

Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

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Live streaming is a fast-growing media channel where broadcasters perform in real-time, and viewers watch live content simultaneously. It is during content consumption that both viewers and broadcasters also generate and shape content in an impromptu manner. This interactive channel has taken the industry by storm. Leading social media channels such as YouTube, Facebook, Instagram and TikTok launched their own live-streaming attracting millions of individual viewers and broadcasters. More recently, Twitch, one of the first American live-streaming-focused companies, solidified the significance of live streaming in the gaming industry through its 54 million monthly broadcasters and more than 26 million daily active users (Lin *et al.*, 2021; Li *et al.*, 2021; Yu *et al.*, 2018). The emergence of live streaming commerce in China and its unprecedented success of more than 168 billion dollars in revenue in 2021 (iiMedia Research, 2022) has fuelled further interest in live streaming among YouTube, TikTok, and even Amazon who continue to expand their live streaming, and live shopping features to the rest of the global market (Criddle and Murphy, 2022). This revolutionary development has prompted this workshop to call for novel insights into impromptu co-creation and co-consumption in live streaming channels. We are also interested in the opportunities and challenges brought by live-streaming commerce in various sectors such as commercial brands, gaming businesses, social media agencies as well as the commercial ecosystem.

This session welcomes an academic audience (researchers, educators, Master's and Doctoral students) and business professionals. We look forward to exchanging knowledge and developing a live-streaming research community. This workshop would be a combination of short individual presentations (4 papers) together with a panel/group discussion. Two live-streaming experts will be part of the panel discussion to share their insights and commercial experiences with the participants, bridging the gap between theories and practices. Workshop participants will also have an opportunity to exchange their work and research interest with both academic audiences and industry experts in this workshop.

We, therefore, call for a **competitive short paper (up to 500 words)** which could potentially focus on, but not limited to

- The role of live streaming in business and society
- The impact of live streaming in shaping consumption behaviour/ product services and commercial ecosystem
- Game industry and live streaming
- Consumers' motivations behind virtual gifting and subscribing
- The potential adjustment of e-commerce live streaming based on different cultural contexts and social media platform features
- How the idea of co-creation and co-consumption could potentially shape the idea of metaverse

Potential participants should **submit a competitive short paper of up to 500 words** focusing on the identified theme(s). Submitted papers will provide a framework for the discussion.

Criddle, C., and Murphy, H., 2022. Social Media's big bet: the shopping revolution will be live streamed. *Financial Times*. <https://www.ft.com/content/3ad7595b-557d-4086-a01e-be5d54b28b45>.

iiMedia Research, 2022. The development trend of Chinese e-commerce in 2022. 2022 年中国直播电商发展趋势. <https://www.iimedia.cn/c1020/86459.html>

Li, R., Lu, Y., Ma, J. and Wang, W 2021. Examining gifting behavior on live streaming platforms: An identity- based motivation model. *Information & Management*, 58, pp. 1-15

Lin, Y., Yao, D. and Chen, X., 2021. Happiness begets money: emotion and engagement in live streaming. *Journal of Marketing Research*, 58(3), pp.417-438.

Wu, Y., Niu, G., Chen, Z. and Zhang, D., 2022. Purchasing social attention by tipping: Materialism predicts online tipping in live-streaming platform through self-enhancement motive. *Journal of Consumer Behaviour*, 21(3), pp.468-480.

Yu, E., Jung, C., Kim, H. and Jung, J. 2018. Impact of viewer engagement on gift-giving in live video streaming. *Telematics and Informatics*, 35, pp.1450-1460