certain amount of the physical, sensuous language developed at the carnival to express symbolism can be transferred into literary language. This literary language deeply integrates sensuous concepts with real-world roots and comes in a multitude of forms, including casual intimacy and humor [3]. For new media, the carnivalization theory has drawbacks as well. When an audience is bingeing, they are more likely to think emotionally, and the standardization of communication content also contributes to a degree of content innovation deficit, both of which are detrimental to the diverse development of short video content creation. Additionally, the audience's capacity for thought is diminished by this fast-food content distribution method, leading to network aphasia. Platforms, communicators, and audiences must collaborate to find a solution in order to mitigate these detrimental impacts [4].

## **III. MAIN RESEARCH METHODOLOGY**

The primary research methodology employed in this work is text analysis. Text analysis, which is the foundation for text mining and information retrieval, can be further subdivided into sentiment analysis and word cloud refinement in this study. Text analysis quantifies the feature words taken from the text to represent the textual information. Sentiment analysis is the process of using natural language processing techniques to identify and comprehend sentiments and emotions in text. Using the comments from the top 20 notes sorted by the intelligent search of the phrase "Lei Jun," we first counted the terms that appeared more frequently on the Little Red Book platform and created a word cloud map. "SnowNLP," which has a sentiment analysis API, is utilized to extract the word cloud map and identify the text's positive sentiment tendency. In addition to offering reference ideas for the future of new media, this serves as a crucial source of information regarding the impact of this marketing strategy on Lei Jun's personal account, which is based on the theory of carnivalization.

## **IV. RESEARCH INNOVATION AND SIGNIFICANCE**

### **4.1. Innovation**

This study employs sentiment analysis and word cloud refinement techniques to ultimately determine the value impact of new media marketing in accordance with the carnivalization theory, along with the associated drawbacks. Research on the carnivalization theory has mostly concentrated on literature up to this point; little research has been done using the carnival theory to promote social e-commerce in new media. When paired with the body of literature already in existence in related fields, a lot of studies focus more on the new media on the Internet as a communication tool than the actual impact of the revelry theory on new media marketing in real society and public reaction on the Internet. Therefore, this paper focuses on exploring the impact of carnivalization theory on new media marketing in the e-commerce industry.

### **4.2. Significance of the study**

Theoretically, Bakhtin's carnivalization theory—which draws netizens by creating environments full of carnivalizing elements—is furthered in the realm of new media by the interactive nature and hyper temporality of these platforms. This study contributes to the growth and enrichment of the carnivalization theory application sector. The application scope and explanatory power of the carnivalization theory can be further broadened to provide new theoretical perspectives and analytical frameworks for content development and consumption in the new media era by integrating it with the value analysis of new media marketing. As a result, in the context of the new media period, it encourages improved marketing innovation and practices in the social e-commerce sector.

## **V. SAMPLE OVERVIEW**

### **5.1. Causes of carnivalized marketing**

First, it's employed to create contrasting pictures and pique users' interest. The Soviet literary scholar and thinker Bakhtin asserted that "Carnival is global. Regardless of nation or age, one of humanity's fundamental wants is the ability to be free from oppression and to pursue inner peace." According to the notion of carnival, the "second world" is free, equal, and unrestricted—qualities that are also consistent with the marketing strategies used in the present new media platforms. In order to create a distinctive brand image in the eyes of users, improve brand recognition and attractiveness, and complete the customer experience, an increasing number of brands and merchants are choosing to defy the conventions of traditional marketing models and employ carnival-style marketing techniques. These methods involve showcasing the brand's sense of humor,

creativity, and humanistic care, among other things. By putting as much distance as possible between the brand and the user, this marketing strategy can increase the audience's ability to engage with the company's marketing initiatives. Brands may elicit empathy from their users by establishing an emotional connection through these skillfully crafted campaigns. Consumers are more likely to be interested in and identify with a brand when they can find emotional resonance and common ground in the activities.

Second, it offers a platform for presentation thanks to technology. Technology has made it possible for people to express themselves on a wider range of platforms. While in the past the mainstream media dominated discourse, UGC (user-generated content) and PUGC (professional-user-generated content) have emerged and offer a variety of avenues for individual expression [5]-[8]. The new media platform quickly gained the support of most users and became a popular form of expression in today's culture because of its inexpensive production costs, ease of usage, and low threshold. The swift growth of China's economy and technology sector has led to the preference of numerous creators for new media platforms such as Jittery Voice and Little Red Book. These producers use creative techniques in their production and editing to capture and disseminate the rich material of their everyday lives. In addition, the varied media environments offered by these platforms give short video producers access to more expansive and varied display channels, enriching people's lives with more entertainment and knowledge. People can now enjoy joy, let go of the limitations of hierarchical concepts, and engage in equal and intimate interactions with one another on this platform thanks to the content distribution and operation strategy that is akin to a carnival and has gradually transcended time, space, and class boundaries.

## **5.2. Range and reasons for sample selection**

This study's focus is the popular domestic social media platform Little Red Book. Specifically, we analyze the comments from the top 20 notes sorted by the intelligent search of the phrase "Lei Jun.". The impact of the new media marketing approach is examined from this perspective. More than 2200 valid data points were gathered.

Why, therefore, is sample collecting focused on Little Red Book? Mao Wenchao and Qu Fang launched the lifestyle platform for young people in Shanghai in 2013. Under the motto "Inspire Lives to share and discover the world's splendor," Little Red Book gives users the opportunity to capture special moments in life, connect with others who have similar interests, and exchange lives through short movies, graphics, and other media. As of May 2024, there were more than 300 million monthly active users on it; the gender ratio was 3:7, 50% of users were over the age of 95, 35% were over the age of 00, and 50% of users were located in first- and second-tier cities. Over 80 million people post content on the community, 60% of daily user searches are conducted, and 90% of content is user-generated content. The app's distinct media charm has helped it grow quickly into a well-liked platform for sharing a variety of themed content, including sections with vibrant content like glittering celebrity looks, recordings from real life, adorable pet stories, amazing music and dance performances, sharing of stunning travel scenery, and fun interactive gaming experiences.

Further, Little Red Book's main user group focuses on energetic young people who are eager to share and explore unknown novelties on the platform. This youthful, energetic and relentless pursuit of novelty coincides with the "non-everyday experience", "anti-conformity" and "collective emotional resonance and diffusion" elaborated in the theory of carnival. The characteristics of young users' quest for novelty coincide with the "unconventional experience", "anti-conformity" and "resonance and diffusion of collective emotion" stated in the carnivalization theory. Young users are more inclined to join in the carnival feast that breaks the constraints of routine and is full of excitement and joy. In addition, the primary user base of Little Red Book is comprised of youthful, active individuals who are enthusiastic about sharing and discovering new things on the site. The "non-everyday experience," "anti-conformity," and "collective emotional resonance and diffusion" expounded in the idea of carnival correspond with this young, vibrant, and unrelenting quest of novelty. The carnivalization theory's claims about "unconventional experience," "anti-conformity," and "resonance and diffusion of collective emotion" are consistent with the features of youthful users' pursuit of novelty. Younger users are more likely to participate in the carnival feast because it is exciting and joyful and breaks free from usual restraints.

## **VI. VALUE ANALYSIS OF CARNIVALIZED MARKETING**

### **6.1. Ceremonial conduct creates new chances for brand exposure and draws brands closer to their customers**

We processed all of the comments lexically using the "Jiaba" lexicon in Python. For instance: "Lei Jun is a successful entrepreneur." to "Lei Jun," "is," "a," "successful," "of," "entrepreneur," "." . After utilizing the program for quick word separation, we can see from the example above that many terms—such as quantifiers and intonational words like "a," "of," and even punctuation marks—are not helpful for understanding the meaning of the statement. As a result, we make the In order to improve the accuracy of the extracted words, we

但是 看 人 已经 更 笑 大 过 理想 没有 这样 只会 如果 相机 饮料 大 能 不能 老板 科技 下 被 厉害 而且 哈哈 起来 两个 再 不是 自己 需要 女性 挺 点 呀 总 人 卖 太 酬 呢 支持 飞 吻 解 但是 看 人 已经 更 笑 大 过 理想 没有 这样 只会 如果 相机 饮料 大 能 不能 老板 科技 下 被 厉害 而且 哈哈 起来 两个 再 不是 自己 需要 女性 挺 点 呀 总 人 卖 太 酬 呢 支持 飞 吻 解

Words like "cell phone," "likes," "smiles," and many more may be seen in the word cloud. The words' sizes correspond to how frequently they appear in the comment area. The varying widths of these terms indicate how frequently they appear in the comment section. The terms that have the biggest size and most frequent occurrences include "like," "SU7," "cell phone," "Boss Lei," and so on. The first three terms suggest that, despite their low ranking, the search results are not extremely frequent. The first three terms demonstrate that, although being directly tied to Lei Jun, the search terms are nonetheless strongly associated with Xiaomi's commercial brand. It is inevitable that discussions about Lei Jun will eventually turn to Xiaomi items, like the recently released Xiaomi automobile SU7, which is both highly topical and deeply associated with the Lei Jun brand. The carnivalization theory's universal and ceremonial qualities are reflected in these phrases. Fans and the media extensively circulate Lei Jun's entry and the content he releases, creating a distinctive marketing ritual.

## 6.2. Establish emotional resonance and enhance consumer goodwill

The sentiment analysis API in SnowNLP allows you to assess the text's sentiment tendency positively. When you call the API, a floating point number between 0 and 1 will be returned, indicating the strength of the positivity; the closer the number to 1, the more positive the sentiment, and the closer to 0, the more negative. The sentiment score's final statistics are displayed below.

count	2200.000000
mean	0.665196
std	0.319078
min	0.000000
25%	0.451651
50%	0.775097
75%	0.957775
max	1.000000

Fig. 2 Emotion score statistics

The Fig.2 indicates that the majority of individuals had a good opinion of this type of carnivalized marketing, with over 75% of the comments having a sentiment score more than 0.45 and over half having a sentiment score greater than 0.77. Nonetheless, over 25% of people still experience more negative emotions, proving that this type of carnival marketing is unable to meet everyone's needs. He is still here; an overzealous quest for the carnival effect could result in the bad impact's marketing efforts being overly shallow.

One Taiwanese netizen included the following comment in the sample: "Excellent values, via the optimization of all community components to benefit, but also to drive the industry's metabolism overall! In my eyes, At the same cost-per-unit, Xiaomi leads the way in industrial advancement while most simply use capitalist forces to subjugate the industrial chain of living spaces. While consumers may perceive lower prices for the products they want, Xiaomi promotes the ecological well-being of the ring, whereas the latter only serves to exacerbate the gap between the rich and the poor. Two cycles: one positive and one negative My friend recently flew from Taiwan to Lijiang; she owns a Mercedes, and I own a Porsche Jet. She brought a private tour guide along to drive the Xiaomi Su7, and she said that the ride was excellent. She expressed her desire to purchase one for herself when she returns to Taiwan.", With a sentiment score of 0.92, this comment is overwhelmingly favorable. This demonstrates how Lei Jun's carnival marketing evoked his feelings and created a strong emotional bond with the company, allowing customers to experience the distinct charm of the brand through their involvement. This type of marketing not only increases brand awareness and favorability among consumers, but it also encourages sharing, which increases brand exposure. This fresh viewpoint encourages ongoing innovation and advancement in the field of creating new media content by giving authors of such content access to a wider creative space and inspiration. To minimize the likelihood of customers developing a bad impression of the brand, businesspeople should take care to grasp a good degree when engaging in carnival marketing. If the brand overemphasizes the superficial effect of carnivalization and ignores the quality and value of the product itself, this type of marketing activity may disappoint consumers.

### **6.3. Promoting the development of a new media market economy**

In terms of technology, people's purchasing patterns and lifestyles have altered as a result of the widespread use of cell phone payments, and as technology has advanced, payment has become increasingly convenient. In addition, Little Red Book offers a payment feature, which makes it easier for businesses to do business operations like banding live and increases brand awareness, which helps the pan-market grow.

"carnivalized" marketing can take a comprehensive strategy when it comes to content, incorporating several eye-catching special aspects that enhance the video's flow. Users' emotional resonance can be readily aroused by the creators' inventive reproduction of visual and auditory content, causing viewers to unwittingly immerse themselves in a "immersive" experience. This allows for the promotion and display of products to further pique viewers' desire to consume. Furthermore, carnivalization has a great deal of potential for growth and long-term prospects due to its unique qualities, which include its low participation costs and wide choice of materials.

## **VII. DEFICIENCIES AND IMPROVEMENTS IN CARNIVALIZED NEW MEDIA MARKETING**

First, the primary fan group commands the most attention; it is challenging to include other groups into the carnival environment. People outside of the fan base may feel a relatively weak sense of participation and belonging. Xiaomi's new media marketing, represented by Lei Jun, interacts with its fans through platforms like Little Red Book, a social e-commerce company. However, these interactions are frequently still centered on the promotion of Xiaomi's brand and products. Thus, we propose broadening the focus and bringing more people to "Carnival Square" by planning more open events that can be extended beyond the promotion of Xiaomi products to include a wider range of subjects, like science and technology and art, to draw in a larger number of

attendees; or using social media platforms to produce more interactive content, like topic discussions, online polls, and the sharing of user stories, so that fans and non-fans can participate, improving the feeling of participation and belonging; user-generated content (UGC) can also be encouraged, like holding photo competitions, short film challenges, etc., to allow users to become content creators and boost the fervor of students.

Secondly, the rave's essence is compromised by excessive commercialization. Originally, carnivals were impromptu, freewheeling, and rebellious folk festivities. But over commercialization in Lei Jun's marketing could undermine this carnival vibe. Overemphasizing sales and brand promotion in marketing initiatives might diverge from the carnival's original intent and give consumers a more commercial than enjoyable experience. For this reason, striking a balance between consumerism and carnival atmosphere is crucial. Not just sales and brand promotion, but also user experience and enjoyment should be prioritized in marketing initiatives. It is possible to create engaging and instructive activities that will allow customers to experience the brand's temperature and value while having fun at the carnival. To make marketing more relatable to customers, focus more on their wants and emotional appeals rather than overemphasizing the benefits of a product or pricing. Reduce the amount of direct commercial promotion by a moderate amount while establishing a stronger emotional bond with customers through content marketing, emotional marketing, and other strategies.

Thirdly, the marketing forms are not sufficiently varied. Content marketing is a crucial element [1] in Lei Jun's carnivalizing marketing strategy, as it draws in customers, improves brand perception, and makes users more stickier. However, Lei Jun's content marketing as it exists now is rather homogeneous and deficient in variety and creativity, which could reduce the efficacy of its marketing. It is challenging to satisfy the requirements and interests of many consumers with the present marketing, which primarily focuses on product debuts, brand tales, and promotional material. Diverse content types, such as user cases, industry insights, and technology trends, are missing from the mix. Meanwhile, social media sites like Weibo and WeChat are the mainstay of modern content marketing. Despite the large number of users on these platforms, relying too much on them could result in a narrow distribution of content and a failure to connect with more potential customers.

To give customers a fresh experience, Xiaomi can thus attempt to challenge the conventional marketing paradigm and way of thinking by experimenting with new technologies and marketing strategies like virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and so on. Promote creativity and invention among team members and establish an innovation fund or other incentive system to boost staff members' inventiveness. Alternatively, collaborate internationally with brands or other industries to develop some disruptive products or initiatives that will increase the brand's reach and impact.

## VIII. CONCLUSION

The emergence of new media has tremendously sparked the needs of different social groups for self-expression under the quickening pace of Internet technology, creating a wide arena that unites mass celebration and group contact. This study examines the benefits of carnivalized new media marketing, but it also highlights its drawbacks and enhancements. For example, non-fan groups may find it challenging to integrate into the carnivalization plaza due to this type of content marketing, and excessive commercialization may dilute the essence of carnivalization, resulting in a lack of diversity in the field.

Furthermore, there are several shortcomings in the research itself that this publication presents. For instance, there are other options for social e-commerce, and only the Little Red Book platform is examined as a basis, which is insufficiently wide. Additionally, this study's processing and implementation of sentiment analysis in text analysis are still in their infancy. In conclusion, I think that we may correct for our mistakes in later studies and provide more significant research to the field of new media.

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