

The impact path of platform enterprise network information content responsibility based on fsQCA

Zongtao Tian (✉ tianzongtao@163.com)
Southeast University

Research Article

Keywords: Internet Platform Enterprise, network information content responsibility, impact path, fsQCA

Posted Date: May 19th, 2022

DOI: <https://doi.org/10.21203/rs.3.rs-1669730/v1>

License:  This work is licensed under a Creative Commons Attribution 4.0 International License.

[Read Full License](#)

The impact path of platform enterprise network information content responsibility based on fsQCA

Zongtao Tian¹

¹ *School of Economics and Management, Southeast University, Nanjing 211189, China*

¹ Corresponding author.
E-mail address: tianzongtao@163.com (Z. Tian)

ABSTRACT: The multi-governance model of platform enterprise network information content responsibility needs government departments to actively guide the relevant social subjects to participate in the governance process, if the government does not understand the function condition of the social organization and the Netizen in the governance process, it is easy to lead to one-sidedly pursue the high participation level of them, and it is difficult to realize the maximum utility of the multi-governance model. This paper considers four parameters, which are the degree of social organization participation, the power space, the degree of netizens participation and the degree of reporting justice, research on the impact path of network information eco-responsibility behavior of platform enterprises by using qualitative comparative analysis of fuzzy sets. According to the logical analysis of Bourg's algebraic algorithm, the results show that the key factors that lead the platform enterprises to fulfill the responsibility of network information content are to improve the right space of social organizations, participation degree, participation degree of Internet users and the degree of reporting justice.

Key Words: Internet Platform Enterprise; network information content responsibility; impact path; fsQCA

1. Introduction

In the background of platform economy era, with the rapid development of Internet technology, the Internet has brought great convenience to information dissemination and changed the mode of human information dissemination, it has also brought about a series of social governance problems, and various kinds of false information have also been disseminated through internet platforms and have had a negative impact on economic and social development. Effective governance of Internet space is an important issue facing all countries in the world. Under the background of the government tightening the supervision of platform enterprises, the Internet users paying more attention to platform enterprises, and the platform enterprises' own problems, the negative information of platform enterprises keeps appearing in the public sight. Therefore, to find out effective governance platform enterprise network information content of the methods and measures, the current government departments and

academia has become a common concern.

The Chinese government attaches great importance to the governance of the internet information content of platform enterprises. The fourth plenary session of the 19th Central Committee of the Communist Party of China clearly stated that the main responsibility for information management of Internet Enterprises shall be implemented through the establishment and improvement of a comprehensive network governance system and the strengthening and innovation of Internet content construction, comprehensively improve network governance capacity and create a clear cyberspace. The regulations on the ecological governance of Internet information content, issued on December 15, 2019, for the first time clearly delineates the subjects involved in the ecological governance of the Internet, and in the third chapter specifically for the Network Information Content Service Platform's responsibility and the duty has carried on the detailed stipulation. A series of laws and regulations and policies show that the government pays close attention to the governance of the platform enterprise's network information content. How to make the platform enterprise better manage the network information content is the problem that the government and the society face together.

Government departments are the key subjects to solve the problems related to enterprise network information content, but the effect of government supervision is not significant. The social organization is also an industry organization under the leadership of the government department. Although it has certain professional knowledge and technical advantages, its role in the process of governance still depends on its own right space. Because of the narrow channels through which Internet users receive information and the tendency to be misled by bad public opinion, Internet users may misjudge the compliance behavior of enterprises and report it to government departments. At the present stage, when domestic and foreign scholars study the Internet platform enterprise network information governance, they mostly emphasize the importance of multi-agent participation to the governance effect, and put forward that we should accelerate the construction of multi-cooperation and co-governance mechanism, government Departments should guide, Platform Enterprises, social organizations and netizens to

participate in the governance process, so as to realize the transformation from government supervision to multi-subject supervision (Wang Yong and Barnabus Fung, 2017) .

Therefore, this paper considers the government regulation, the level of participation of social organizations and internet users, the power space of social organizations and the fairness of Internet users'reporting to explore how to give full play to the multi-governance model of Internet information content. The conclusion of this study can provide reference for the future Internet Platform Network Information Content Management Department to give full play to the multi-governance model.

2. Literature review on content-based social responsibility of network information in platform enterprises

With regard to the definition of the content of corporate social responsibility (CSR) for platforms, scholars have proposed that the traditional definition of CSR may be affected by the characteristics of the business model and economy of the platform, a serious bias, the disappearance of an old responsibility, or the appearance of a new one. The content definition of corporate social responsibility governance is the premise and basis of judging the corporate social responsibility of platform (Xiao Hongjun and Li Ping, 2019) . The externalities of cross-border networks of yanxun platform enterprises (Katz and Shapiro, 1985) , the complexity of user attribution (Rochet and Tirole, 2003) , and the barriers to competition (Roson, 2005; Li Weiyang, 2010; Wang Xuhui and Zhang Qilin, 2016) , platform corporate social responsibility content also includes information security, spiritual culture and other aspects of responsibility. In the aspect of information security, information security is a new dimension of social responsibility that platform enterprises are different from traditional enterprises, it is also a requirement for the public to reach a higher stage of civic awareness (Xiong Qiang and Li Zhiwen, 2015) . In terms of spiritual culture, promoting the integration of platform enterprises and socialist core values has become the key content of corporate social responsibility governance. The platform enterprise constructs the social culture clear space, has the distinct social value localization, is disseminates the socialism core value view the timely action, is to meet the people's growing needs for a better life because

of the meaning of things (people's daily, 2015) . Thus, the traditional CSR content includes economic, legal, ethical, charitable and other aspects (Carroll, 1979) , the social responsibility of platform enterprises also needs to expand to two aspects of information security responsibility and spiritual culture responsibility. Generally speaking, the CSR of platform enterprises should be divided into economic, legal, moral, charity, information, spiritual and cultural responsibilities according to the responsibility content.

There are few literatures about the definition of the gradient of corporate social responsibility (CSR) of the platform, according to the intensity of platform corporate responsibility, there are two gradients: bottom-line social responsibility (bottom-line responsibility) and contribution social responsibility (contribution responsibility) . Among them, the bottom line responsibility, also can be called mandatory responsibility, for the enterprise must be responsible, and the contribution responsibility covers the responsibility to do, also can be called voluntary responsibility. For the recognition of the responsibility degree of the platform enterprise in each social responsibility content, the two gradient social responsibility from the bottom line responsibility to the contribution responsibility still presents the progressive relationship. The bottom line responsibility refers to the responsibility of observing the legal bottom line, the compliance bottom line and the moral bottom line, including the responsibility of not doing prohibited matters and fulfilling mandatory matters. First, the "bottom line responsibility" of the platform's corporate social responsibility is the responsibility of the platform's development and operation to meet the requirements of laws and regulations and not violate the social moral bottom line (Li Weiyang, 2010) . Second, the derived social function of the platform enterprise is to provide the carrier for the interaction between the stakeholders and the social subject of the platform. Therefore, the platform enterprise should also bear the bottom-line responsibility to the stakeholders, and the maintenance of the basic rights and interests of different types of stakeholders, and the responsibility of assuming corresponding legal obligations and the most basic moral obligations (Qi Yudong and Li Ying, 2018) ; finally, the platform enterprise in the scope of influence and capacity, it is necessary to regulate the bottom-

line liability of the seller, the conformity of the bottom-line requirements of the buyer's purchase and consumption behavior, and promote the compliance of the buyer and seller's transaction behavior with laws and regulations, meeting social moral and legal boundaries (Xiao Hongjun et al. , 2013).

Contribution responsibility refers to the platform enterprises have redundant and available resources, capabilities and advantages on a social responsibility content module, under the guidance of mission and values, voluntary forward-looking, innovative and responsible action to create social value and provide an incremental contribution to the audience. First of all, platform enterprises are not expected to carry out high-level functions and service innovation with foresight (Ling Yonghui and Zhang Yueyou, 2017) . Second, the platform enterprise voluntarily contributes the superior resources ability to help the stakeholders to solve the demand problem of their reasonable expectation, and can create more shared value and more cooperative surplus, turn the potential mutual benefit into reality (Liu Suhua, 2016) ; then, the platform enterprise uses the link relation with the seller, through the positive initiative, the encouragement even the cooperation promotes the seller to excavate and displays own potential superiority, to create a broader range of social and stakeholder values in a more effective way (Mei xiaying and Yang Xiaona, 2014) ; and finally, platform companies will be able to use their hands to vote, to encourage buyers to take advantage of their experience as real users, and even to encourage professional users to contribute their tacit know-how and expertise, and to actively participate in the governance and improvement of the platform's business ecosystem, drive the operation and development of the platform's business ecosystem to become more socially responsible and sustainable (Tang Yayang and Huang Rong, 2019) .

To sum up, the related research on CSR of platform enterprises is very rich at home and abroad. That have the following characteristics.

First, the previous literature is only superficial from the perspective of rumors, illegal information, etc. , the existing research has ignored the controversial problem domain and theoretical space caused by this problem on the issue of network information content governance, at the same time, there is no relevant research to bring

the network information pollution in the platform economy into the research framework of the platform corporate social responsibility. In reality, the platform enterprises are still in the stage of "wild growth", and the problem of network information pollution is becoming more and more acute.

Secondly, because the form, category and commercial behavior of the platform enterprise itself are changing rapidly, the form, emphasis and degree of responsibility of the information content should be assumed by the platform enterprise. From the present research situation, the social responsibility question which emerges unceasingly in the practice, puts forward the social responsibility request, is ahead of the theory research. The most commonly used path in theoretical research is summary, induction and analysis. Although the ever-changing reality of platform Enterprise's network information content responsibility provides rich soil for academic research, the advancement of theoretical research also needs to be strengthened urgently. Therefore, it is necessary to analyze the characteristics of responsibility behavior of network information content of platform enterprises according to different types of platforms and the development stages of platform enterprises.

Thirdly, most of the academic research on the responsibility of the platform enterprise's network information content focuses on the platform itself, and the regulatory environment in which the platform is located, as well as the analysis of the impact of the change in the regulatory environment on the platform enterprise's network information content liability is relatively deficient, facing the problem of the platform enterprise's network information content liability alienation, most of them only analyze from the inside of the platform, fail to put them in the social environment and neglect the influence of the social environment on the responsibility governance of the platform enterprise network information content.

Therefore, it also leads to many defects in the previous research on the responsibility of platform enterprises for network information content, and some plausible and scientific explanations often lack sufficient persuasiveness, the resulting conclusions are of much less practical value. From the theoretical and practical point of view, the platform enterprise network information content responsibility itself has many

influencing factors, but puts it in a more comprehensive (platform enterprise) external governance environment to carry on the research, it can often provide more research perspective for the platform enterprise's network information content responsibility, and enhance its explanatory power from the sufficiency.

3. Research design

3.1 Methodology

In this paper, we use fuzzy qualitative comparative analysis, based on Bourg operation and set theory, to explore how the combination of antecedent conditions leads to observable changes in the interpreted results (Ragin, 2006) . Taking FSQCA as the core research method, this is mainly due to the following two considerations: First, the platform enterprise network information content responsibility lack is often the result of multi-factor configuration, the complex interplay between these factors must be considered in a holistic manner. Second, this study selected 14 most representative internet content platform enterprises, the sample size is small, not suitable for large-scale statistical analysis (Vis, 2012) .

3.2 Sample

In 2020, the 2nd China Internet Corporate Social Responsibility Summit released 18 sub-sectors with a higher degree of social responsibility of 54 platforms involving 30 platform enterprises, of these, only 14 have publicly published social responsibility reports, the main distribution being as shown in Table 1 below:

Table 1. the main distribution of sample

ID	FirmName	Year of CSR	CSR reports continuously disclose
1	Alibaba	2007-2019	Yes
2	Suning Tesco	2008-2019	Yes
3	JD.COM	2013-2019	Yes
4	360	2015	No
5	Baidu	2002-2019	Yes
6	Tencent	1998-2018	Yes
7	Ctrip	1999-2014	No
8	Chain home	2001-2017	No

9	515J.com	2013	No
10	Shell House	2018-2019	No
11	WUHU 37 INTERACTIVE ENTERTAINMENT	2016-2019	Yes
12	Perfect World	2016-2019	Yes
13	Meituan	2018-2019	Yes
14	Kwai	2018-2019	Yes

3.2 Variable selection

(1) platform enterprise network information content liability

The responsibility of network information content of platform enterprises refers to the responsibility of network information content of Internet platform enterprises. This is because Internet platform companies are at the core of the platform ecosystem and have a strong right to interfere with both users. Therefore, in accordance with the "Iron Law of responsibility", the social responsibility of platform enterprises is not limited to their own behavior due diligence, more importantly, ensure that the platform participants are socially responsible, platform enterprises have the obligation to establish an ecological governance mechanism of network information content, improving the quality of network information.

This paper uses the Content analysis, commonly used in research on voluntary disclosure, to build a platform for corporate online information content liability. First of all, according to the "Regulation on the ecological governance of network information content", according to the bad information, illegal information and positive energy information, the enterprise network information content thesaurus is constructed. Then, the network crawler, file parsing, data cleaning, Chinese word segmentation and text analysis are performed by Python programming software. Finally, the word frequency related to network information content is calculated, and the responsibility of network information content is measured.

5. Conclusion

Government Departments should guide social organizations, Internet users and other social subjects to participate in the governance process, and explore the conditions

for each subject to play its role effectively. Based on the game theory, this paper constructs an evolutionary game model for the multi-component co-governance model of Internet platform network information content, and analyzes the influence of social organization and Netizen related parameters on the stable evolutionary state of the game system, to explore the effective conditions of the multi-governance model. The results show that improving the level of participation of social organizations, the power space and the fairness of Internet users' reports are conducive to the realization of the multi-governance model, while under the situation of the distortion of Internet users' reports, the influence of the level of netizens' participation on the governance effect is related to the level of the government departments' self-supervision ability. In short, in the process of implementing the multi-governance model, government departments should fully understand the role mechanism of social organizations, netizens and other participants in the multi-governance model, in order to better maintain the healthy development of China's internet platform network information content.

References

- [1] Carroll A B. A Three-Dimensional Conceptual Model of Corporate Performance.[J]. Academy of Management Review, 1979, 4(4):497-505.
- [2] Hemingway C A, Maclagan P W. Managers' Personal Values as Drivers of Corporate Social Responsibility[J]. Journal of Business Ethics, 2004, 50(1):33-44. .
- [3] Howard B, Ward H , Fox T. Public sector roles in strengthening, corporate social responsibility: a baseline study[J]. A World Bank Country Study, 2005.
- [4] Katz M L, Shapiro C. Network externalities, competition, and compatibility[J]. The American economic review, 1985, 75(3): 424-440.
- [5] Lantos G P . The boundaries of strategic corporate social responsibility[J]. International Journal of Strategic Information Technology & Applications, 2013, 4(3):103-112.
- [6] Li Wei-yang. Research on corporate social responsibility boundary based on corporate nature [J] . China's industrial economy (in Chinese), 2010(09) : 89-100.
- [7] Ling wing-fai, Cheung Yuet-yau. Market structure, search engines, and bidding rankings -- take Death of Wei Zexi as an example. Journal of Guangdong University of Finance and Economics (in Chinese), 2017,32(02) : 4-14 + 52.
- [8] Liu Suhua. Big Data Era to ensure the security of citizens data and information network governance [J] . Theoretical Horizon (in Chinese), 2016(11) : 45-49 + 59.
- [9] Manchiraju H, Rajgopal S. Does Corporate Social Responsibility (CSR) Create Shareholder Value? Evidence from the Indian Companies Act 2013[J]. Journal of Accounting Research, 2017, 55(5).
- [10] Mcalister D T , Ferrell L . The role of strategic philanthropy in marketing strategy[J]. European Journal of Marketing, 2002, 36(5):689-705.
- [11] Mei xiaying, Yang Xiaona. Public basis of information security obligations of network service providers [J] . Journal of Yantai University (philosophy and social sciences edition) (in Chinese) , 2014,27(06) : 14-21.
- [12] Qi Yudong, Li Ying. New Economy and regulatory reform [J] . China's industrial economy (in Chinese), 2018(03) : 5-23.
- [13] Ragin C C. Set relations in social research: Evaluating their consistency and coverage[J]. Political analysis, 2006, 14(3): 291-310.

- [14]Rochet J C, Tirole J. Platform competition in two-sided markets[J]. Journal of the european economic association, 2003, 1(4): 990-1029.
- [15]Roson R. Two-sided markets: A tentative survey[J]. Review of Network Economics, 2005, 4(2).
- [16]Shane P B, Spicer B H. Market Response to Environmental Information Produced Outside the Firm[J]. Accounting Review, 1983, 58(3):521-538.
- [17]Tang Yayang, Huang Rong. Douyin short video and socialist core values: value, contradiction and realization [J]. Journal of the Hunan University (in Chinese), 2019,33(04) : 1-6.
- [18]Wang xu-hui, Zhang Qi-lin. Research on the Greenhouse Management model of platform-based e-commerce enterprises -- based on the case of platform-based network market of Alibaba Group. China's industrial economy (in Chinese), 2016(11) : 108-125.
- [19]Wang Yong, Barnabus Fung. Dual regulation of platform economy: Private Regulation and public regulation [J] . Economist (in Chinese), 2017(11) : 73-80.
- [20]Vis B. The comparative advantages of fsQCA and regression analysis for moderately large-N analyses[J]. Sociological Methods & Research, 2012, 41(1): 168-198.
- [21]Xiao Hongjun, Li Ping. Eco-governance of platform corporate social responsibility [J] . Managing the world (in Chinese), 2019,35(04) : 120-144 + 196.
- [22]Xiao Hongjun, Zhang Junsheng, Li Weiyang. Corporate pseudo-social responsibility behavior research [J] . China's industrial economy (in Chinese), 2013(06) : 109-121.
- [23]Xiong Qiang, Li Zhiwen. The influence of conformity behavior on Information Security Investment Strategy in network organization. Research in science and technology management (in Chinese), 2015,35(16) : 170-174.