Self-Presentation of Elderly Internet Celebrity on Douyin in China

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Abstract

With the rapid development of mass media and an increase the aging population in China,more elderly people are actively using the internet. Douyin, owned by ByteDance, is one of the fastest growing apps in China. Many elderly users use this app for entertainment and information sharing. Currently, there is an emergency of several elderly internet celebrities.The study investigated how elderly internet celebrities in China used short videos to present themselves and shape their image on Douyin. The study employs literature analysis and content analysis to analyzes the content of short videos of 10 elderly internet celebrities on Douyin. The study summarized the self-presentation characteristics of elderly internet celebrities,dismissed stereotypes regarding elderly people and recommended new ideas and paths for the governance of China's aging society.

Keywords: elderly internet celebrities, Douyin, self-presentation

1. Introduction

1.1 Background

1.1.1The Current Situation of the Aging Population in China

There has been an acceleration in the global aging rate from the turn of 21st century. The average annual growth rate of the aging population between the years1990 and 2000,2000 and 2010, and 2010 and 2020 was 0.15, 0.18, and 0.46 percentage points,respectively. China ranks 63rd among countries with the highest global aging population based on 2020 United Nations statistics.In china,9.3% of the population was aged 65 years and older surpassing the global rates of 9.3%. According to the National Bureau of Statistics of China, in 2022,280.04 million of the country's population was aged 60 and older accounting for 19.8% of the total population while the population aged 65 and older was 209.78 million accounting for 14.9% of the entire population. The population aged 65 years and above in China is projected to reach a peak of 425 million and account for 32.9%-37.6% of the country's total population.

1.1.2 Elderly Users of Douyin Short Video Platform

On February2,2023,the China Internet Network Information Center (CNNIC) released its 51st Statistical Report on the development of China's Internet. China had 1.067 billion netizens and a 14.3% increase in the proportion of netizens aged 60 and older as of December 2022. An analysis of the entertainment behavior of silver hair digital users showed that the elderly mainly focuses on social media,short videos,and information,with the majority of them (58.6%) watching short videos (CNNIC, 2022).

The low threshold use of the Douyin short video platform has attracted many elderly people.Almost half (42.78%) of the elderly found their lives boring with many (39.04%) being drawn to the attractive content of the short videos (CNNIC, 2022). During the epidemic,many elderly people who were confined to their homes began to use the short video platform with the help of their younger family members.Elderly internet celebrities,such as Grandma Wang,Grandpa Beihai, Uncle Luo, then shared information,made friends,passed on distinct ideas based on their unique mental outlook and personality characteristics.More than 60% of older adults use Douyin daily for a duration of 1-2 hours at each instance(CNNIC, 2022).

1.1.3 Support from the Government and Industry to Boost the Number of Elderly Users on Douyin

China's mobile short video industry became mainstream in 2019 with the continuous development of mobile technology

after the mature period of stable development beginning 2018. Since January 2021, the Ministry of industry and information technology has carried out a one-year nationwide special action to help the elderly use more service products that have simple interface and user-friendly operation.

In 2021, Douyin launched the *elder-mode* function that was successfully evaluated at first pass by the Ministry of industry and information technology. Douyin then launched the *old friend customer service hotline* and enhance the transfer of the elderly hotline to the Douyin service hotline to directly serve elderly users. Douyin concurrently launched the *Yinling Internet user manual* to help elderly users improve their digital literacy and call on creators to collaboratively create mobile phone use tutorials for the elderly. So far,videos related to *teaching elders to use mobile phones* have been played more than 54.99 million times.Subsequently, the Douyin public welfare training course about smart phones and app usage was launched in universities and communities for the elderly in Guangxi, Fujian, Shanghai and other locations within China. On March 29, 2022, Douyin upgraded several measures of the *old friends plan* to support the elderly's healthy use of internet,for instance by promoting anti addiction measures, proving information about anti-fraud intervention, content safety, and rest reminder for night live broadcast, etc.

1.2 Research Object

The emergence and rise of elderly internet celebrities, which had brought widespread social influence,could lead to new paths for the popularity of modern information technology and the governance of China's aging society. The the research object of this article is to explore how elderly internet celebrities in China used short videos to present themselves and shape their image on Douyin.

1.3 Significance

At the theoretical level,this research helps to explore the self-presentation of elderly internet celebrity on Douyin in China in the intelligent age and provides empirical information about the use of Douyin among elderly internet celebrities with different background and a useful theoretical basis for the sustainable development of Douyin.

In practice, this research helps elderly people make better use of Douyin to break the public stereotype and promote the operators of Douyin to segment content vertically, improve related services, provide design implications, formulate economic development policies to adapt to an aging society.

2. Literature Review

2.1 Elderly Internet Celebrity

The United Nations in 1956 described the elderly as persons aged of 65 years and older,while the World Association on Aging in 1982 described the elderly population as those aged 60 years and older. The UN and World Association on Aging standards have been widely adopted by developed and developing countries,respectively. The Law of the People's Republic of China on the Protection of the Rights and Interests of the Elderly consider citizens aged 60 and above as elderly.

A Celebrity is a person who is famous,especially in the entertainment fields based on the Cambridge dictionary.Celebrities emerged in the discourse practice of democratic culture and the public sphere in the 19th century, and in the rise of the cultural industry and the public audience. The emergence of celebrities can be attributed to the early Hollywood studio system where the introduction of celebrities was a promotional and distinguishing tool. Celebrity content has become fundamental to the news media in the twenty-first century (G.Turner, 2010). An Internet celebrity is someone who attract netizens' attention and amasses viewers of a certain behavior,trait or event on an internet platform (Shen Xiao,et al., 2016). Internet celebrities are either stars and naive, and are organically developed or created by professional institutions.The growth of an internet celebrities is a continuous process, where he or she first showcases himself or herself to the public through internet platforms and attract fans and audiences, and later increases his or her influence with the continuous accumulation of fans and audiences,and ultimately has a large number of fans and sustained attention (Sun, 2019). The recognized Internet celebrities should have following characteristics: a certain number of followers,high level of interactivity on their profileand promising business value (Ruohan Li, 2018).

This study defined elderly internet celebrities as internet celebrities aged 60 years and older who have attracted widespread attention and have a significant influence on the internet.

Research on elderly internet celebrities is still in its early stages with more research focusing on younger internet celebrities. Research on elderly internet celebrities has delved on an analysis of the genesis of elderly internet celebrities due to the differences in the image of elderly internet celebrity and traditional elderly people, as well as the compatibility between elderly characteristics and social media (Zhen Xiaoya, 2019). Research on elderly internet celebrities has also analyzed the media usage of elderly internet celebrities.Based on the innovative diffusion theory in communication studies,the short video usage behavior of elderly people will continue to spread among elderly users. Most scholars have studied the popularity and media usage of elderly internet celebrities but rarely do they explore the

social impact of elderly internet celebrities especially their guiding and practical effects on the elderly population and their role in promoting active aging policies.In the future,there may be segmented markets for elderly internet celebrity users in the short video field, and an expansion of the elderly internet celebrity economy.

2.2 Douyin

Douyin is a Chinese video-sharing social networking service owned by ByteDance, a Beijing-based Internet technology company founded in 2012 by Zhang Yiming. It is used to create short dancing, lip-syncing, comedy and talent videos. ByteDance first launched Douyin for the Chinese market in September 2016（Donny Susilo, 2020). Douyin allows users to generate or view videos accompanied by 15 to 60 seconds' music clips.It mainly uses a mobile phone to shoot, edit, beautify and release video clips.Even a green hand can become sources and disseminators of information,with unprecedented channels for information acquisition and dissemination.Viewers can comment, praise, forward, and collect videos.

Social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media platforms allow users to create, post, and view content of information and interact with in websites and applications (Choukas-Bradley et al., 2020). A common feature of social media is the creation and exchange user-generated content through internet-based channels (Carr, C. T., & Hayes, R. A., 2015). Social media in general relies on computer-mediated communication and is defined as tools and platforms with the goal to consume, co-create, share, and modify user-generated content (Leist, A. K., 2013). Social media also enable a linkage between social interaction and cognitive performance. Social media have been demonstrated to play an important role in sustaining social engagement for individuals at all ages, and particularly for older adults (Sinclair & Grieve, 2017). The older people spend more time watching short videos and like to share them(Yihua Li, Qinxuan Liu, Yixin Wang, 2022).

As a social media and emerging digital geography, Douyin has transformed remote communication into instant,live,and uncannily realistic interactions attracting elderly internet celebrities to enrich their leisure time and meet their needs for entertainment, skills' development, interpersonal communication, economic realization among other needs.Some scholars have conducted a field survey in villages in North China and found that the short video practice of rural elderly adults is a dynamic new way of life (He & Dong, 2021). The UGC model (User-Generated Content) has mobilized users' enthusiasm for participation and expanded the scope of creative content. (Huanhuan Dou, Asif Mahbub Karim,Vijayer Raj., 2022). Douyin could reduce ageism by providing psychological support and satisfaction to older adults by means of expressions and positive affirmations words. Furthermore, Douyin provides an opportunity for older adults to showcase their lives and become independent.

2.3 Self -presentation

The theory of self-presentation originated from the symbolic interaction theory of the Chicago School in the late 19th century. Firstly, Charles Horton Cooley (1902) proposed the looking-glass self theory in his book Human Nature and the Social Order. Cooley believes that human behavior largely depends on self-awareness,which is formed through an interaction with others in society. The opinions, evaluations,and attitudes of others towards oneself could be regarded as a mirror that reflects oneself,individuals used this mirror to understand themselves.Therefore, a person's self was formed through social interaction with others (Charles Horton Cooley, 1902). The research on Chicago School's symbolic interaction theory has laid a certain theoretical foundation for Goffman's self-presentation theory. The term of self-presentation is traced back to Erving Goffman's (1959) seminal piece,The Presentation of Self in Everyday Life. Goffman posited that people functioned as performers, expressing their identity through verbal and non-verbal messages with a view to display the most credible image to audiences (others). Self-presentation tends to be goal-driven (Leary & Kowalski, 1990), thus, as individuals consider how to self-present, they balance both individual goals and the self that they perceive the audience desires (Denise Bortree, 2005). Sociologist Goffman was the first to explain the concept of self-presentation in detail by viewing social interaction between individuals as a performance to some extent. Every member of society is like an actor, performing on stage for an audience based on certain character requirements in specific scenes.Goffman (1974) considered self-presentation to consist of both front-stage and backstage performances. With front-stage performances,one is typically very guarded and cautious of the self that they are presenting,whereas with backstage performances,one is generally less scripted and perhaps less filtered with the self that is presented. Baumeister believes that self-presentation can be achieved via two methods:pleasing others and establishing an idealized self (Baumeister, R. F., 1999). The role that communication media and, particularly social media, play in facilitating access to sociality has received attention due to the new ways in which these technologies support social connection (Quinn, K., 2018).

Douyin is a theater that assembles fragmented real life, imitating modern life and fictional storyline (Dou, H., Karim, A. M., & Raj, V., 2022). The short video platform provides a way of social entertainment and a new place for the elderly to live physically and mentally. Meanwhile, elderly adult users gradually rejuvenate their psychological state and enhance their sense of self-identity by showing various "physical technologies"(Feng, 2020).

In recent years,there has been an increase in the number of research studies that focus on the self -presentation population on social media. These research studies have mostly adopted content analysis methods, starting from textual content, to explore the self-presentation of social media users. Self-presentation capabilities have been enhanced with the growth in social media (Rosenberg & Egbert, 2011). Four types of images of the elderly online celebrity on the Douyin platform have been constructed (Chen Qian, 2021).

3. Methodology

The study investigated Douyin accounts of 10 prominent elderly internet celebrities using literature analysis and content analysis to describe the categories of content posted over a 2 years' period from 2022 to 2023.10 Douyin accounts were selected (Table 1) through purposive sampling according to the following criteria: (1) the account belongs to a user aged 60 and above. (2) the account should be active at least twice a month.In this classification, differences in the number of followers represent the different online influence.Internet celebrities who have 1000 to 100,000 followers are characterized as the up-and-coming category,Internet celebrities who have more than 100,000 followers are described as the popular category,Internet celebrities who have more than 1 million followers indicate the highest online influence (Ruohan Li, 2018). Each elderly internet celebrity has over 6 million fans, with Grandma Tian having over 35 million fans.The ten elderly internet celebrity selected focused on in different content fields. Grandma Wang only wears high heels and Grandpa Beihai focus on fashion,Shaanxi Laoqiao and Grandma Pan focus on food, Yi Zhongtian and MaWeidu focus on professional traditional cultural field, Grandpa Jigong &Youben Chang and Zhang Shuangli speak about the truths of life based on their roles as former actors, and Grandpa Tian and Grandpa Naughty focus on the funny and cute by sharing their daily lives.

Content analysis is an unobtrusive and nonreactive method commonly used by social researchers which can be applied to all types of media content (Krippendorff, 2004). The videos released by the ten elderly online celebrities can give audiences an insight into their self-presentation.Content analysis combined with a literature analysis and semi-interview with their fans via wechat group of fans can shed light on the elderly's dynamic online presence,their motivation, strategies,experiences,challenges,and engagement with their followers on Douyin.

4. Results

This study focused on the top 10 short video's of 10 elderly internet celebrities.The 100 short videos of elderly internet celebrities were down-to-earth,and presented a sense of realism and familiarity that allowed fans have a belief and resonance that they would enjoy that type of life or do the same when they were older.

Table 1. Basic information of participatory observed accounts

Number	Account	Age	Sex	Region	Category	Number of fans	Show windows
1	Grandma Wang only wears high heels	82	Female	Hangzhou ,Zhejiang	Fashion life	13,257,000	Yes
2	Uncle Mona	77	Male	Qingdao,Shandong	Fashion life	16,572,000	Yes
3	Shaanxi Laoqiao	66	Male	Xianyang,Shanxi	Local food	11,622,000	Yes
4	Grandma Pan	64	Female	Liuan,Anhui	Local food	33,087,000	Yes
5	Yi Zhongtian	76	Male	Shanghai	Traditional culture	9,738,000	Yes
6	MaWeidu	68	Male	Beijing	Traditional culture	10,850,000	No
7	Grandpa Jigong &Youben Chang	90	Male	Beijing	Professional actor	11,244,000	Yes
8	Zhang Shuangli	69	Male	Beijing	Professional actor	7,645,000	No
9	Grandma Tian	75	Female	Anshan,Liaoning	Funny and cute	35,759,000	Yes
10	Grandpa Naughty	75	Male	Zhumadian ,Henan	Funny and cute	6,796,000	Yes

4.1 An Analysis of the Content of 100 Short Videos of Elderly Internet Celebrities on Douyin

Table 2. Naming of username

Name of the account	Number	Percent
Real name	4	40%
Virtual name in Douyin includes grandma, grandpa, and uncle	6	60%
Total	10	100%

Elderly internet celebrities love to emphasize their personal characteristics,with over half using a series of related words such as grandma,grandpa, uncle and aunt as suffixes that gives viewers a warm and natural feeling. Douyin allows users to create videos using unique add-ons, stickers, visual effects, and animations (Kaye et al., 2021). This UGC mode (User-Generated Content) has mobilized users' enthusiasm for participation and expanded the scope of creative content (Dou, H., Karim, A. M., & Raj, V., 2022). Personal characteristic of Internet celebrities,such as appearance and personality, contributes to the formation of unique identity, which can attract others' attention. Fixed scene shooting is a common practice among elderly internet celebrities with a major focus on public scenes especially in videos from MCN accounts since the shooting scene for short videos is usually directed by its content. Elderly internet celebrities usually display a general intimate interaction between the elderly and the younger generation. Therefore, it is more realistic and warmer to shoot in one's own home to strengthen user memory and enhance user retention. In the short video, their daily interactions are interesting and enjoyable,and focus on teaching younger audiences about how to get along well with the elderly. The themes of elderly internet celebrity short videos mainly include food, emotions,life sharing, etc. The creators of elderly videos (their children or grandchildren or MCN) have suitably described the themes of elderly related videos thus allowing fans to quickly find content that they are interested in. The distinctive personality traits of elderly internet celebrities are easily accepted and recognized by their audiences. The diversity of both themes and characters is an important feature of short videos on Douyin social media platform.

4.2 Self-presentation of Elderly Internet Celebrities on Douyin

4.2.1 Rectifiers Who Change Stereotypes of the Elderly via Three-Dimensional Character Settings

The contrast between the age and image of the elderly on one hand,and their temperament on the other hand,of elderly internet celebrities on Douyin is crucial to guiding their audience and fans to change their stereotypical impression of the elderly. The audience then come to understand that their grandparents also have a young mindset and can actively attempt various new things that young people love.In Uncle Mo's account, Grandpa Beihai showed off his impressive demeanor as soon as he appears, with neat silver hair, a well-fitting suit,a cane in hand,and shiny leather shoes, showcasing fashion for the elderly. At the same time, he also enjoys washing his face with warm water,shaving, applying skincare products, and buying gifts.These daily activities have made netizens realize that the lives of elderly people can also be so exquisite.Grandpa Naughty has gained many fans on Douyin by showing his love and mischievous behavior. Shaanxi Laoqiao showcased the selection of food raw materials and the production process of local food to satisfy the audiences' curiosity and desire. Yi Zhongtian and Ma Weidu introduce tradtional culture combined with new view and technology. The diversity of characters is reflected by the fact that the subjects being filmed record the same thematic content in different forms.Establishing a three-dimensional persona is beneficial for the long-term development of video accounts,and establishing close connections with a platform and an audience.

Traditional, there has been a huge gap between the elderly group and the Internet age. But the rise of the elderly online celebrity on Douyin shows us the multifaceted nature of the elderly, (which is either cute and frank, or exquisite and fashionable, or leisure free,or humorous),corrects the public's stereotype of the elderly population, builds and reshapes the public's view of the elderly population, and facilitates the implementation of China's active aging policy that encourages the elderly to continue contributing to the society and to realize their own value.

4.2.2 Prime Mover That Reduce Inter-generational Barriers

The inter-generational conceptual difference refers to the generation gap between two generations,which is due to the ideological difference or conflict between them that causes a division between old and young people. The emergence of inter-generational barriers is not conductive to communication and exchange between the elderly and young groups.In the past,the elderly population has experienced challenges with keeping up with the trend of the times, familiarizing themselves with new things in the online society,and effectively communicating with younger people. In the face of the digital wave, limited information literacy among most elderly people leads to inter-generational barriers.In an online society,long-term marginalization of the elderly group and an unfamiliarity with the online world disconnect the elderly from younger populations thus deepening inter-generational barriers.The emergence and rise of elderly internet celebrities provides a feasible solution to address these challenges. According to the 2022 statistics of AgeClub, most fans of elderly internet celebrities on Douyin are aged 18 to 24 years old.

Elderly internet celebrities are the driving force behind the reduction of intergenerational barriers. They actively engage in an online society,understand the online world,and participate in online activities to bridge the gap between the young and the elderly. Elderly internet celebrities such as Grandma Wang and her granddaughter, Grandpa Beihai and his son,Grandma Tian and grandson easily communicate with their descendants.Younger viewers group who were raised by their grandparents can relate to the warmth of inter-generational upbringing,the importance of family relationships and alter their perceptions about the cognitive and emotional gap between different generations when watching elderly internet celebrities.

The reduction of inter-generational barriers has also gradually shortened and dissolved the constraints of

inter-generational communication. As inter-generational mutual understanding increases, elderly internet celebrities will be more easily understood and recognized by the public. Moreover, elderly internet celebrities can jointly experience the richness and beauty of new things in the Internet era together with younger populations.

4.2.3 Promoters of Internet Celebrity Economy

The internet celebrity economy refers to a business model in which individuals become popular online, and they themselves or influencers behind them use their public influence and popularity for economic benefits through certain monetization channels.The internet celebrity economy, a novel economic form of the internet era, has a significant impact on traditional economic business models (Sun, 2019). An emergence of short video platforms and faster development of the live streaming industry, has led to the expansion of the industry chain of the internet celebrity economy. Online live streaming sales, advertising monetization,and fan economy under community operation are in the process of connecting to the larger network of the internet celebrity economy. As a commercial medium with development potential, elderly internet celebrities are a typical representative of the multi-industry development of the internet celebrity economy in new media era of the internet. Elderly internet celebrities rely on online social media platforms as communication carriers for live streaming and sales,the main channel of developing the internet celebrity economy among elderly internet celebrities today. Douyin continues to add new features, some of which will greatly interest brands interested in marketing on the social platform.

MCN institutions are the core focus of the internet celebrity economy for elderly internet celebrities. What' more, MCN institutions are brokerage and intermediary companies that can promote organic interaction between content producers, internet celebrities, platform owners, and advertisers, creating a win-win and benign ecosystem for multiple parties. MCN institutions have not only brought high popularity and traffic to incubating and creating elderly internet celebrities, but also brought economic benefits to merchants, advertisers, and to themselves. MCN institutions have already occupied a key element of the internet celebrity economy and have played an extremely important core role in the industry chain of the internet celebrity economy. Establishing a firm foothold in the industry chain of the internet celebrity economy depends on the professional operation of MCN institutions and the continuous output of personal IP content by elderly internet celebrities.

5. Discussion

In the case of platforms,individual social media creators or *complementors* who develop professional-quality media content shape platforms just as much as the other way around (Duffy, B. E., Poell, T., & Nieborg, D. B., 2019). At present, there are still many problems in the development of elderly internet celebrities.

5.1 Overuse of Elderly Internet Celebrities

There are a limited number of elderly internet celebrities.But elderly internet celebrities have an immense influence and a far-reaching social impact. Elderly internet celebrities positively impact the elderly population by enriching their later years. They represent the tenacious vitality of of healthy and happy old age. GrandmaWang,who only wears high heels, is known for her good figure and elegant and fashionable attire, as well as Grandma Tian, who shares daily life anecdotes in Northeast dialect. They have over ten million fans respectively.Elderly internet celebrities also have a huge impact on young people. Elderly people showcase various stages of old age life to the young and use their own life experience to guide the young through the maze of life to alleviate the hardships of life. At present, the commercial monetization of elderly internet celebrity brands mainly focuses on products related to young people, akin to the fans of elderly internet celebrities. Elderly internet celebrities can also help young people start businesses via live streaming, offline business activities and other forms by collaborating on various online and offline modes of interaction.

Elderly internet celebrities are a scarce resource in the internet celebrity economy. Accelerating MCN's entry into the elderly internet celebrity market will significantly improve video content and business operations. But caution should be exercised as elderly internet celebrities are aging with further limitations in their physical and mental health. Excessive live streaming behavior and overuse of online and offline activities are not conducive to the long-term sustainable and healthy development of elderly internet celebrity accounts.

5.2 Economic Disputes and Product Quality Issues When Interacting with Fans

Douyin has gradually increased its e-commerce ecosystem, advertising monetization and social e-commerce. Subsequently, live streaming sales or rewards systems have provided an initial avenue for all elderly internet celebrities and MCN institutions to enter e-commerce. The essence of Internet celebrity e-commerce begins with social networking and ends with marketing (Jiawei Pang, 2021).

The commercial value of elderly internet celebrities is directly related to their ability to sell goods through live streaming. The commercialization awareness of elderly internet celebrities is lower than that of other of internet celebrities.Elderly internet celebrities passively wait for partners to approach them whereas other celebrities actively

seek out business opportunities. Elderly internet celebrities are cautious when it comes to finding business opportunities. A disruption in the relationship between an elderly internet celebrity and users of a product due to disputes over recommended products is incompatible with the original intention of an elderly internet celebrity to share content. Most elderly internet celebrities are not as familiar with the rules of internet survival as the young,and some MCN institutions may use inter-generational information asymmetry to trick elderly into signing adverse agreements. Should the elderly internet celebrities choose to monetize their own content through advertising or live streaming, they may find it challenging, in terms of time and energy,to supervise the entire product selection and fulfillment process. Elderly internet celebrities readily suffer from word-of-mouth backlash once there are quality issues with the product.Grandma Wang, who only wears high heels,has had ad sales once exceeding 5.3 million yuan in a single live streaming sales, had her live streaming room boycotted by netizens due to counterfeit issues in 2021. The same thing happened to Shaanxi Laoqiao, who had to publicly apologize and compensate in 2022.

5.3 Homogeneity of Account Content

There are many types of videos made by elderly internet celebrities,including funny, knowledge, life, beauty, among others. However, the short video content of elderly internet celebrities are similar in terms of scene usage, copy-writing design, sound effect selection,and other aspects with no obvious distinct differences between different personal accounts of the same type. Douyin platform should not only develop a strict homogeneous content screening mechanism to improve the quality of short videos of online celebrities for the elderly, but also have a corresponding incentive mechanism for high-quality content accounts from elderly internet celebrities to promote benign competition on the platform. A rigorous screening mechanism for homogenizing content screening rigorously can effectively change the single inherent pattern of content. Moreover, the implementation of an incentive mechanism for high-quality content accounts can help stimulate the emergence of a more knowledge-based and professional elderly internet celebrity.

6. Conclusion

The elderly internet celebrities on Douyin, a new type of celebrity,are no longer just a simple media phenomenon,but also an economic and social phenomenon. With the popularization and industrialization of the internet celebrity economy, elderly internet celebrities have the potential to professionally undertake virtual or real image media display with the support of the team that operate and manage them.

The current study conducted an analysis of the short video content of 10 representative elderly online celebrities in the Douyin platform. This paper summarize the self-presentation of elderly internet celebrities on Douyin in China based on the theory of self-presentation and found that their self-presentation lies in rectifiers who change stereotypes about the elderly, prime mover who reduce inter-generational barriers and promoters of internet celebrity economy. The paper also highlighted limitations of current elderly short videos in the Douyin platform. However, in terms of the research subjects, due to the limited time and energy, the sample size was insufficient to generate more data, and when conducting an in-depth observation of the elderly group on the short video platform, there will inevitably be subjective tendencies in the analysis, the results are not representative of all elderly internet celebrities of the platform from all regions, of all ages, work styles and other characteristics due to the study's limited sample size.In addition,very the few elderly people who can access and use internet technology,therefore elderly internet celebrities are not representative of all the elderly people in China.

The Development Report of China's Aging Industry released in 2022 projects that the consumption scale of the elderly population in China will increase from 4 trillion yuan to around 106 trillion between 2014 to 2050.Sales and promotion capabilities of elderly internet celebrities are now targets of brand competition and become a new tool for the platform to gain user growth. The infrastructural process of Tik Tok is not only embodied in its transformation from an entertainment community to an integrated platform, including services in e-commerce, online education, propaganda, and tourism, but more in its growing power of indispensability entrenched in our society (Zhang, Z., 2020).

With an increasing trend of entertainment and commercialization, the rise of elderly internet celebrities is not only driven by technological empowerment and capital interests,but also by profits. Promoting further development of elderly internet celebrities will leveraging the unique advantages of the elderly in terms of experience, creating differentiated group communication,directly segmenting the field, focusing on deep cultivation of vertical field, creating personal IPs, and emphasizing the continuous creation and output of content to realize and monetize one's self-worth based on highly distinctive self presentation,while learning the characteristics of young internet celebrity communication.

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