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Show me the Money: Exploring the Monetization of Live Streaming

Emergent Research Forum (ERF)

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Abstract

The growing popularity of live streaming has developed into an entrepreneurial opportunity for many social media content creators. Live streamers are able to synchronously engage with and ultimately receive gifts or donations from their audiences. With the growing live streaming industry, there is a need to examine why audiences donate or gift to live streamers. There is an opportunity to develop an early understanding of how live streaming is monetized by both the live streamers (content creators) and live streaming social media platforms. Both parties are motivated to increase the monetization of live streaming to satisfy their monetary motivations. This research will review the reasons behind live streaming gifting behaviors and examine how platform factors are used to monetize live streaming and trigger impulse buying of online users. Our expected findings will provide significant insights for practitioners and academics interested in exploring live streaming.

Keywords

Live steaming, monetizing interpersonal relationship, social media, impulse buying.