Research on Value Creation and Governance Countermeasures of E-commerce Platforms from the Perspective of the Emotional Economy

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Abstract: *Emotional economy has become an important source of value creation through different aspects (emotional subjects, emotional media, emotional content, emotional data, emotional relationship and emotional capital) that transform isolated emotions into resources which are aggregatable, circulating and increasing its value ranging from transaction efficiency to emotional experience, identification, relationships and capital. Identification of emotional needs, aggregation of attention, emotional interaction and ecological value generation, accumulation of emotional assets and value capture is a continuous process mechanism with inherent tensions about data boundaries, algorithmic visibility, emotional manipulation, responsibility allocation, and value distribution. Governance countermeasures like hierarchical classification of emotional data and algorithmic transparency, risk grading of emotional manipulation and symmetry of platform responsibility, and emotional value co-creation and incentive coordination put governance inside the process of emotional value creation providing theoretical explanation and institutional pathway for the sustainable operation of the emotional economy on e-commerce platforms.*

Keywords: *emotional economy; e-commerce platforms; value creation; governance tensions; emotional capital; algorithmic transparency*

Introduction

The Value Creation on E-commerce Platforms – Beyond Functional Matching and Transaction Efficiency towards Emotional Experience, Relational Connection and Accumulation of Emotional Capital can not be accounted for by the traditional theories of Platform Value Creation (Matching Scope, Scale Effects, Network Externalities), about the composition of emotional elements, Its platformization and value transformation; Research on Platform Governance considers governance as an exogenous constraint, fighting to integrate governance rules into emotional production and value distribution. Significance of this study is integrating the emotional economy, value creation and governance order under one umbrella, extending the theoretical boundary of value co-creation, emotional labor and emotional capital, uncovering the continuous mechanism from identifying emotional needs, aggregating attention, generating interactions, accumulating assets, and capturing values. Necessity lies in that the hierarchical classification of emotional data, algorithmic visibility, emotional manipulation, compensation for emotional labor, ownership of emotional assets have become structural problems in platform operations, requiring governance arrangements which are explainable, accountable and coordinated. This paper contains: theoretical framework, process mechanisms and governance tensions, and governance countermeasures, giving a logical consistency concept basis for value creation and governance in the emotional economy of e-commerce platforms.

1. Theoretical Framework for Value Creation on E-commerce Platforms from the Perspective of the Emotional Economy

1.1 Constituent Elements of the Emotional Economy and the Logic of Platformized Operation

Emotional economy includes: emotional subjects (consumers, content producers, platform operators, brands, ecosystem participants), emotional media (interfaces, live streaming, communities, review systems, recommendation systems); emotional content (text, images, symbols, interactive rituals)

emotional data (traces left when emotional expressions are recorded, classified, computed); emotional relationships (trust, identification, belonging, dependence) and emotional capital (a transformable resource which accumulates with emotional relationships). They constitute each other – emotional expressions go on the data cycle via media; emotional relationships become capital via interaction[1].

Manifestations of platformized operation: Emotional connection among multilateral actors; Algorithmic emotional matching; Diffusion of emotion with network effect; Reproduction of emotion through data cycle. Platform is an emotional infrastructure that converts discrete emotions into aggregatable, circulable and increasing values through interface design, recommendation ranking, interactive feedback, identity markers and incentive rules. Fluid, relational and computable emotional resources vary depending on the interaction frequency, relational density, and identification intensity. Emotions come as part of a value network drawn out from individual experiences, laying down foundations for aggregating emotional needs, unfolding emotional interaction, accumulating emotional assets in platformized operations.

1.2 Expansion of the Emotional Dimension in Value Creation on E-commerce Platforms

Traditional platform value creation: transaction efficiency, matching scope, scale effects and network externalities; Emotional economy expands the boundaries for value creation in terms of emotional experience, emotional identification, emotional relationships and emotional capital. Functional satisfaction to provide emotional meaning – goods and services have experiences such as aesthetics, companionship, pleasure, belonging and self-expression. Value co-creation between consumers, content producers, platforms and brands create continuous emotional content and relational connections via reviews, bullet comments, communities, live-streaming interaction and secondary creation. The emotional aspect extends the unit of analysis on platform value creation from one transaction to relationship cycle, from exchange value to experience value and symbolic value.

Mechanisms of value capture includes: Attention aggregation, emotional stickiness, relational lock-in, data assetization, and emotional premium. Emotional labor, emotional performance, and emotional consumption are intertwined with the platform division of labor in the intertwining between emotional production and value distribution; There exists different levels of emotional density in the platform value network – those having a high level of emotional density will be accompanied by enhanced identification, diffusion, and repeat purchase whereas those having lower emotional density rely upon price and efficiency instead. The emotional dimension and the efficiency dimension are intertwined as the dual logic of value creation on e-commerce platforms. Expands our theoretical framework considering both how emotions enter into value creation and regulating emotional value via platform rules and algorithmic order[2].

1.3 The Coupling Relationship Between the Emotional Economy and Platform Governance

The coupling relationship is manifested in the governance of emotional visibility, governance of emotional relationships and governance of emotional value. The governance of emotional visibility encompasses recommendation algorithms, content ranking, tagging systems, and traffic allocation which determine what emotions are visible/amplified/suppressed. The governance of emotional relationships encompassing community norms, interaction order, trust mechanisms, and conflict mediation affects the stability/quality of emotional connections. The governance of emotional value encompasses compensation for emotional labor, emotional data boundaries, identification of emotional manipulation, and ownership of emotional assets which concerns the matching between value creation and value distribution.

Instead of governing as a constrain in this process for emotional value production. Governance rules change the behavior expectation of emotional subjects with incentives or constraints and affect the flow direction of emotional resources and efficiency of value transformation. Emotional economy brings forth new theoretical propositions on platform governance: emotional computing capacity and emotional manipulation risk coexist; increased emotional connection and emotional polarization happen at the same time; accumulation of emotional capital and emotional dependence reinforce each other. Put governance into value creation instead of after it. Coupling relationship between the emotional economy and platform governance emphasizes the mutual constitution of platform value creation and governance order within one emotional ecosystem. Also, governance arrangement is not only a constraint upon value creation but also a realization mechanism of value distribution.

2. Process Mechanisms and Governance Tensions in Emotional Value Creation on E-commerce Platforms

2.1 Mechanisms of Identification of Emotional Needs and Aggregation of Emotional Attention

Emotional need identification is based on multimodal emotional signals. Platforms extract emotional states, emotional valence and emotional arousal levels from textual semantics, image symbols, speech rhythm, interaction frequency, dwell time, review sentiment and community discussions as emotional tags and demand profiles. Emotional needs depend upon context, dynamically evolve and are relational in nature – they are actively presented via classification systems, recommendation feedback or scenario frameworks rather than just read existing preferences. Aggregation of emotional attention works like this: platforms guide scattered attention towards some emotional themes and consumption scenarios with content ranking, traffic allocation, trending-topic push, community diffusion, and interactive prompts. Scarcity, transferability and network externalities describe emotional attention that undergoes aggregation processes influenced by algorithmic mediation, content supply and user interaction (cyclical reinforcement of emotional visibility and emotional resonance)[3].

Tension in governance arises from identifying emotional needs and aggregating attention. As emotional identification becomes refined, there will be a tension between emotional data boundaries and individual's autonomous choice; as attention aggregation become efficient, we need to think about the risks of emotional manipulation, information narrowing, and emotional dependence. Rules on platforms decide what emotional signal is gathered, what emotional content is amplified/suppressed so emotional visibility is at the intersection point of value creation and governance order. Risk of emotional attention aggregation resulting in emotional polarization and group differentiation exist and recommendation ranking and interactive feedback can reinforce existing emotional bias and narrow down the space for exposure to heterogeneous emotions. Tension in governance are not external problem attached to these mechanisms of identification of emotional needs and attention aggregation but intrinsic constituent affecting the direction and sustainability of emotional value creation.

2.2 Mechanisms of Emotional Interaction and Platform Ecosystem Value Generation

Emotional Interaction as Intermediary for Platform Ecosystem Value Generation. Reviews, bullet comments, live-streaming interaction, community discussion, secondary creation and instant feedback are interaction rituals that build relationships with each other via empathy, identification, belonging and self-expression: Emotional contagion and emotional resonance drive content diffusion while social presence and interactive visibility boost trust and participation wills. The multilateral interaction produces platform ecosystem value when consumers, content producers, brands and platform operators co-produce emotional meanings converting emotional content into relational capital, trust capital and ecosystem complementary resources. Network effects propagate on emotional relationship networks where high emotional density areas generate identification aggregation and interaction cycles and ecosystem participants get emotional experiences, relational returns and transaction opportunities there. Value generation is an endeavor of multiple actors under a rule framework and algorithmic mediation.

Governance tensions in emotional interaction and ecosystem value generation. Emotional connections may be accompanied by emotional polarizations, group pressures or community exclusions – There is a constant tension between openness and norms in the interaction order. False empathy, emotional performance and strategic interactions will damage the credibility of emotional signals affecting the foundation of ecosystem trust. The quality of emotional interaction controlled by platform rules through content moderation, interaction permissions, credit markers, and community norms: rule design impacts both the space for emotional expression as well as value distribution patterns. Ecosystem value generated from emotional interaction has relational embeddedness and network externalities which requires balancing emotional connection, freedom of expression, and maintain order dynamically. Inherent limitations on the mechanism of platform ecosystem value generation, one of the issues that further governance countermeasures need to tackle[4].

2.3 Mechanisms of Emotional Asset Accumulation and Value Capture

Accumulation of emotional assets happen in accumulation of emotional data assets, emotional relationship assets, and emotional symbolic assets. Emotional data goes into the data cycle of platforms (collected, classified, computed and fed back) as a resource base which can be predicted, matched and

priced; emotional relationships become trust, identification, belonging, and dependence via continuous interactions – they are relational capital and switching costs; emotional symbols create brand meaning, identity markers, cultural labels with content dissemination and community confirmation - they go into the value capture process. Value captured by platforms happen through attention aggregation, emotional stickiness, relational lock-in, scenario extension, and emotional premium: emotional assets move from experiential level to exchange level and distribution level. Value capture is not the end point for emotional value, it's where emotional assets get transformed, measured, and distributed according to the rules and algorithmic order of the platform.

Governance tensions: Ownership of emotional assets, Value distribution and compensation for emotional labor. Co-generation of emotional data by different actors with an unclear boundary of rights and interest and scope of use; Accumulation of emotional relationship via interaction leading to relational lock-in and emotional dependence on capturing its value; Co-creation of emotional symbol by communities, tension between commercial transformation and meaning control. Rules from platforms and algorithmic mediation governs visibility, transformability and revenue flow of emotional assets with asymmetry possible between subjects of value creation and subjects of value capture. Issues of compensation for emotional labor, emotional data boundaries and ownership of emotional assets are critical components of governance tensions affecting the sustainability of emotional value creation and behavioral expectation of ecosystem participants. Incorporation of accumulation of emotional assets into value creation will ensure value capture and governance order as a mutually matched institutional structure.

3. Governance Countermeasures for the Emotional Economy of E-commerce Platforms

3.1 Governance of Emotional Data Boundaries and Algorithmic Transparency

Characteristics of emotional data: multi-actor co-creation, context dependence, and inferential derivation; We can build our governance based on the hierarchy of emotional data (expressive, inferential, and relational), which defines the scope of collection, purposes of use, and conditions of circulation for every case. Scenario-based authorization and purpose limitation is at the core of boundary governance matching the use of emotional data with specific service scenarios, value creation stages, and participants' expectations. Minimization, anonymization, and aggregation of data minimizes the excessive extension of emotional inference, whereas emotional preference adjustment interfaces and data traceability mechanisms increase user's awareness about the flow of emotional data. Governance of emotional data boundaries balance between identification accuracy and autonomous space building emotional value creation on a predictable data order[5].

Disclosure code for explaining emotional impact: Disclosing fundamental principles of emotional tagging system, ranking objective, and recommendation logic allows users to know about forming the visibility of emotional content; Embedding emotional impact assessment in algorithm's design via ex ante analysis on emotional polarization, emotional dependence, and information narrowing caused by recommendation strategies; User-side emotional preference adjustment, content diversity options, and emotional cooling are operational paths while independent assessment and multilateral deliberation provide external verification. Algorithmic transparency is disclosing all logic or create institutions to explain, contestate, adjust emotion-related decisions. Transparency governance complements with data boundaries as a foundational layer of emotional economy governance.

3.2 Emotional Manipulation Risks and Platform Responsibility Allocation

Risks of emotional manipulation: Emotional inducement, false empathy, emotional polarization, anxiety manufacturing, and addictive design. All these risks share one characteristic—manipulating participants' emotions and decisions via emotional signals and algorithmic mediation. We can identify different levels of emotional manipulation risks according to the method of manipulation, the scope of impact, duration, and the extent of exposure of vulnerable groups by governing. Platform rules can introduce such as emotional manipulation identification markers, risk warnings, interaction cooling, and content downranking to mitigate the erosion of the trust foundation of the emotional ecosystem. Pay attention to hidden controls in emotional labor too – the emotional performance, emotional management, and emotional feedback from content producers and consumers may lead to emotional depletion, and there are channels for measuring and compensating emotional labor which is part of risk governance.

Responsibility Allocation Among Platforms: Multilateral actors including platform operators, content producers, brands and users have different responsibilities at each stage of emotional value creation. The role of platform operators includes algorithmic mediation, rule design and data cycles with responsibilities like assessing emotional impacts, identifying manipulations, explaining rules and responding to objections; Content producers and brands take responsibility on authenticity of emotional expression and consistency of emotional commitment while users set community norms and mutual evaluation order in emotional interaction. Responsibility allocation is based upon the principle of having an equal balance between value capture and governance responsibility (the higher the degree of acquiring emotional value, the larger the duty of care regarding emotional impact and the responsibility for governance participation), graded responsibility allocation and hierarchical risk identification are intertwined forming a closed loop for emotional manipulation governance[6].

3.3 Emotional Value Co-creation and Incentive Coordination Mechanisms

The emotional value is co-created by consumers, content producers, platform operators and brands via a multilateral interaction which requires an incentive coordination mechanism matching its co-creating structure. Measurement of emotional labor is at the basis for incentivizing coordination: emotional labor (reviews, bullet comments, community maintenance, live-streaming companionship or secondary creation), could be combined with contribution identification making those indicators of emotional value contribution. Revenue sharing based on emotional data, allocation of rights and interests in emotional assets allowing subjects of value creation to participate in value capture, relieve the asymmetry between creation and distribution. Emotional capital accounts, emotional contribution points, and emotional value distribution pools might become operational tools transforming emotional relationships, emotional content and emotional interaction into governable resources, measurable, distributable and accumulable.

Governance of emotional value co-creation is based on platform rules and community self-governance. Platforms may define emotional value co-creation agreements defining the scope of use of emotional content or the conditions for data circulation together with arrangements for asset revenue providing an institution where there are opportunities for multilateral bargaining and joint deliberations. Experimental governance spaces offer a tested ground for new models of emotional interactions minimizing the impact of rule changes on the emotional ecosystem. Reputation mechanisms, hierarchical permissions, and rights to participate in emotional governance are examples of non-monetary incentives that increase ecosystem participants' identification with and compliance with governance rules. Incentive coordination mechanisms aim at creating a dynamic balance between emotional value creation, value capture, and governance responsibility promoting the shift of the platform emotional ecosystem from attention aggregation to relational sustainability.

Conclusion

Regarding the emotional economy: The value creation on e-commerce platforms is based upon the platformization of emotions (emotional subjects, emotional media, emotional content, emotional data, emotional relationships, emotional capital) which aggregate, circulate and increase their values through the mediation of algorithms and multilateral interactions. An ongoing mechanism of identifying emotional needs and aggregation of attention, emotional interaction and ecosystem value generation, and accumulating emotional assets and capturing values exist, as well as inherent tensions in regulating emotional data boundaries, algorithmic visibility, emotional manipulation, responsibility allocation, and value distribution. Countermeasures for governance unfold along a hierarchy classification of emotional data and algorithmic transparency, risk grading and responsibility symmetry, and co-creation incentives and coordination mechanisms, embedding governance arrangements into the value creation process. Further future research could focus on measuring and owning emotional assets, compensating emotional labor, assessing algorithmic emotional impacts, multilateral incentive coordination, and comparing across platforms emotional ecosystems, exploring the dynamic relation between emotional capital accumulation and emotional dependence, and the long term matching of emotional value creation, capture and governance responsibility.

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