

Officials' Live Broadcasting with Goods in China: Administrative Ethics Dilemma and Countermeasures

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Abstract

Some public administrative officials sell agricultural products of their hometowns on live-broadcast marketing platforms to promote the local economic recovery, which has received widespread attention from society in China. The rise and development of this phenomenon is the result of the integration of Chinese government reform, agricultural product marketing, and online social networking. It has realized the temporary transformation of the identity of government officials, and also tried new social governance methods under e-government. However, the direct "Live broadcasting with goods" by officials is the intersection of commercial marketing and government services, involving both public and private forms, and inevitably including issues of public administration ethics. Some controversies exist about officials' live broadcasting of goods. This article believes that the act, officials' live broadcasting with goods, still faces conflicts of interest, responsibility and roles, which requires society to pay more attention. Some positive improvements can further improve the administrative ethical dilemma that officials face in live broadcasting.

Keywords: Officials' live broadcasting with goods, public administrative ethics, China

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Received: August 14, 2023. Revised: December 21, 2023. Accepted: December 30, 2023

Introduction

Administrative ethics are values and important principles that guide public decision-making. In public administration, administrative ethics focus on public administrators “responsibly seeking good governance” (Cooper, 2012). It is important to achieve a balance between roles and obligations through ethical decision-making and the ranking of values of administrative autonomy. Ethics of public administration is about the application of ethical standards in the course of public affairs. The administrative subject needs to respond to social demands and ethical consequences of activities. Public officials represent the public interest and public power. They are responsible for the public, and must also carry out specific instructions or orders from higher authorities. Their actions play a benchmarking and guiding role for society, and a responsible administrative behavior model should be constructed.

Affected by COVID-19, a large number of agricultural products in many parts of China have been unsold. Many local government officials have turned into “Internet celebrities (网红)”. They walked from the office to the “live broadcast room (直播间)” of the online platform, and adopted different ways to carry out live broadcasting and promote agricultural products for the local area. This kind of “live broadcasting (直播)” has broadened the channels for the sale of agricultural products, and the effect of the sale of goods is very obvious. Especially, officials in remote, underdeveloped areas have tried to promote and sell goods on Internet platforms to “call” local economy and cultural tourism development. These officials “spoke” for the agricultural products of his hometown, which led to the consumption boom of new retail of agricultural products, and boosted the local economic recovery. Officials’ direct public welfare live broadcasting is the intersection of commercial marketing and government services, which has both public and private forms, and inevitably involves ethical issues in public administration.

In the age of e-government, in order to pay more attention to public ethics and promote good governance, a more detailed study of the current situation of goods broadcast online by government officials and their regulation is needed. As a public official, what is the internal logic of leading cadres to bring goods live broadcasting? What are the problems of leading cadres in live broadcasting? What measures should the government take in the future to improve the effectiveness of leading cadres in live broadcasting? These issues need to be studied in depth. Therefore, this paper is based on the approach of public policy analysis, with China as the research object, focusing on how to solve the

administrative ethics dilemmas faced by live broadcasting. This paper could enhance the understanding of the public administration responsibility and ethics of “officials live broadcast goods (官員直播帶貨)”, enhance the moral awareness of administrative personnel and the moral legitimacy of administrative responsibility, and provide a certain reference for related research.

Officials' Live Broadcasting with Goods

The Main Forms and Characteristics of Officials' Live Broadcasting

Live broadcasting is a new form of sales that has emerged in the field of e-commerce in recent years, which mainly uses Internet sales platforms (such as Taobao, TikTok, Jingdong, and Pinduoduo) to introduce sales products online and answer interactively, so that consumers can understand the functional characteristics of related products in real-time. The participation of officials in live broadcasting has also received widespread attention from society, and it promotes products through real-time interaction between officers and audiences on the Internet, thereby promoting local consumption growth and economic development. Many local officials have joined the public welfare live broadcasting to promote agricultural products and help local products expand sales channels. A large number of “famous county chiefs”, and “famous village chiefs” have emerged, not only selling characteristic agricultural products, but also live broadcasting “selling scenery”.

Officials' live broadcasting has become a new public service model in China, showing changes of some administrators' thoughts. Officials' live broadcasting has trading characteristics of “personification”. Many consumers are attracted by the official status of the live streamer in the beginning. Actually, consumers focus on and buy something in officials' live broadcasting, which is their consumption of officials' identity. The mystique and seriousness of government officials in their daily work, and their efforts to shout in the webcast, have caused identity conflicts. Therefore, officials' live broadcasting has also had a certain dramatic effect, satisfying consumers' curiosity psychology, attracting more consumer attention, and consuming the social attributes of government officials.

Officials walked out of the office, went to the field, docked farmers and the market, walked into the live broadcasting room, and made a network marketing demonstration for the public with the thinking of Internet e-commerce. They try to reduce the cost of market information, and convey the importance of agricultural product sales, which is a useful attempt to help fight the battle of resuming

work and production. Officials participating in public welfare live broadcasts to introduce and publicize local characteristic agricultural products can drive the development of multiple real industrial links including production, packaging, storage, logistics, after-sales, etc., open up communication channels between supply and demand, and stimulate local economic income. At the same time, officials could use the interactivity of the online platform to innovate local cultural publicity methods when live broadcasting goods, and turn live broadcasting into a new window to display local culture, which can help the local area shape regional brand “IP”, attract and gather popularity, and drive the development of the local cultural tourism industry.

The Operating Mechanism of Officials' Live Broadcasting

The emergence of live broadcasting of goods by officials is not an accidental event, but has its deep-seated social reasons. First, the epidemic has led to a large backlog of agricultural products, and there is an urgent need to open up sales channels for slow-moving agricultural products. The sudden outbreak of COVID-19 has not only caused mankind to encounter an unprecedented public health crisis, but also plunged the economies of various countries into a painful adjustment period such as capital outflow, debt deterioration, and unmarketable products. In order to “help farmers against the epidemic” and promote local economic development, many local officials have become “Internet celebrities” to sell agricultural products and voice farmers in China. Second, new technologies have promoted the development of productive forces and tremendous changes in production relations. The development of Internet information technology and the continuous optimization of the supply chain system have made online shopping convenient and fast, and the live broadcasting industries have sprung up. Information technology empowers live broadcasts to form a virtual and immersive space for internet celebrities and consumers. The precise push of big data locks target users, making live interaction build a special intimate relationship, thereby promoting consumers to purchase goods.

The participation of officials in the live broadcast of goods is the generalization and overflow of government trust on the Internet, constructing a four-wheel drive model of “official + streamer + media + e-commerce”, and mixing the “interview mode” of the open live broadcast of government affairs with the “delivery mode” of e-commerce and variety show live broadcasting. The process of official live broadcasting creates a deep interactive chain (the process of quasi-real performance). That is, a hybrid trust model is formed based on the special identity of officials. The dynamic mechanisms for generating interactive ceremonies mainly include the embodiment of the coexistence of live broadcast participants,

the boundary of directional shielding, the reproduction of attention and the interoperability of political and civil emotions (Xu, 2021). This kind of live broadcasting that relies on the endorsement of government authority has the guarantee of “quality + sales”, and has the trust attraction that other commercial anchors cannot match, which can establish a market trust mechanism in a short time.

Officials' participation in live broadcasting is a change in the concept and method of governance. It is an innovative attempt to build a service-oriented government that satisfies the people, and a model of “government affairs live broadcasting + agricultural assistance” has been constructed. Officials' participation in public welfare live broadcasting has increased their attention to the development of “e-government” in time and space, embracing new technologies and integrating into the trend of the times with a more open attitude, and broadening the space and channels for interaction between the government and the people through the model of “live broadcasting + e-commerce + government affairs”. Leaders have changed their image of sitting in danger and innovated ways of performing their duties, thus narrowing the distance with the masses of the people. Public-private interaction is conducive to changing work styles and improving governance efficiency. Actually, officials' live broadcasting is essentially an innovative exploration with both risks and benefits. After the COVID-19 epidemic, many officials entered live broadcasting on e-commerce platforms to promote local products. However, some of them tried blindly without adequate preparation, which triggered some negative public opinion. Some local officials chose to face the difficulties and did not stop attempting to promote live broadcasts because of local negative news.

Literature Review of “Live Broadcasting with Goods”

Many scholars have studied the behavior of “officials' live broadcasting goods” under COVID-19, and the results have been fruitful. In terms of studying the driving mechanism of officials' participation in live broadcasting goods, Qiang Yuexin and Sun Zhipeng (2020) paid attention to the elements of the emotional interactive ritual chain of officials' live broadcasting goods, and explored the driving mechanism and its influence on the interactive ritual chain formation in official live broadcasting from the triple logical dimensions of media, business and politics. Yang Qiuyu. (2020) studied the driving mechanism of live broadcasting and summarized the online live broadcast of officials into three types: sales, promotion and government affairs. She believed that live broadcasting by Internet celebrity officials has become a new path for local governments to explore economic development. Zhu Donghong and Chang Yaping (2021) conducted a quantitative study on the influence mechanism of live

broadcasting on purchase intention by county magistrates from the perspective of economic management. Ma Liang, Ma Ju and Shi Xiaojiao (2021) also quantitatively analyzed the national distribution, main development status and influencing factors of official live broadcasting based on multi-source data. Wu Qiyue (2021) also studied the development logic of the phenomenon of official live broadcasting. Officials' live broadcasting is a new form of political communication. It shows that the effect of political communication is transformed from abstract evaluation to intuitive "digital governance performance" of Internet traffic and purchases (Teng & Gao, 2023).

As part of public-private interaction, public welfare live broadcasting has become a means to assist government governance. 2020 was a key year for Chinese poverty alleviation, and many scholars have studied the behavior of officials participating in public welfare live broadcasting from the perspective of poverty governance. Qi Zhiwei and Lei Ting (2021) proposed that the online live broadcasting of goods by government officials is an innovative practice of poverty control. The live broadcasting model of government officials has become a useful exploration of poverty governance in China, and it is also an innovative attempt at grassroots government policy tools. In addition, Deng Zhe (2020) also studied the behavior of "official live broadcasting goods". he believed that the new model of official live broadcasting can promote economic development and help farmers get rid of poverty and become rich, but there are certain risks and challenges, and governance should be strengthened in terms of system, technology, concept, and supervision. Since the beginning of rural revitalization work in 2021, many scholars have also studied official live broadcasting from the perspective of rural revitalization. For example, Ren Binbin and Yan Kegao (2021) studied official live broadcasting from the perspective of rural revitalization, and based on the perspective of grassroots governance innovation, they explained the positive effects of official live broadcasting on rural revitalization and basic governance from three aspects: situational needs, institutional empowerment and technical empowerment. The government service model of officials' live broadcasting and bringing goods fully reflects the courage and courage of the local government in the innovation and development of the rural economy. It has made a useful attempt for the rural economy to build an e-commerce platform and achieve leapfrog development (Yan & Huang, 2023).

Based on the above-related research on "Officials' live broadcasting with goods," it can be seen that the original intention of "Officials' live broadcasting with goods" is to help unsalable agricultural products open up sales channels and promote economic recovery after the epidemic, which has also

attracted the attention of many researchers. Although all the researchers have paid attention to the positive significance of the behavior of “Officials’ live broadcasting with goods” in their papers, it is in line with the objective responsibility of serving the people, and they have all involved that “Officials’ live broadcasting with goods” will face various challenges. However, the research results that have been analyzed more are mainly from the macro and governance aspects, but have not been discussed in detail from the perspective of administrative ethics.

Administrative Ethics of “Officials’ Live Broadcasting with Goods”

While creating value, there are also some difficult issues of “Officials’ live broadcasting with goods” such as administrative ethics that need to be explored in depth, and the administrative ethics dilemma of roles, responsibilities and interests. For example, “live broadcasting of official goods” may fall into predicaments of compulsory consumption, lack of professionalism of officers, official pollution and corruption, public opinion risks, procedural supervision and easy breeding of new formalism. These problems require further attention from the public.

Role Conflict of “Officials’ Live Broadcasting with Goods”

Government officials have boldly acted as “Internet celebrities”, and people could see the transformation and breakthrough of the ruling concept. Officials have changed from passively providing services to active ones, they not only play the role of officials, but they also play the role of sellers. However, how to balance the relationship between the two roles? How to grasp the adaptation scale between administrative language and network language? These are the problems that local officials need to deal with when live broadcasting.

Once the identity of “Internet celebrity” and the identity of “The official” collided, a wonderful “chemical reaction” occurred. The characteristics of “Internet celebrity Officials’ live broadcasting with goods” in which personal scenes merge into public scenes and generate new group identities based on the perspective of media situation theory. Local officials are both webcasters and officers in the live broadcasting. For example, the county magistrate’s live broadcasting of goods is the online generalization and overflow of government trust. The conversion of the official image of the county magistrate’s representative into a private image is an overflow from government trust to economic trust. The identity labels of government officials are fixed, which may confuse the “interview mode” of the

public live broadcasting of government affairs and the “delivery mode” of e-commerce and variety show live broadcasting. Because government officials will recommend only one or a few brands of agricultural products, and it is impossible to cover all merchants or brands in the region. This kind of situation where the government chooses to “endorse” will inevitably affect the economic interests of other businesses, and may also lead to the phenomenon of power rent-seeking. In addition, for officials, live broadcasting is an activity outside of previous government work. They lack a fan base and are not familiar with live broadcasting rules. They have to face many new challenges (Sullivan et al., 2023). In some officials’ activities of live broadcasting with goods, they are still serious, recite lines and fail to give full play to the “personalization” of government officials’ “characteristics” advantages, which are not conducive to the realization of expected benefits. Officials’ live broadcasting goods is conducive to driving the development of local agricultural economy, but it breeds new formalism and damages the credibility of the government. Consumers buy products that lead cadres live stream, to some extent, out of trust in the government. When the products brought with them have problems such as poor quality and imperfect after-sales service, it will not only infringe on the rights and interests of consumers, but also cause people’s distrust of the government, reduce the credibility of the government, and cause public opinion crisis.

Responsibility Conflict of “Officials’ Live Broadcasting with Goods

“Officials’ live broadcasting with goods” can reflect the importance that the local government and its officials attach to poverty alleviation work and economic development. It is also conducive to the promotion of local brands (Ma et al., 2021). New media has spread widely and has a large audience. Once inappropriate words or remarks appear in the live broadcast of officials, it will easily lead to negative public opinion and affect the image of the government. The fundamental starting point of officials’ live broadcasting of goods must still be objective responsibility that is serving the people. Officials’ live broadcasting with goods combines the dual characteristics of the government and the market. Officials need to adhere to the fundamental orientation of public interests in live broadcasting activities. However, most officials, do not have a strong awareness of developmental responsibilities. Only in counties with poor economic development will grass-roots officials “live and bring goods” behavior. What’s more, most government officials themselves are busy with their affairs, and it is unlikely that they will be fully transformed into “Internet celebrities.” Faced with many “choices” that need to be sold urgently, it is difficult for “Officials Internet celebrities” to sell specific agricultural products for a long time.

Also, when officials sell goods live broadcasting, they not only have the responsibility to improve the sales of agricultural products and the local economy, but also need to be responsible to consumers. “Only sales, without after-sales” is irresponsible behavior. “Officials’ live broadcasting with goods” faces five main objective responsibilities risk forms: integrity and discipline, advertising liability, restriction of competition, product liability and network security. Due to the image of officials as propaganda subjects and the credit endorsement of government departments as public power, in fact, they bear reputations in terms of product quality, after-sales guarantee, and price concessions, with unlimited liability. However, many officials do not care about product quality, they just want to sell quickly, so many consumers have nowhere to complain. Product quality issues, official performance issues, and sustainable development issues all require to be valued. How to get rid of these practical dilemmas is a topic that the current officers need to face.

In terms of subjective responsibility, officials often face some difficulties with live broadcasting. Out of moral and emotional responsibilities, they sold goods for everyone and boosted the economy. As an official of the anchor, the moral sense is reflected in the moral sentiment of the local ruler when facing the camera and has a deeper understanding of the political moral sense of serving the people. However, this kind of “e-commerce + government affairs” attention in time and space facilitates the participants in the ceremony to form a common focus and share common emotions and emotional experiences with each other while obtaining common group membership. However, the quality of China’s netizens varies, and “black fans” still exist in live broadcasts. Language violence and malicious attacks occur from time to time. Even if officials make minor mistakes in live internet broadcasting with goods, they are very likely to be amplified by netizens, thereby causing public opinion risks.

Interest Conflict of “Officials’ Live Broadcasting with Goods

Live broadcasting with goods by officials is a public welfare orientation, and it is not suitable to obtain economic benefits. But in reality, they often face many conflicts of interest. The public is concerned that “Officials’ live broadcasting with goods” may lead to official corruption, forced consumption, easy-to-breed new formalism and other dilemmas. Although these behaviors are only bad behaviors of individual officials, they will reduce the reputation of related products, and ultimately affect the credibility of the government. Their negative effects are not trivial.

It is easy to lead to power rent-seeking. At present, the traffic of live broadcasting of government officials is high, and the ability to bring goods is strong, but there has space for power rent-seeking in the choice of enterprises and products. There is a risk of privatization. When the government and enterprises cooperate, officials bring goods for enterprises. If government officials are regarded as economic persons, then officials are likely to conduct marketing for enterprises because of their own political achievements or other personal interests, which raises the big risk of corruption.

Although “official live broadcasting of goods” is helpful for poverty alleviation, it is also very easy to breed new formalism. In some places, the official live broadcast of goods has completely changed, and it has become a new type of formalism and bureaucracy to show off the limelight, talk about ostentation, and show the lower limit of the naked show. They bought fans, reviews, and fabricated transactions, just to make the final data look good. so the live broadcasting became a personal show for officials. The Chenggu (a county of Shanxi Province, China) has stipulated the minimum consumption amount in carrying out live broadcasting activities, which is also a new type of formalism (Deng, 2020). Local officials follow the trend of imitating and conducting online live broadcasts, just to show their image of keeping up with the trend, and the live broadcast itself has problems such as unclear goals, chaotic processes, insufficient response, and poor effectiveness (Yang, 2020). Some local leaders pretended to be party members and carded as consumers, and also stipulated a minimum consumption amount.

In order to create public opinion, some county governments have unilaterally pursued the increase in the sales of agricultural products. It has led to the vicious competition of price wars for officials to bring goods through live broadcasts, which violates the laws of market economic development. There is a strong contrast, which partially damages the due interests of farmers. There are also problems of “Officials’ live broadcasting with goods” that breed new formalism, damage government credibility, and decentralize official functions.

Continuously Improving the Path Selection for Officials to Live Broadcast with Goods

The behavior of Officials’ live broadcasting with goods conforms to the core value of the socialization paradigm of government services. The interaction and cooperation of subjects about live broadcast of “government affairs + agricultural assistance” brings together the resources and wisdom of

all parties in the society, and reflects the process of multi-party collaborative public value shaping. However, there are certain risks of role, responsibility and interest. The above problems could be improved from three aspects: institutional system design, technical optimization, and strengthening supervision.

Institutional: Strengthen Policy and Legal Guarantee

Government should improve product quality, cultivate a new ecology of agricultural e-commerce, and improve governance capabilities to deal with public opinion risks. Not only government must to improve relevant laws, regulations, and avoid formalism, but also pay attention to the emergency management of live broadcast public opinion, and dig deep into the value of officials' live broadcasting and delivery of goods, so as to better promote the development of officials' live broadcast and delivery of goods in a benign direction. The low threshold and uncontrollability of the government affairs live broadcast platform may generate new "formalism" and rent-seeking space, which will lead to the homogeneous competition of market products, squeeze the living space of small enterprises, disrupt the market order, and hinder local economic development. So, it is necessary to strictly regulate the government's "selection of products" and the behavior of bringing goods, and to introduce a supervision and punishment mechanism (Deng, 2020).

The standardization of cadres' behavior in bringing goods is the fundamental guarantee for leading cadres to carry goods live. The live broadcasting of goods by leading cadres is a new form of government affairs innovation that has emerged in recent years, and there may be new formalism and corruption in operation, which needs to be regulated by strengthening institutional construction. It is an exploration for government officials to bring goods through live broadcasting. But it is not enough to rely on the mayor and county magistrates alone to enable the marketing of agricultural products to be equipped with the wings of e-commerce, to promote the implementation of the rural revitalization strategy, and to win the battle against poverty. It is necessary to relevant solutions, such as improving relevant laws, regulations and systems, avoiding formalism, paying attention to emergency management of live broadcast public opinion, and digging deeply into the value of "Officials' live broadcasting with goods," to promote "Officials' live broadcasting with goods" of development in a positive direction. For local governments, the fundamental purpose of live broadcasting is to sell more products, which is a supplement rather than a substitute for sales channels. From a long-term perspective, to resolve the problem of unsalable products, it is necessary to take multiple measures and comprehensive measures

to organically combine online and offline sales. For consumers, the official live broadcast of goods is a solution to the public's difficulties, not a mandatory action. Although it is not professional and imperfect, and even has some problems, it is an active activity for people to do practical things.

The government should establish an official code of conduct for live broadcasting, and participants should abide by these rules. In fact, live broadcasting of goods by officials is a new thing derived from the Internet era. However, China does not have national laws and regulations to regulate this at present. Once a legal dispute occurs during the live broadcast process, it will not only harm the interests of consumers, but also put the local government into liability risks and affect the credibility of the local government. Therefore, China needs to speed up the promulgation of national laws or regulations to ensure that government officials' live broadcasting of goods is within the legal framework. It is necessary to introduce a supervision mechanism and introduce social supervision forces into the decision-making process of the government's selection of products to ensure that the process is open and transparent, the procedures are proper and standardized, to prevent the phenomenon of "rent-seeking" due to the abuse of individual rights, and to ensure the fairness of the selection of products (Deng, 2020). It is necessary to build a webcast responsibility list and trust mechanism, eliminate possible risks or hidden dangers, focus on solving the problem of alienation and trust crisis in live broadcast technology, and clarify the specific responsibility distribution among principals, agents, technology platforms and consumers.

How can officials' live broadcasts bring out stable sales, long-term mechanisms, and strong teams? It still has a long way to go. The live broadcast by the mayor and county magistrate can bring about a short-term "flow effect" and solve the temporary sales problem of agricultural products. However, local officers are not professional live broadcast talents, nor can they be engaged in live broadcasting for a long time. In the long run, in order to achieve good results in live broadcast sales of agricultural products, professional anchors need to tell new media stories well. To solve the problem of agricultural product sales through network marketing, it is necessary to increase investment in the introduction and training of professional information technology talents and network marketing talents. Governance could encourage professional live broadcast talents to actively plan themed stories, carry out relevant online and offline activities, and create a serialized communication ecology of agricultural and sideline products. In particular, the government needs to focus on cultivating more new types of professional farmers, so that more farmers can master the skills of online sales and become the

“masters” of live broadcast delivery.

Whether it is the education of government officials or national education, it is necessary to pay more conscious attention to the spirit of public administration, including administrative implementation and the attribution of the role of administrators. Accordingly, the Government should reward public servants who have fulfilled their public responsibilities well and publicly commend them through the media. Also, government officials should strictly follow the logic of professional science while promoting the spirit of public administration ethics. “Being an official needs to benefit citizens.” Officials should establish a correct view of interests, and constantly strengthen their own administrative ethics. When faced with administrative dilemmas, government officials should strengthen the cognitive processing of core values and carefully evaluate conflicts of interest in order to make better ethical decisions (Brandt et al., 2023). When officials sell goods live, they not only have the responsibility to improve the sales of agricultural products and the local economy, but also need to be responsible for the consumers who buy the goods. Officials need always pay attention to their words and deeds when conducting live broadcasts, abide by the boundaries of administrative ethics, and reflect their own responsibilities. Government officials have the responsibility to strictly control the qualifications and product quality of enterprises when conducting public welfare live broadcasts, and pay attention to product quality issues, performance issues, and sustainable development issues. Because, once there is a problem with the product, not only the career and reputation risks of the officials who live broadcast the goods will be questioned, but the credibility of the government will also be damaged.

Technically: Establish a Specialization and Normalization Mechanism

In the face of the new economic and social development situation, the government, based on actual work, conducts regular or irregular professional responsibility and ethics training for officials to improve their ability to fulfill their responsibilities. Especially when it comes to contradictions and conflicts between public and private interests, government must not only help them understand how to resolve various ethical conflicts, but also help them form a way of thinking that is consistent with administrative responsibility ethics. Officials must accurately understand their role positioning, improve their sense of service and responsibility, and strive to solve problems for the people.

Through the phenomenon of officials' live broadcasting, people should pay more attention to the Internet thinking behind it. It includes, but is not limited to, accurate research on buyer needs,

“understanding” product characteristics, using Internet language to draw distance with netizens, and using government resources to conduct quality control of the entire chain of production and sales. Only by doing this can the officials’ live broadcast and bring goods for a long time and establish a good reputation. With the vigorous development of new technologies such as big data and artificial intelligence, officials should grasp and apply new technologies and new business formats in a timely manner, which will help improve leadership and governance capabilities. Internet thinking can not only promote higher levels of economic activity, but also promote better social governance. Officials should fully understand the actual situation of the county and city where they are located, and then “according to local conditions” to determine whether it is suitable for live broadcast. If the purpose is to show off, it will easily lead to some formalism problems. In addition, the line between live-broadcasting “endorsements” and advertising to businesses must be clarified. Behind the e-commerce live broadcast is a complete industrial chain, and everyone involved needs to show a professional attitude and take care of it.

In the live broadcasting, how to deeply integrate the characteristic culture into the product introduction and promotion to complete the exhibition and sales, but also test the leadership ability. In terms of soft skills, it is still necessary to strengthen training, and improve the quality of government officials’ anchors. The government needs to improve the content, form, operation, and promotion infrastructure of live broadcast “bringing goods”, improve viewing and interactivity, narrow the distance between officials and the people, and enhance the relationship between officials and the people. As government officials, leading cadres participating in live streaming will inevitably attract more attention and supervision, and leading cadres need to pay attention to their words and deeds in the live broadcast room to spread positive energy. Avoid the mechanical combination of webcasting technology and government credibility. Whether officers have information technology capabilities or digital leadership and whether officers provide the necessary support of all kinds will have a great impact on the development of government short videos and live broadcasting.

Live broadcasting involves “live broadcaster + platform + product” as well as logistics, after-sales services and other links. This is a huge industrial system. The essence of this system is “Borrowing the ladder to go upstairs”. Live broadcasters are grassroots cadres who use e-commerce platforms to unblock sales channels and bring products to the market; e-commerce platforms provide logistics and after-sales services, while enriching platform sales content, improving public welfare participation and

brand reputation. Although government officials have taken the lead, live broadcasting is still a market-oriented method in nature. In the future, agricultural product sales should also promote new technologies such as live broadcasting, using informatization and digital means, and truly make agricultural products move towards branding and internationalization. The government could strengthen the connection between high-quality e-commerce platforms, logistics platforms and agricultural producers and operators, and improve the whole industry of online live broadcast of agricultural products. It could continue to promote the construction of a modern warehousing and logistics system, enhance the comprehensive service capabilities of agricultural products warehousing, sorting, packaging, primary processing, transportation, and delivery.

Society: Establish a Benign Public Interaction Mechanism

Values are always the soul of public administration (Frederickson, 1980). Public managers should focus on “creating public value” from the assets entrusted to them by the public (Moore, 2021). Behind the live broadcast of officials and goods is the credit endorsement of public power, which will inevitably cause great social concern. In order to prevent corruption in the field of public welfare live broadcasts, the public should be encouraged to participate in the supervision of live broadcasts with goods, establish a reward system for reporting, protect “whistleblowers”, and give more material support and spiritual encouragement to supervisors. Expand the popularization of government information, let the people supervise the power, and publicize the merchants, product selection and live broadcast fund use in the live broadcast, so that the power can be exercised in the sun. It could Use the power of the masses to expose corruption in officials' live. Governance needs to build a communication platform, unblock the interactive channels for anti-corruption, and increase the investigation of violations of discipline and law and behaviors that harm the interests of the public. Government could give full play to the role of Internet supervision, establish the clue acceptance, and research and judgment mechanism and feedback system, respond to the situation reported by the masses in a timely manner. Officials should follow the moral bottom line of social morality, safeguard the common interests of the society, do not make false propaganda, consciously accept social supervision, and check and deal with problems in a timely manner. At the same time, the government needs to strengthen the guidance and regulation of public opinion supervision, focus on positive public opinion orientation, maintain the normal order of society, and construct a benign public interaction mechanism to help the healthy development of society.

“Live broadcasting with goods” tests the information technology capabilities or digital leadership capabilities of officers. When participating in public welfare live broadcasts, government must aim at the characteristics and laws of the new media era, adhere to the correct guidance of public opinion, pay attention to the management of live broadcast public opinion, enhance the relationship between the government and the people, and avoid mechanical live broadcasts and formal live broadcasts. At the same time, government could strengthen Internet software skills training, improve the ability of government officials to participate in public welfare live broadcasts, and promote the development of official live broadcasts in a positive direction.

Conclusions

Although in the Chinese market, live broadcasting is widely used in the field of e-commerce, through the recommendation and promotion of anchors, it can greatly increase product exposure and sales. Live streaming captures the Chinese people’s “phantom of collectivism”. They need a sense of presence and a sense of not missing out. However, in European and American markets, this marketing method may be restricted by strict advertising regulations, which makes it difficult for anchors to conduct direct promotional activities during live broadcasts. Under the global supply chain model, European and American live broadcasting e-commerce has become more stringent in terms of market supervision and shaping a fair competitive environment. This study can also provide a certain reference for the standardized development of China's live broadcasting e-commerce. China should work hard to make it develop in a more healthy and standardized direction and solve problems that arise during officials' live broadcasts of goods, such as formalism, false propaganda, and product quality.

This paper has a more detailed study on the status quo of government officials' online live broadcasting of goods and its supervision. It explores the conflict of multiple roles under “official live broadcast.” It is proposed to clarify the principle of live broadcast, improve the institutional system, strengthen administrative supervision and technical control, and propose corresponding regulatory measures to fully exploit the long-term mechanism. The paper also discussed relevant solutions, such as improving relevant laws, regulations and systems, avoiding formalism, and paying attention to emergency management of live broadcast public opinion, digging deeply into the value of “Officials' live broadcasting with goods”, to promote “Officials' live broadcasting with goods” of development in a positive direction.

In modern society, public administration activities will inevitably have an all-round impact on the public because they involve general interaction with the public. Therefore, such behavior must not only be subject to legal discipline and restrictions, but also subject to moral and ethical evaluation and constraints. Officials live streaming goods to help farmers benefit the people in a way that is inclusive of information, and more importantly. It plays a guiding and demonstration function, and should promote the division of labor and cooperation between the government, the market and society. Officials' live broadcasting of goods has become a new way for the government to build and spread its image. The phenomenon of officials' live broadcasting of goods has played a good role in the promotion and sales of local agricultural products and is conducive to economic development. Although this kind of behavior is beneficial to economic development, the Chinese government also acquiesces to the existence of this kind of behavior. However, there are still deficiencies in various aspects of live broadcast delivery, such as the channels for consumer rights protection are still not smooth, and the quality of agricultural products is difficult to guarantee. Officials, from administrators to product sellers, still face conflicts of interest and roles, which require us to pay more attention. Modern politics is the politics of responsibility. They face various administrative ethical dilemmas, including conflict of "dual" identities, formalism, high attention due to objective responsibility, and subjective resistance. To prevent potential public ethical risks from becoming a real problem, when officials carry out live broadcasts and bring goods, they need to clarify their responsibilities and obligations for live broadcasts, and officials need to strictly control the quality of products. For the government, officials participating in the live-broadcasting army should not only have an in-depth understanding of the products and learn the live-broadcasting skills of "Internet celebrities", but also more importantly, attach importance to the construction of the agricultural product supply chain and the cultivation of the county-level e-commerce ecosystem, to create a good development environment. Actually, officials' live broadcasting goods is only an emergency means in special periods and should be used with caution. What the government is really doing is getting the economy on track and making it sustainable.

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