

# The Role and Responsibility of Real Estate Self Media in Regulating the Real Estate Market

Gao Ancheng<sup>1</sup>, Ye Shuwei<sup>2</sup>, Ma Luyao<sup>3\*</sup>

<sup>1</sup>China Jinmao Group's South China region, Guangzhou, People's Republic of China

<sup>2</sup>Voice of Zhejiang News Center, Zhejiang Media Group, Hangzhou, People's Republic of China

<sup>3</sup>(Corresponding Author) Huafa Group East China Region Shanghai Business Unit, Shanghai, People's Republic of China

Email address: guangyan19@163.com

**Abstract**—With the rapid development of the self media industry, real estate self media has become an important force in information dissemination and public opinion guidance. However, the difficulties in verifying the authenticity of information and regulating it have become increasingly prominent, posing a threat to the credibility of real estate self media and the stability of the real estate market. In response to these challenges, this article proposes countermeasures and suggestions such as strengthening self media self-discipline, improving regulatory mechanisms, and enhancing public literacy. By strengthening information review, establishing cross departmental collaboration mechanisms, utilizing technological means to enhance supervision, and establishing a credit system, the aim is to enhance the credibility and influence of real estate self media and promote the healthy development of the real estate market.

**Keywords**— real estate self media, market regulation, responsibility.

## I. INTRODUCTION

In today's rapidly developing information age, self media has become an important force in information dissemination. "After more than a decade of rapid development, the pattern of self media communication platforms in China has been formed, and the development momentum of self media is strong with broad prospects"<sup>[1]</sup>. Especially in the regulation of the real estate market, real estate self media plays a crucial role with its unique perspective and extensive influence. They not only provide the public with rich information on the real estate market, but also guide the public to rationally view market changes through in-depth analysis and commentary, promoting the healthy development of the real estate market. However, with the rapid expansion of the self media industry, real estate self media is also facing unprecedented challenges. The difficulty in verifying the authenticity of information and the difficulty in regulation have become increasingly prominent, which not only affects the credibility of the self media industry, but also poses potential risks to the stability and development of the real estate market. This article aims to explore in depth the challenges faced by real estate self media in the regulation of the real estate market, and propose corresponding countermeasures and suggestions. By strengthening the self-discipline of self media, improving regulatory mechanisms, and enhancing public literacy, we can jointly promote the healthy development of the real estate self media industry and contribute to the stability and prosperity of the real estate market.

## II. OVERVIEW OF REAL ESTATE SELF MEDIA

### (1) Main characteristics of real estate self media

Real estate We Media, as a branch of the We Media field, focuses on information dissemination, knowledge sharing and market analysis in the real estate industry. This kind of We Media platform is usually operated by individuals or small teams and publishes content through online platforms (such as WeChat official account, short video platform, Knowledge Planet, Himalaya, etc.), which has the following significant characteristics.

Firstly, personalization and specialization: Real estate self media often focuses on specific real estate fields or segmented markets, such as commercial real estate, residential real estate, real estate finance, etc. They meet the needs of specific audience groups by providing personalized content and services. These self media platforms usually have a high level of expertise and can provide professional analysis and advice based on the dynamics and trends of the real estate market.

Secondly, fragmentation and immediacy: With the popularity of mobile Internet, the content of real estate We Media has become more diversified, including graphics, audio, video, etc. These contents are usually presented in fragmented form, making it easy for the audience to quickly obtain the necessary information in their busy lives. Real estate self media can quickly respond to market changes, timely release the latest real estate policies, market trends, and real estate information, and meet the audience's real-time needs.

Thirdly, interactivity and socialization: Real estate self media platforms usually have powerful interactive functions, and audiences can interact with self media through comments, likes, shares, and other means. This interactivity not only enhances the audience's sense of participation and belonging, but also promotes the dissemination and diffusion of information. Some real estate self media also establish communities to gather audiences with common interests and needs, forming closer connections and interactions.

### (2) The role of real estate self media

Real estate self media plays an important role in regulating the real estate market, which is manifested in the following aspects. Firstly, real estate self media is an important channel for disseminating information about the real

estate market. By releasing the latest real estate policies, market trends, and property information, they help the audience to timely understand market dynamics and trends. These self media also enhance the audience's understanding and comprehension of the real estate market through interpreting policies, analyzing the market, and other methods. Secondly, real estate self media plays an important role in guiding public opinion. By publishing objective and fair content, they guide the audience to rationally view the development and changes of the real estate market. These self media also actively expose violations and unfair competition in the real estate market, play a role in public opinion supervision, and promote the healthy development of the real estate market. Again, real estate self media usually possess high professional level and analytical ability, and can conduct in-depth analysis and prediction based on the dynamics and trends of the real estate market. They provide valuable reference information to the audience by publishing market analysis reports, forecast reports, etc., helping the audience make more informed decisions about buying and investing. Finally, real estate self media promotes communication and interaction among audiences by providing interactive functions and community-based services. This communication and interaction not only helps audiences obtain more information and resources, but also enhances trust and cooperation among audiences, providing strong support for the healthy development of the real estate market.

### III. ANALYSIS OF REAL ESTATE MARKET REGULATION POLICIES

#### (1) The role of real estate market regulation policies

The real estate market regulation policy is an important component of the national macroeconomic policy, aimed at intervening and guiding the real estate market through a series of measures and means to achieve stable and healthy market development. Its role is mainly reflected in the following aspects.

**Adjusting the supply-demand relationship in the market:** Real estate market regulation policies can affect the supply-demand relationship in the real estate market by adjusting land supply, credit policies, tax policies, and other means. For example, increasing land supply can reduce the pressure of rising housing prices, while adjusting credit policies can affect the purchasing ability and willingness of homebuyers, thereby regulating the supply-demand balance in the market.

**Stable housing prices:** Fluctuations in housing prices have significant impacts on homebuyers, developers, and the entire economic system. The real estate market regulation policy maintains market stability and sustainable development by controlling the rapid rise or fall of housing prices. This helps to protect the interests of homebuyers, prevent them from suffering losses due to fluctuations in housing prices, and also provides a stable business environment for developers.

**Optimizing the housing supply structure:** Real estate market regulation policies can also optimize the housing supply structure to meet different levels of housing demand. For example, by increasing the supply of affordable housing, the housing needs of low-income families can be met;

Supporting the development of commercial and tourism real estate can meet more diversified market demands.

**Market risk prevention:** The real estate market regulation policy helps prevent market risks and avoid excessive speculation and foam in the market. By strengthening market supervision and law enforcement, cracking down on violations and unfair competition, we can maintain fair competition and healthy development in the market.

#### (2) The main objectives of real estate market regulation policies

The main objectives of real estate market regulation policies include the following aspects:

**Stable housing prices:** Stable housing prices are the primary goal of real estate market regulation policies. By regulating policies to curb the rapid rise or fall of housing prices and maintain them at a reasonable level, it helps to protect the interests of homebuyers and maintain market stability and sustainable development.

**Ensuring housing supply:** Ensuring housing supply is one of the important goals of real estate market regulation policies. By augmenting land availability, refining the structure of housing supply, and facilitating the development of affordable housing, actions can be implemented to address the housing requirements of various demographics, particularly low-income families. This helps alleviate social conflicts and promote social harmony and stability.

**Promoting the healthy development of the real estate market:** Promoting the healthy development of the real estate market is a long-term goal of real estate market regulation policies. By regulating policies, optimizing the market environment, improving market efficiency, and promoting the development of the real estate market towards greater standardization, marketization, and internationalization. This helps to enhance the competitiveness and sustainable development capability of the real estate market.

**Preventing financial risks:** The property market is intimately connected to the financial system, and regulations governing the real estate market must also focus on mitigating financial risks. By strengthening financial supervision and risk prevention measures, we ensure the stable operation of the real estate market and financial system, and avoid systemic risks in the market.

**Promoting economic transformation and upgrading:** Real estate market regulation policies can also promote economic transformation and upgrading. By optimizing the structure of the real estate market, promoting the integrated development of the real estate industry with other industries, and driving the economy towards a more efficient, green, and sustainable direction. This helps to enhance the overall competitiveness and sustainable development capability of the national economy.

### IV. THE ROLE OF REAL ESTATE SELF MEDIA IN REGULATING THE REAL ESTATE MARKET

In the complex ecology of real estate market regulation, real estate self media plays an indispensable role with its unique perspective, rapid response ability, and wide audience base. They are not only disseminators of policy information,

but also guides of public opinion, and an important force in market supervision. The following will explore in detail the specific roles of real estate self media in these three aspects.

(1) Information disseminator: Conveying information on real estate market regulation policies

Real estate self media, as information disseminators, play a crucial role in regulating the real estate market. They help the public understand and comprehend regulatory policies by timely and accurate transmission of policy information, thereby making rational decisions on home purchases and investments.

Policy interpretation and transmission: Whenever the government introduces new policies to regulate the real estate market, real estate self media is always the first to interpret and convey them. They use various forms such as graphics, videos, etc. to analyze the background, purpose, content, and impact of policies in a simple and understandable way, enabling the public to quickly understand the core points of policies. This timely policy interpretation and transmission helps the public adapt to policy changes in a timely manner, avoiding blind buying and investment.

Information filtering and filtering: In the process of transmitting information on real estate market regulation policies, real estate self media also plays the role of information screening and filtering. Due to the fact that policy information often involves multiple aspects and is sometimes expressed vaguely or complexly, the public often finds it difficult to fully understand and grasp. Real estate self media screens key information through professional analysis and interpretation, helping the public quickly grasp policy priorities. At the same time, by comparing the similarities and differences between different policies, it helps the public better understand the evolution and trends of policies.

Policy effectiveness feedback: In addition to conveying policy information, real estate self media also collects and analyzes public feedback on policies to provide reference for the government's policy effectiveness. They collect public opinions and suggestions on policies through questionnaire surveys, online discussions, and other methods, and then provide feedback to relevant government departments. This feedback mechanism helps the government to timely understand the effectiveness and problems of policy implementation, so as to make targeted adjustments and optimizations.

(2) Public opinion leaders: their role in guiding public opinion

Real estate self media, as opinion leaders, play an important role in guiding public opinion in the regulation of the real estate market. They influence the public's purchasing and investment behavior by expressing opinions, analyzing the market, and guiding discussions, promoting the development of the real estate market towards a healthier and more stable direction.

Viewpoint expression and discussion: Real estate self media usually have a certain number of fans and followers, and their views and opinions can often attract widespread attention and discussion from the public. In the process of regulating the real estate market, real estate self media express

their views through publishing articles, videos, and other forms, guiding the public to think and discuss regulatory policies. These viewpoints often have distinct positions and unique insights, which can stimulate public resonance and discussion enthusiasm.

Market analysis and forecasting: Real estate self media also guide the public to anticipate and judge the future trends of the real estate market through market analysis and forecasting. They predict and analyze the trend of the real estate market by collecting and analyzing market data, policy information, industry dynamics, etc. These analyses and predictions often have a certain degree of foresight and accuracy, and can provide valuable reference information for the public. They also help the public better understand the diversity and complexity of the market by comparing the differences between different market regions and property types.

Creating a public opinion atmosphere: In addition to directly guiding public opinion, real estate self media also influences the public's buying and investment behavior by creating a public opinion atmosphere. They convey positive values and attitudes towards life by publishing positive articles, videos, and other content, inspiring the public's enthusiasm for buying houses and investing. The creation of this public opinion atmosphere helps to promote the development of the real estate market towards a healthier and more stable direction.

(3) Market supervisors: Participate in real estate market supervision, expose violations

Real estate self media, as market regulators, play an important supervisory role in regulating the real estate market. They expose illegal and irregular behavior in the market, maintain fairness and justice in the market, and promote the development of the real estate market towards a more standardized and transparent direction.

Disclosure of Violations: Real estate self media exposes and exposes violations in the market by collecting and analyzing information such as false advertising, price fraud, and illegal sales. They publicly disclose the details and evidence of violations through publishing articles, videos, and other forms of content, attracting widespread public attention and discussion. This kind of disclosure and exposure behavior not only helps the public understand the true situation of the market, but also can effectively deter and crack down on violators.

Policy Suggestions and Feedback: In addition to exposing violations, real estate self media also provide reference for the government to improve and perfect real estate market regulation policies by proposing policy suggestions and feedback. They propose targeted policy recommendations and improvement suggestions based on the actual situation in the market and the needs of the public, such as strengthening market supervision, improving laws and regulations, etc. These suggestions and opinions often have certain pertinence and feasibility, and can provide useful references for the government to formulate more scientific and reasonable regulatory policies.



Industry self-discipline and norms: Real estate self media also promotes the healthy and stable development of the real estate market by promoting industry self-discipline and standardized development. They promote the concepts of honest operation and fair competition, guide real estate enterprises to comply with laws, regulations, and ethical norms, and improve the overall quality and level of the industry. In addition, by participating in the formulation and implementation of industry standards and regulations, we promote the standardization and standardized development of the real estate market.

#### V. THE RESPONSIBILITY OF REAL ESTATE SELF MEDIA IN REGULATING THE REAL ESTATE MARKET

“The flourishing development of self media has made everyone a publisher and disseminator of information, and the breadth and width of information dissemination continue to expand”<sup>[2]</sup>, Within the intricate landscape of real estate market regulation, self-media in the real estate sector, serving as a vital medium for information distribution and a compass for public sentiment, carry considerable responsibilities. They not only need to accurately convey information on real estate market regulation policies, but also need to guide the public to purchase and invest rationally, while maintaining market order and cracking down on false advertising. The following will explore in detail the responsibilities of real estate self media in these areas.

(1) Delivering accurate information: ensuring the accuracy of real estate market regulation policy information

As distributors of information, the main duty of real estate self-media is to guarantee the correctness of the information communicated regarding real estate market regulation policies. The accuracy of information is crucial for the public's understanding, judgment, and decision-making.

Verify the source of information: Before releasing information on real estate market regulation policies, real estate self media should first verify the source of the information. Ensure that information comes from authoritative channels such as government official websites, official announcements, or press conferences. Avoid publishing unverified information to avoid misleading the public.

Accurately interpret policies: When conveying policy information, real estate self media need to accurately interpret policies. This includes in-depth analysis of the background, purpose, content, and impact of policies to ensure that the public can correctly understand the intentions and effects of the policies. At the same time, avoid overinterpreting or distorting policies to avoid unnecessary misunderstandings and panic.

Timely update information: Real estate market regulation policies often have timeliness and dynamism. Real estate self media need to update information in a timely manner to ensure that the content they publish is consistent with the latest policies. This helps the public to timely obtain the latest policy updates and make rational decisions on home purchases and investments.

(2) Guiding rational consumption: promoting rational housing and investment among the public

Real estate self media plays an important role in guiding public opinion. They have the responsibility to guide the public to purchase and invest rationally, and avoid blindly following trends or excessive speculation.

Provide objective analysis: Real estate self media should provide objective and comprehensive market analysis reports to help the public understand the overall trends and local differences in the real estate market. This includes analysis of housing price trends, supply and demand relationships, policy impacts, and other aspects. By providing this information, the public can make more rational judgments about the market situation and make wise decisions regarding home purchases and investments.

Advocate the concept of rational home buying: Real estate self media should promote the concept of rational home buying and encourage the public to make purchasing decisions based on their own economic situation and needs. Avoid blindly pursuing high-end residential or investment hotspots to avoid economic difficulties or investment risks. At the same time, guide the public to pay attention to factors such as the living quality, supporting facilities, and community environment of houses, and improve the practicality and satisfaction of home purchases.

Expose false advertising: False advertising is a common violation in the real estate market. Real estate self media has the responsibility to expose these false propaganda and remind the public to remain vigilant. By releasing truthful and objective market information, help the public identify the pitfalls of false advertising and avoid being misled or deceived.

(3) Maintain market order: crack down on false advertising and maintain fair competition

As an important force in market supervision, real estate self media has the responsibility to maintain market order, crack down on illegal activities such as false advertising, and promote fair competition and healthy development in the real estate market.

Expose violations: Real estate self media should actively expose violations in the real estate market, such as false advertising, price fraud, and illegal sales. By publishing relevant reports and comments, we aim to attract the attention of the public and regulatory authorities, and promote the investigation and rectification of these violations. This helps to maintain market fairness and justice, and protect the legitimate rights and interests of consumers.

Advocate for honest management: Real estate self media should advocate the concept of honest management, encourage real estate enterprises to comply with laws, regulations, and ethical norms, and improve the overall quality and level of the industry. By publishing typical cases and successful experiences of honest enterprises, setting industry benchmarks, and guiding other enterprises to develop towards honest management. It is also possible to expose and criticize violations, forming an effective market supervision mechanism.

Participate in industry self-discipline: Real estate self media can actively participate in the construction and management of industry self regulatory organizations, jointly formulating industry standards and norms. By participating in industry self-discipline activities, we promote the standardization and development of the real estate market, establish good communication and cooperation relationships with other enterprises and institutions in the industry, and jointly maintain market order and fair competition.

#### (4) Strengthen self-discipline and regulate development

Real estate self media need to strengthen self-discipline and regulate development while fulfilling their responsibilities. This includes complying with laws and regulations, improving professional competence, and strengthening internal management.

Comply with laws and regulations: Real estate self media should strictly comply with national laws and regulations and the provisions of relevant departments to ensure that the content they publish is legal and compliant. Avoid publishing illegal or irregular information to prevent legal disputes or damage to public interests.

Improve professional competence: Real estate self media should improve their professional competence and knowledge level. By persistently educating themselves and undergoing training, comprehending the most recent advancements and policy alterations in the real estate sector, and enhancing the skills to assess and foresee the market. At the same time, strengthen communication and cooperation with experts and scholars from other industries to jointly promote the healthy development of the real estate market.

Strengthen internal management: Real estate self media should strengthen internal management and establish sound editing, review, and publishing mechanisms. Ensure that the published content undergoes strict review and oversight to avoid any errors or misleading information. Bolster training and education for staff to improve their professional capabilities and sense of duty.

## VI. OPTIMIZATION STRATEGIES FACED BY REAL ESTATE SELF MEDIA

“It is necessary to propose targeted measures and suggestions for the construction and development of the self media industry, regulate and guide the information dissemination activities of the self media industry, and improve the quality and level of information dissemination of self media”<sup>[3]</sup>, Real estate self media, as an important channel for information dissemination and a guide for public opinion, plays a crucial role in regulating the real estate market. Nonetheless, with the swift evolution of the self media sector and the ongoing transformations in the real estate landscape, real estate self media is also confronted with numerous obstacles. This article offers appropriate countermeasures and recommendations for this.

#### (1) Strengthen self-discipline

Real estate self media should strengthen self-discipline, improve professional ethics and moral standards. Firstly, self

media practitioners should establish a sense of integrity, strictly abide by laws, regulations, and ethical norms, and ensure that the information they publish is true, accurate, and objective. Secondly, self media should establish a sound internal management system, strengthen information review and control, avoid publishing unverified information, actively respond to public concerns and doubts, clarify misunderstandings and rumors in a timely manner, and safeguard the public's right to know and interests.

#### (2) Improve regulatory mechanisms

In order to address the challenges faced by real estate self media, regulatory authorities should improve regulatory mechanisms and strengthen supervision of the self media industry. Firstly, regulatory authorities should establish a sound legal and regulatory system, clarify the responsibilities and obligations of self media, and regulate their behavior. Secondly, regulatory authorities should strengthen the supervision of self media platforms, requiring them to establish sound management systems and review mechanisms, strengthen the review and control of information released by self media, and enhance the training and supervision of self media practitioners to improve their professional ethics and moral standards.

#### (3) Enhance public literacy

In addition to strengthening self-discipline and improving regulatory mechanisms, enhancing public literacy is also an important measure to address the challenges posed by real estate self media. The public should have certain information recognition ability and judgment, be able to rationally view the information released by self media, and avoid being misled or deceived. The public should also actively participate in the supervision and governance of the self media industry, file complaints and reports on inappropriate behavior of self media, and jointly maintain market order and public interests.

Overall, real estate self media plays an important role in regulating the real estate market, but also faces many challenges. To address these challenges, real estate self media should strengthen self-discipline, improve professional ethics and moral standards; Regulatory authorities should improve the regulatory mechanism and strengthen the supervision of the self media industry; At the same time, the public should actively participate in the supervision and governance of the self media industry, enhance their ability to identify and judge information. Through the implementation of these measures, we will jointly promote the healthy development of the real estate self media industry, maintain market order and public interests.

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