

Short Video Blogger "Courtman" in the Face of Negative Word of Mouth Problems and Solutions

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Abstract: This study examines the case of Li Shi Jin, a team member of the basketball short video blogger "Courtman" focusing on his drunk driving incident and the subsequent negative word-of-mouth phenomenon. The aim is to explore effective measures for mitigating the impact of negative online reputation and provide insights into how sports bloggers can address similar situations to minimize the repercussions brought about by unfavorable public perception. Through investigation and research, it is found that the public is more interested in the occurrence of similar negative news, so it is easier to generate negative word-of-mouth in the network environment. Therefore, it is particularly important for the "Courtman" team to dispel the influence of negative word of mouth and negative public opinion. As for the team itself, the team can exert its independent initiative and eliminate the negative effects through active and passive forgetting. At the same time, the team should also attach importance to the interaction with fans, guide fans to play their own attributes from the positive interaction, create a good reputation by carrying out high-quality fan interaction, and give play to the characteristics of opinion leaders among fans.

Keywords: Online word-of-mouth communication, short video platform, sports, Courtman

1. Introduction

The Internet is gradually playing a more and more important role in today's society, and the degree of penetration is unprecedented. China attaches great importance to the development of the Internet industry, and steadily promotes the strategy of "network power". Among them, short video as the main competition circuit of many Internet manufacturers, manufacturers each show their talents, launched a large number of short video products. Among them, Tik Tok short video has penetrated into the daily life of many users by virtue of its excellent vertical field, attracting a large number of users. Many short video creators have also gained a lot of loyal fans by virtue of the Tik Tok platform. A new small "community" has been formed between fans and authors, and they are connected with each other through complex relationships. Bloggers reach out synapses to reach more audiences through fans, and this process involves word-of-mouth communication of fans. Whether it is positive or negative communication, it will have a big or small impact on bloggers. After the dissemination by fans, different audiences will give feedback to the creator, and the creator will change his attitude and evaluation to the feedback. This paper focuses on the overall analysis of basketball blogger "Courtman" 's operation of fans' word of mouth on the Tik Tok platform and fans' online word of mouth communication behavior, discusses fans' recognition degree and motivation of "Courtman"

team Tik Tok Word of mouth, and provides some suggestions on the operation of other sports short video accounts from the theoretical level.

With the increasingly complete operation system and the emergence of MCN company, the development prospect of an account is increasingly broad, from personal account to joining the team to the formation of personal ip, thus creating more than expected value and influence. By studying the Tik Tok account of the "Courtman" team, this paper explores how "Courtman" manages the fan base and how to obtain effective feedback through communication with fans, so as to improve the team's reputation, spread more audiences, and obtain inspiration and feedback on content through the audience, so as to produce more and higher quality content.

Starting from the "Courtman" team, this paper aims to explore what motivations make up the word-of-mouth communication behavior of the Internet sports short video network, whether these motivations will affect the fans' communication behavior and the importance of creating positive word-of-mouth.

Thanks to the increasingly convenient sharing and interaction between Internet platforms, the boundaries are gradually disappearing, and the sharing threshold of users is gradually increasing. Secondly, in terms of interaction with fans, Tik Tok sports short video creators will help establish a good reputation among fans, which will further affect the attention of friends around fans, attract more people to join the use of creative content, and expand the scope and influence of dissemination. As a basketball blogger, "Courtman" is widely loved by young students aged 18-25. Through the video they made, you can learn a lot of first-hand news about basketball, as well as the technical characteristics of the team players, providing diversified content.

2. Literature Review: Basketball Sports Short Video Related Research

The development of short basketball videos in China benefits from many aspects. This paper believes that it is mainly related to the development of Chinese street ball culture and the rapid development of short video platforms. The two promote each other and make Chinese short basketball videos attract wide attention.

The development of Chinese streetball began in the early 21st century. Wu You, a student of Beijing Sport University, as the main creator, integrated RAP, street dance, graffiti and other hip-hop cultures around basketball, went to Los Angeles, the birthplace of street basketball to explore pure street culture, and founded the two most influential events "Sundown Dongdan" and "China Streetball Master Competition". And the two events developed into the top traffic brand in China's street ball circle.

After that, thanks to the promotion of major sports brands and the development of the media, from the 2016 live air to the 2018 short video creation, "Passerby King Basketball" Tik Tok came into being and was widely loved by Chinese basketball fans and players until the 2018 "This! Is the launch of the first season of Slam Dunk, the attention of Chinese street basketball in the Internet platform reached the peak as of the end of the program day, only Youku platform has more than 1.24 billion positive film playback, the relevant Weibo topic reading as high as 4.5 billion times, is an excellent typical case of the combination of Internet video platform and basketball sports video.

Since then, thanks to the development of Tik Tok short video platform and the participation of more practitioners, short basketball videos have developed rapidly, and basketball sports KOL video producers have been incubated, such as "Courtman", Yang Zheng and his team, "Hot Ji" and other popular basketball brands among teenagers. It has become a basketball short video production brand integrating creation and flow in the current Tik Tok short video platform.

3. Concept Introduction

3.1. Negative Online Word of Mouth

The definition and research of network negative word of mouth also come from the traditional negative word of mouth, and positive words are accompanied by negative word of mouth. Therefore, the traditional negative word of mouth plays an important role in the definition of negative word of mouth on the Internet. According to Leonard, negative word of mouth is the behavior of consumers who want to tell their friends not to use the same service as them or the product manager [1]. Marsha and Richins believed that negative word of mouth refers to the communication among consumers about enterprises or products for the purpose of denigrating them, while Day believed that negative online word of mouth communication belongs to the complaining behavior of consumers dissatisfied with products and services [2]. When products or services do not meet users' expectations, users will selectively give up the services or products they have used. Then they will tell their friends about these experiences and advise them not to buy or use these products.

In this paper, merchants and bloggers who provide short video content have the same role positioning, so negative online word of mouth for short videos mostly refers to the audience and fans' accusations and criticism of bloggers that the quality of videos released by bloggers does not meet the audience's expectations, or other negative news.

3.2. Word of Mouth Intermediary

According to Jonah A. Berger research, Content that triggers highly activated positive emotions (such as awe) or negative emotions (such as anger or anxiety) is more likely to spread [3]. First, short video bloggers rely on short video platforms to display all relevant professional content in an all-round way to satisfy fans' thirst for knowledge, and establish word-of-mouth of relevant content through fans, so that more relevant audiences can have a deep understanding of relevant matters and content; Second, based on different audiences and fan groups, short video bloggers deeply customize relevant content, accurately deliver content, increase the independent initiative of fans, so that a wide range of audiences can understand the relevant content and groups of bloggers; Third, after the blogger obtains a certain amount of traffic, he reaches cooperation with the major platforms, and the fans use the special push mechanism of the platform to pull the distance from the general audience. This will be conducive to cultivating the loyalty of fans and ultimately realizing the high-quality development of short video bloggers.

In the context of the Internet era, fans often appear as a combination of information consumers and content producers. With the development of Internet technology, fans condense different individuals into a certain aggregate through the same hobby, so as to build a language system belonging to their own community. In this process, short video fan-bloggers provide a cohesive direction, and attract different individuals to participate in the content they produce. In this community, the first impression of short video bloggers is formed through the communication and exchange of opinions within the community. This first impression is incubated within the fan community to form the word of mouth of the vlogger.

Compared with the traditional offline word of mouth, online word of mouth has the characteristics of long preservation time, wide audience, fast transmission speed and great influence, which can have a great impact on any short video blogger. Short video bloggers should gradually realize the impact of word of mouth on online bloggers.

4. The Emergence of the "Courtman" Negative Word-of-Mouth Event

The "Courtman" team in recent years to face the largest negative word-of-mouth communication event is in April 2021, when the main member of the team Li Shi Jin drunk driving, and in the traffic police found the choice to escape, and was eventually captured by the traffic police. In the end, Li Shi Jin was suspended driving license for 6 months 12 points, a fine of 1,000 yuan, the cancellation of his internship qualification.

Once the incident occurred, immediately caused "Courtman" fans and other social personnel of widespread concern, and even "People's Daily" also reported on it, this report will "Courtman" team of negative reputation.

Such information then goes viral easily, quickly and cheaply, amplifying its impact by creating an environment that replicates itself and spreads rapidly at a geometric rate [4]. For a time the whole network is focusing on the relationship between Li Shi Jin and Courtman team, and in the week after the incident did not update the video. Subsequently, on April 20, 2021, Li Shi released an apology video in his personal Tik Tok account, and restored the update, but the update frequency was significantly reduced compared with before. From April 1 to 14, 2021, Li Shi updated a total of 7 videos, April 22 released an apology video, until May 15 to re-update the video, but the video response is strong, netizens have a fierce discussion, and then a stop, until September 8 again to restore the update.

Since then, there is news that Li Shi Jin due to adverse events will damage the image of the team, decided to terminate the contract with the "Courtman" team, a time will focus on people from Li Shi Jin himself, transferred to the "relationship with the Courtman".

After the news broke, Nochiku and Li Shi Jin have not responded to the matter, but it is still often mentioned in video comments. Then through the Yang Zheng video, confirmed the fact that Li Shi Jin withdrew from the Courtman, the incident finally settled.

From the beginning of the incident, the focus of attention from Li Shi Jin himself admitted to the relationship with the Courtman, virtually on the Courtman team image caused a lot of negative impact, created a lot of negative word of mouth, the Courtman other members also caused a certain degree of damage, greatly destroyed the normal operation of the team [5].

5. "Courtman" Negative Word of Mouth Spread Harm: The Brand Image has Suffered Damage

Jonathan David Haidt compared the process of the human brain focusing on negative information to the process of hunting, believing that humans focus on danger far more than opportunity, in other words, humans focus on negative information far more than opportunity [6]. However, negative reviews mainly affect brands with poor brand image. Using the example of online book reviews that one-star reviews have a greater impact on book sales than five-star reviews, Nawaz Ahmad argued that Negative word of mouth information will reduce customers' familiarity with the product, thus affecting their purchasing decisions. Aurelio G. Mauri argues that word-of-mouth affects customers satisfaction, customers choices, sales and market share, and corporate image, and realized that the power of word of mouth is powerful, and the harm caused by negative word of mouth is particularly important [7].

6. What to do When Dealing with Negative Word of Mouth: Give Full Play to the Initiative of "Courtman" Itself

From a certain point of view, the occurrence of such incidents is related to crisis public relations, which will cause large-scale negative word-of-mouth for individuals or enterprises when the crisis occurs. How to save personal and corporate image is the scope of public relations, and other

communication means will be used to achieve the purpose of restoring word-of-mouth and image. The author believes that the countermeasures to negative word-of-mouth from the perspective of public relations are of enlightening significance, so the author will use case analysis to compare similar events, in order to seek measures to eliminate negative word-of-mouth.

6.1. Stretch the Timeline and Replace Negative Effects with Forgetting

Aided by knowledge from cultural memory theories, human memory is inherently flawed, and over time people retain information that is useful to them while forgetting information that is not important to them. The most representative event is Liu Xiang's withdrawal from the 2008 Beijing Olympic Games because of a ruptured Achilles tendon, but he was confused and even insulted by the majority of netizens, who expressed strong protests and dissatisfaction with his withdrawal. Afterwards, Liu Xiang himself and the relevant team did not respond to the incident, and disappeared from the sports world and public places for a time. In recent years, the development of Internet information technology has helped us establish a cross-era and cross-generation memory storage method, which has aroused people's memory of the public opinion field at that time. Combined with Liu Xiang's statements about his injury on major platforms in recent years, the majority of audiences and fans accept the fact that Achilles tendon rupture is a devastating blow to athletes.

In general, the method of forgetting has a reduction effect on most of the negative word of mouth. It will not erase the negative word of mouth, let alone reduce the negative impact brought by the negative word of mouth. But for modern technology, the amount of information people receive every day is far more than the same period, people are also constantly challenging their ability to receive information, build new storage in their memory storage system and forget the old, useless memory, which is an effective means to eliminate negative word of mouth.

6.2. Use Positive Word of Mouth to Balance out Negative Word of Mouth

After the incident in Li Shi Jin, the Courtman team did not stop the pace of building a team, they are still in the major basketball field to expand their influence, through a variety of public activities with fans interaction, using their own advantages, formed a strong bond with fans. After the author's research, in recent years, the reasons why the industry recognized the quality of the team, because of the following team operation model.

6.2.1. Unique Team Composition

The "Yeqiu Emperor" team originated from the Wechat public account in 2014 and first released videos on the Tik Tok platform in 2018. In 2019, "Master Zhang", "Master Wang", "Master Guo" and other people joined the team and set up personal accounts. In the early days of its establishment, the video content released by each "master" was mainly based on their own skills in the basketball court, and the training video and game video were released on the "Courtman" team account. With the arrival of "Master Ma", the "Courtman" team developed the column of basketball little theater, and let different masters appear in different videos of different masters, improve exposure, and set up different "people" according to different people's personalities, different people in different plots play different roles, through the plot triggered many basketball lovers resonance.

Today, "Courtman" is still expanding the size of the team, from the former basketball fans to CUBA All-Star and CBA draft members, "Courtman" team has achieved an excellent balance between entertainment and professionalism, both to improve the popularity, but also in the professional degree does not fall behind the trend.

6.2.2. Diverse Basketball Content

Through a systematic analysis of the content released by the "Courtman" team and its members, the author found that the team headed by "Master Zhang" mostly published content based on basic basketball skills, such as dribbling, winding piles, and excelling, attracting many students who want to improve through learning videos. As the team continued to grow, the team found that relying solely on basketball training skills could not meet the needs of expanding the audience. So the team set up the "Boys' Happiness" column, which not only met the needs of the expanded audience for entertainment, but also met the economic benefits of the "Courtman" team. Column through the establishment of a fun basketball game, let the masters participate in it, by winning the game to get the final prize. At the beginning of the program, most of the prizes are the prizes at the team's own expense. Then, through the cooperation of various advertisers, the prizes are more for the sponsor's products, and many game links are also linked with the products, which not only increases the exposure of the products, but also lets the audience understand the functionality of the products. It is also financial support for the team.

Through the entertainment basketball theater, "Courtman" quickly accumulated many non-basketball fans, who focused on the fun of the content and the plot of the team members. But after that, the team realized that the rapidly expanding number of fans also brought different voices. Non-basketball fans are more interested in fun content, so there are new challenges to how the team can maintain high quality, high frequency, high punchline updates, and this challenge has led to more skeptical voices. In order to get back on the basketball track, the "Courtman" team quickly recruited outstanding basketball players from all over the country, many of whom were outstanding members of the college league. After expanding the members and improving the strength of the team, "Courtman" carried out the "moment by moment" activity to communicate with many excellent university and high school basketball teams, including Xi'an Electronic Science and Technology University basketball team, Dongguan No. 4 Middle School basketball team and Jinan University basketball team, which attracted more than 300w fans to watch. Professional and entertainment parallel, has become the current "Courtman" team "killer."

6.2.3. Actively Design Topics Related to Basketball Activities to Raise Attention

Topic is the central topic or main content that people talk about in word-of-mouth communication. When the topic is fully attractive to people, people will have a strong desire for stories and actively participate in the story process, which is conducive to the information dissemination of fans. This requires the communicator to create a compelling topic in a specific community through proper guidance, provide a good environment and opportunity for word-of-mouth communication, and generate a high network influence at a lower cost.

On the home page of the "Courtman" team, the team categorifies different video activities, including "special plans", "playing basketball", "basketball fun", etc. Different categories of videos have different hot spots guide, so that videos of different creators focus on a topic, improve the overall attention of the topic, guide users to watch similar videos. And compare in similar videos.

In addition, under the videos of different masters, there will be a "#courtman#" tag, which can improve the attention of the team by appearing in front of the audience at a high frequency, and allow different audiences to simply classify the team members, so that different fans have a "sense of belonging" for different members. Can find the same topic to discuss under different topics. Through the discussion of different topics, the audience can find new concerns in the discussion, and improve the overall attention of the "Courtman" team.

Combined with the above three points, "Yequodi" continues to expand its good reputation among young people aged 18-25, has a timely buffer when negative word of mouth comes, and directly

eliminates the impact of negative word of mouth through a series of operations, which has certain learning value for other sports self-media bloggers.

7. Fully Interact with the Fans Positively

Fans, as the main body of fan word-of-mouth formation, play a crucial role in the word-of-mouth formation of short video accounts. In online virtual communities, they are often different from ordinary audiences with neutral motives. They have more opportunities to contact favorite bloggers and are difficult to be influenced by others. Content producers re-examine themselves through the word of mouth of fans, so as to improve the production quality of their videos and meet the diversified needs of the audience. By analyzing the behavior of word-of-mouth communication of fans, this paper explores the interaction between word-of-mouth of fans and the account team, and provides a simple reference for short video producers.

7.1. The Influence of Fan Involvement on Fan Word-of-Mouth Communication

For fans of sports short videos, the author classifies the involvement degree of fans into: they often play sports and learn professional knowledge through short videos, they are interested in related sports, and they are interested in video content (interested in the plot and the blogger). These three types of sports short video fans are the basis of word-of-mouth communication, and the formation of word-of-mouth is based on a relatively complete understanding of the content. By combing relevant literature, Kerstetter et al. first introduced the concept of leisure involvement in sports watching by fans. By analyzing the relationship between involvement degree and word-of-mouth communication behavior, they found that involvement degree is a concept that can effectively understand fans' behavior [8]. In subsequent studies, some scholars believe that social psychological involvement mainly refers to the audience's psychological commitment to a specific project or team, and social psychological involvement can be subdivided into three dimensions: attraction, centrality and self-expression, and the above dimensions all emphasize the fans' interest and enthusiasm for the continuous involvement of a specific project or blogger. And the higher the enthusiasm and interest, the more obvious the behavior of fan communication [9, 10].

Through powerful Internet communication, fans can get in touch with bloggers all the time and give feedback on their first thoughts in the comments section below their personal videos. Fans' worship of vloggers is similar to fans' worship of idols. The comment section builds a communication platform between fans and vloggers, which is also the main battlefield for creating a good reputation. When Zhou Jiahao, a member of the "Courtman" team, faced the groundless accusations of others in the comment section, his reply was "OK, I will make more efforts", and he faced the criticism of others with the most humble attitude. After the spread, more people saw Zhou Jiahao's attitude, and through Zhou Jiahao saw the "Courtman" team's emphasis on word-of-mouth marketing. This is a typical case of positive word-of-mouth marketing by fans.

7.2. Play the Role of Opinion Leaders Among Your Fans

According to her research, Li Yuanyuan believes that people's communication motivations can be divided into emotions and behavioral intentions, social factors and behavioral intentions, attitudes and behavioral intentions, and habits and actual behaviors. From the perspective of scope, word-of-mouth communication is the mass communication based on the Internet platform, which belongs to a part of mass communication. Word of mouth comes from the video content of "Courtman", fan meeting, fan network interaction and other aspects, and different fans form good or bad word of mouth according to the same judging criteria as the public, and affect the whole team.

Opinion leaders tend to have high sensitivity when accepting new information related to short video bloggers, and have certain advantages compared with other ordinary fans in terms of the breadth and depth of obtaining relevant information. Opinion leaders among fans will share the acquired information to the public based on the communication motivation of behavioral intention and emotional intention, which will produce positive communication effects. In the field of their interest, opinion leaders will show the information they have obtained to the public with strong enthusiasm, and get positive feedback through certain interactions, thus obtaining more active communication behaviors.

7.3. Develop Diversified Forms of Interaction

The Nochiku team places great importance on interactive behavior with fans and often creates videos based on interactive content. The main reason why the team's offices are built on top of the stadium is that the team members can interact with each other frequently. In addition, the team's interaction with fans also includes events such as fan meetings, holding small competitions, and going to campus. The earliest innovative activity of the team for fan interaction is "Chang 'an Youth", aiming to discover the hot-blooded youth who love basketball in Xi 'an area through this activity, and fight side by side with the masters, and win the game. Once the activity was launched, it immediately received a warm response from all districts in Xi 'an, and teenagers from all schools who love basketball actively signed up to participate in it. The video of the activity has received 3.235 million views on the official account of "Courtman" so far. In addition, team member Liu Shouyuan singled out the strongest single challenge video also frequently appeared in other we-media videos, widely praised.

Since then, Courtman has set his sights on colleges and universities, obtained the opportunity to enter the campus through cooperation with major universities, and increased his exposure in major universities and won unanimous praise. From the initial area of Xi 'an, Xi 'an Electronic Science and Technology University, Eurasia Institute, Northwestern Polytechnical University and other recently received the invitation of Tsinghua University, the popularity and recognition of Courtman is also increasing. It is precisely because of the high frequency of interaction and tightly grasp the mainstream group of university students, in this group has accumulated a lot of good reputation.

In addition, the Courtman also pays attention to social word-of-mouth. In the video of team Master Wang on January 4, 2023, Master Wang learned from the fan's private message that the fan community's basket did not have a net, so Master Wang installed a net for the fan's community. The video received 245,000 views, and the comment section was full of approval. In any case, frequent interactions can generate positive word-of-mouth feedback, but these interactions can also feed back into video production, in a true spiral.

8. Conclusion

Once the negative word of mouth is formed, it is a destructive blow for any enterprise and individual, especially for short video bloggers. The short videos they produce face the public as direct commodities, which are simpler and more direct than commodity contact in a sense, and are reflected by the number of plays. At this time, in order to deal with the potential harm that may come, short video bloggers must start from their own, through active and passive ways, to create a good reputation, in order to reduce the harm caused by negative word of mouth.

Short video competition enters the second half, video and goods in a sense of various attributes are getting closer and closer, especially word of mouth, for goods, good word of mouth means quality, brand, for short video is the same, good word of mouth for individuals means superior video quality, eye-catching content. Therefore, the importance of creating a good word of mouth is the same for

every we-media account. The creation of a good word of mouth is not accomplished in a day, and the negative word of mouth of a brand may destroy the brand in an instant.

Short video has entered a new era, for video creators to further increase the requirements, the concept of content first is still playing a major role, quality is still the principle for video creation, only the double guarantee of content quality, in order to create a good reputation in front of the audience, for the sustainable development of the account to build a good foundation.

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