Research on the Effect of Excessive Anti-Fraud Propaganda from the Perspective of Information Overload Theory

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ABSTRACT: In recent years, telecom network fraud cases occur frequently, and the importance of anti-fraud propaganda has become more and more prominent. However, in the current anti-fraud propaganda, there exists the phenomenon of over-publicity, which leads to the information overload of the audience and weakens the propaganda effect. Through literature research and questionnaire survey, this paper analyzes the influence of information content characteristics and communication mechanism characteristics on anti-fraud propaganda effect. It is found that the information content of anti-fraud propaganda videos and the diversity of communication channels are positively correlated with the propaganda effect. Based on the research results, this paper puts forward some strategies to increase the content of anti-fraud propaganda video, increase the frequency of propaganda and broaden the channels of propaganda, so as to enhance the effect of anti-fraud propaganda and effectively protect the safety of public property.

Key words: Information Overload Theory; Excessive Anti-Fraud Propaganda; Telecom Network Fraud; Audience Behavior; Propaganda Effect

1. Introduction

1.1 Research Background

In recent years, telecom network fraud crime is in a high state in our country. According to the data released by the Supreme People's Court, from 2017 to 2021, the number of telecom network fraud cases in the country has been rising, and the number of telecom network fraud cases concluded in the first instance in 2021 has increased by 104.56% compared with 2020. As of May 27, 2024, a total of 1.945 million telecom network fraud cases have been solved in the past five years. In 2016, Xu Yuyu in Shandong Linyi, CAI Shuyan in Guangdong Huilai, and Song Zhenning in Shandong Linyi, the three cases of telecom network fraud caused wide concern from all sectors of society and had a bad social impact.

In the aspect of anti-fraud propaganda, there exists the phenomenon of "flood irrigation" type propaganda. Based on the theory of information overload, this study focuses on the phenomenon of excessive anti-fraud propaganda, aiming to explore its specific impact on audience behavior and make theoretical explanations. From the theoretical point of view, this study extends the theory of information overload to the field of anti-fraud propaganda, filling the theoretical gap in this field of existing research. For example, the relevant research results of information overload theory on the cognition, attitude and behavioral response of information receivers under excessive information will be applied to the analysis of audience behavior under excessive anti-fraud propaganda. From the perspective of practical application, this study analyzes the current situation of short video anti-fraud propaganda through questionnaire survey, aiming to explore the main reasons affecting the poor effect of the current anti-fraud propaganda score, and put forward targeted solutions to provide solutions for improving the effect of anti-fraud propaganda.

1.2 Core Concepts

1.2.1 Information overload theory

According to the theory put forward by George A. Miller in 1956, the capacity of human short-term memory is limited, about 7±2 blocks. With the development of the information age, the concept of information overload is gradually formed. Information overload refers to A condition in which social information exceeds the range that an individual or system can accept, process, or effectively use, and leads to failure [1]. From the form of

expression, the main manifestations of information overload include: the speed of the receiver's response to the information is much lower than the speed of information transmission; The amount of information in the mass media is much higher than what the audience can consume, bear or need. A large number of irrelevant and useless redundant information seriously interferes with the audience's accurate identification and correct selection of relevant useful information. This theory has been widely used in the field of communication. For example, in the study of how audiences cope with massive information, information overload theory provides a theoretical basis for the analysis of audiences' information screening, cognition and attitude change.

1.2.2 Definition of excessive anti-fraud propaganda

In communication, the audience's acceptance of information is a complex process, which involves many factors such as the encoding and decoding of information and the audience's existing cognitive structure. Combined with the information overload theory, "excessive anti-fraud propaganda" can be defined as: in the context of anti-fraud propaganda, due to the highly repetitive content of propaganda and low information effectiveness, the main audience has a phenomenon of aversion or information overload. From the perspective of information overload, it is similar to the situation of general information overload, which is characterized by excessive information, which exceeds the normal reception and processing ability of the audience. A large amount of redundant information interferes with the audience's acquisition and judgment of effective anti-fraud information. And there may be misleading propaganda, making it difficult for the audience to accurately distinguish useful information, just as it is difficult for the audience to screen out valuable information from massive information in the state of information overload. This phenomenon is related to many factors such as the communication mode of anti-fraud propaganda, the characteristics of the audience's anti-fraud information needs and the information communication environment.

1.2.3 Research background of information overload

The research on information overload began in the 1990s, and the number of studies has increased year by year since 2006, and the research Angle and content are diversified. Related disciplines are widely distributed, in order of proportion, they are computer software and computer applications, news and media, library and information and digital libraries, enterprise economics, trade economics and higher education.

In computer software and computer application disciplines, information overload theory is mainly used in recommending system algorithms [2]. A combination of information overload theory and recommendation algorithms is presented to summarize a variety of recommendation algorithms to improve the accuracy of push in the field of e-commerce. In journalism and media, information overload theory is used to explain the phenomenon of social media user burnout [3]. Zhou Min and Zhi Hui analyze the relationship between perceived information overload, perceived threat and perceived effectiveness and the privacy disclosure intention of social media users by studying privacy fatigue. From a legal point of view, Lu Bingbin [4] analyzed the principle of consent in the field of personal information protection and revealed the specific manifestation and impact of information overload in this field. The solution proposed in this paper has some enlightenment to solve the problem of information overload, and also provides a new perspective and thinking for the research of personal information protection. Similarly [5], Wechat users' cognitive load was positively correlated with burnout and negative use behavior through a questionnaire survey. This study reveals that information overload sources (such as a large number of messages) in social media (wechat) lead to cognitive load, which in turn leads to user burnout and negative behaviors, providing an empirical basis for understanding social media user behaviors.

To sum up, previous studies on information overload mostly focus on technical fields, especially in computer software and computer application disciplines, such as optimization of recommendation algorithms. This research tendency makes the field of social propaganda neglected to some extent, especially the field of anti-fraud propaganda. Although many achievements have been made in other fields

of research, the application of information overload theory in the field of anti-fraud propaganda is very few.

This study aims to fill this gap and introduce the theory of information overload into the field of anti-fraud propaganda. By studying the influence of information overload on anti-fraud propaganda, it discusses how to avoid the problem of excessive anti-fraud propaganda caused by information overload, and provides new theoretical basis and practical guidance for improving the effect of anti-fraud propaganda.

1.3 Overhyped Research Overview

The author uses CNKI as the search engine and "over-publicity" as the keyword to search and find. The current academic circle mainly studies over-publicity from the discipline of journalism and media [6]. The phenomenon of over-promotion in the autonomous driving industry is studied. It is pointed out that in order to meet the market demand, enterprises publicize the intelligent properties of vehicles when they do not fully possess the autonomous driving function and exaggerate the effect, resulting in the phenomenon of over-promotion. Yin Jian [7] took the reports during the epidemic period as an example, made an in-depth analysis of the problem of excessive positive publicity, revealed its manifestations and negative effects, and proposed measures to prevent excessive publicity, which provided valuable references for news publicity work and audience cognition from multiple aspects, and helped to avoid the occurrence of excessive publicity in future publicity work. Ning Xinchun pointed out [8] that excessive publicity of teachers' sacrifice spirit has negative effects and violates life value ethics. Although the article is brief but profound, it reveals that excessive publicity and excessive exaltation of teachers' spirit of sacrifice ignore the value of life itself, convey a potential message of disrespect for life, may mislead the public to judge the value of life, and make people excessively advocate sacrifice while ignoring the protection and cherishing of life. It provides a unique perspective for us to examine the adverse effects of excessive propaganda in specific value areas (such as teacher sacrifice).

Previous studies on excessive publicity mainly focus on journalism and media, and pay more attention to the phenomenon of excessive publicity in commercial fields (such as autonomous driving industry), which ignores the field of anti-fraud propaganda. [9] Anti-fraud propaganda is unique, such as the publicity of the propaganda subject and the social welfare of the propaganda purpose, which is fundamentally different from the publicity in the commercial field.

This study focuses on the phenomenon of excessive propaganda in anti-fraud propaganda and fills the gap of existing research in this special field. Through in-depth analysis of the problem of excessive publicity in anti-fraud propaganda, exploring its causes, effects and countermeasures, it is helpful to improve the accuracy and effectiveness of anti-fraud propaganda and maintain the credibility of anti-fraud propaganda.

2. Research Methods

2.1 Literature Research Method

On the basis of reading a large number of journal articles, academic monographs and other literature materials, the author further focuses on the latest research results of telecom network fraud anti-fraud propaganda. Particular attention is paid to the research related to the new content involved in the questionnaire, such as the special needs and responses of groups of different gender, age, education and occupation to anti-fraud propaganda, as well as the comparative study on the anti-fraud propaganda effects of different channels (such as short videos, public accounts, TV advertisements, etc.) [10].

In-depth research on the concrete embodiment of information overload theory in anti-fraud propaganda, such as how to optimize the propaganda content to avoid the situation that the audience will be disgusted or ignore the anti-fraud information due to information overload. At the same time, the relationship between communication persuasion theory and anti-fraud propaganda is more comprehensively sorted out, and how to use different communication persuasion strategies to enhance the acceptance of anti-fraud propaganda by different audiences is considered.

2.2 Questionnaire Survey Method

The questionnaire was distributed by random

sampling. Specify the sample size to ensure that the sample is fully representative of the study population. Specify the scope of sample selection, such as sampling from multiple cities or regions, covering areas with different levels of economic development and different population densities to improve the representativeness of the sample. At the same time, according to the classification of audience groups in the new questionnaire (such as gender, age, education, occupation, etc.), to ensure that the proportion of each group in the sample is reasonable, can accurately reflect the distribution of different groups in the overall.

According to the research status, this paper adopts the questionnaire survey method and the random sampling method to issue questionnaires, and makes a quantitative analysis of the main influencing factors of the effect of excessive anti-fraud propaganda.

In this paper, the influencing factors of communication effect are divided into two dimensions: information content characteristics (information content and information complexity) and communication mechanism characteristics (communication frequency and diversity of communication channels), and different questions are set by using Likert scale. In terms of dependent variables, the effect of excessive anti-fraud publicity is measured from the two perspectives of anti-fraud adoption rate and video completion rate, and finally an independent variable is added: audience media literacy. In order to exclude the audience due to their own media literacy is not high resulting in poor publicity effect.

2.3 Sample Selection and Questionnaire Design

This study clearly takes mainstream users of short video media as the main sample, especially the target audience who have been exposed to anti-fraud propaganda content. They are 18-50 years old, use the platform at least 1 hour a day, have some contact with anti-fraud propaganda content and have a certain cognition of the content effect. Target groups were acquired through short video platforms such as Tiktok and B Station and social media platforms such as wechat, QQ and Xiaohongshu. Sample balance was ensured by stratification according to demographic characteristics such as gender,

age and educational background, and questionnaires were issued by a combination of random sampling and stratified sampling to ensure data validity. In order to improve the questionnaire recovery rate and the authenticity and validity of the data, online distribution was adopted, combined with offline research and supplementary verification. Before the formal distribution of questionnaires, a small sample of 50 people were pre-tested to verify the clarity and rationality of the questionnaires.

The questionnaire design consists of four parts: demographic factors, independent variables, dependent variables and independent variables.

2.3.1 Demographic factors

Demographic factors in the questionnaire included gender, age, education, occupation, political status and short video viewing time. These factors are helpful to analyze the differences between different groups in anti-fraud propaganda. Gender difference may be different in counterfraud response; Technology acceptance and social experience of different age groups affect the anti-fraud effect. Educational background influences the understanding of anti-fraud knowledge; Occupation determines fraud risk and publicity channels; Political outlook reflects the role of social responsibility in anti-fraud; Short video viewing time reflects the degree of new media dependence and information acquisition habits, which is of great significance for formulating targeted anti-fraud propaganda strategies.

2.3.2 Independent variables

Video information content: whether it is reasonable or not affects the anti-fraud propaganda effect. Too little can not fully convey knowledge, and too much leads to information overload. Studying it helps to find the right content level to enhance the propaganda effect.

Information complexity: anti-fraud propaganda needs to consider the audience's understanding ability. Too complex for the audience to accept, too simple to cover the complexity of fraud, research can find the best way to present.

Communication frequency: Influence audience acceptance. Too low can not obtain information in time, too high will cause boredom, determine the best frequency can enhance the publicity effect.

Diversity of communication channels: In a multi-channel communication environment, a

single channel cannot cover all the audiences, and diversity can expand the coverage, and research helps to optimize the channel mix.

2.3.3 Dependent variables

Video completion rate: directly reflects the audience's acceptance of the video. A high completion rate means that the content gets attention, and studying it can optimize video production and promotional content.

The adoption rate of anti-fraud behavior is the ultimate goal of anti-fraud propaganda. Measuring it assesses whether the publicity prompts the audience to take action against scams in reality.

2.3.4 Independent variable - audience media literacy

Audience media literacy is crucial in anti-fraud propaganda. Highly literate audiences can better judge the authenticity of information, filter out useless information and distinguish important information. Studying it can develop effective propaganda strategies for different literacy groups.

3. Independent Variable and Dependent Variable Scale Design

3.1 Independent Variable Scale

The independent variable scale covers two dimensions: information content characteristics and communication mechanism characteristics. Information content features include video information content (from too little to too much suitability) and information complexity (from too complex to too simple balance); Transmission mechanism characteristics include transmission frequency (suitable range from too low to too high) and transmission channel diversity (from single to diverse channel coverage). The influence of these variables on the results is considered from the aspects of content and communication mode.

The setting of these independent variables aims at comprehensively measuring the influencing factors of communication effect, and starting from the two aspects of information content and communication mode, it is helpful to deeply explore the influence of each factor on the final effect of communication individually or jointly. At the same time, these variables are applicable to a variety of communication scenarios, whether commercial or public welfare publicity, etc., and can provide basis for analysis and

adjustment in different scenarios.

3.2 Dependent Variable Scale

The dependent variable scale involves the adoption rate of anti-fraud behavior (the change of actual anti-fraud behavior from low adoption rate to high adoption rate) and the completion rate of video (the difference of video viewing integrity from low completion rate to high completion rate). These two variables reflect the effects related to video from different perspectives.

The setting of the dependent variable is to directly reflect the achievement of the propaganda goal. The adoption rate of anti-fraud behavior can reflect whether the anti-fraud propaganda can achieve the expected effect, while the video completion rate can reflect the attractiveness and communication effect of the video content. Moreover, these two variables can be quantified, which facilitates statistical analysis of the data to find out the direction of optimizing the propaganda strategy.

4. Issuing and Collecting Questionnaires

Before the questionnaire was released, the author first carried out a small range of pre-survey on the target population, and adjusted the questionnaire content accordingly. In order to ensure the standardization and validity of the questionnaire results, random sampling method was used to select sample data in the investigation. A total of 12 questionnaires were collected in the pre-survey, and one invalid questionnaire was removed. The final number of questionnaires was 11, and the recovery rate reached 91.7%. In order to ensure the quality of questionnaire survey data, the author also sorted out the recovered questionnaires in detail, and analyzed the reliability and validity of 11 questionnaires through software. The results showed that the questionnaires were good, so the questionnaires were officially issued.

The survey period for the questionnaire (expected) will start on December 28, 2024 and end on January 28, 2025. The main way of distribution is to issue electronic questionnaires online through the "questionnaire star" platform. Considering that the research object is the mainstream audience of short video media, who is familiar with the use of the Internet, the questionnaire is mainly

distributed online, and the electronic questionnaire is designed with the help of the "Juanxing" platform. Afterwards, the questionnaire links are provided through B station, wechat, QQ, Douyin, Xiaohongshu and other network platforms. And invited students to forward the questionnaire link for a wide range of questionnaire distribution. The questionnaire targets the main audience groups that use short video media and anti-fraud propaganda.

A total of 180 questionnaires were sent out online, and 175 questionnaires were collected, with a recovery rate of 97.2%. Random sampling method was used to select sample data in the investigation. A total of 175 valid questionnaires were obtained, excluding samples with repeated answers, answer time of less than 60 seconds, answers of the scale in the shape of an E-font or an I-font, and confused and inconsistent answers. Then SPSS27.0 software was used to analyze the data and obtain the relevant results

5. Regression Analysis

Table 1. Summary of Regression Models

model	R	R square	Adjusted R square	Standard estimates are wrong	F	conspicuousness	DW price
1	.716a	0.513	0.502	2.42162	44.8	.000b	2.198

a prediction variable: (constant), diversity of communication channels, video information content, complexity of information, frequency of communication.
b dependent variable: total score of publicity effect.

Table 2. Regression Coefficients of the Influence of Communication Content and Communication Mechanism on Propaganda Effect

dependent variable	predictive variable	Unstandardized coefficients		Standardization coefficient	t	conspicuousness	Correlation statistics	
		B	Standard error	Beta			tolerance	VIF
the effect of publicity	(constant)	4.294	1.199		3.581	0.000		
	Video information content	0.578	0.089	0.405	6.486	0.000	0.735	1.361
	Information complexity	-0.014	0.079	-0.011	-0.180	0.857	0.749	1.336
	Frequency of dissemination	0.250	0.076	0.260	3.299	0.001	0.461	2.169
	Diversity of communication channels	0.477	0.146	0.231	3.260	0.001	0.571	1.751

It can be seen from Table 1 that the adjusted F-square value of the model is 0.502, which means that the diversity of communication channels, the content of video information, the complexity of information and the frequency of communication can explain the change of 50.2% of the total score of publicity effect. The F-test was conducted on the model and it was found that the model passed the F-test (F=44.8, P < 0.001), indicating that the current regression model was established. According to the correlation analysis, the diversity of communication channels, the content of video information, the degree of information complexity, the frequency of communication and the total score of publicity effect are related to a certain extent. The test results for multicollinearity show that VIF values are all lower than 5, which indicates that the collinearity risk is low. In addition, DW is close to 2, which indicates that there is a high possibility of independence between variables, which meets the application conditions of regression model, and the model presents well.

As can be seen from Table 2, taking video information content, information complexity, communication frequency, and diversity of communication channels as independent variables, and taking the total score of general publicity effect as dependent variables for linear regression analysis, the regression model can be obtained as follows: Total publicity effect =4.294+0.578* video information content +0.25* communication frequency +0.477* diversity of communication channels. According to the summary analysis, the content of video information, the frequency of communication and the diversity of communication channels have a significant positive prediction on the total score of publicity.

6. Strategies and Suggestions for Improving Anti-Fraud Propaganda

According to the formula of anti-fraud propaganda effect, the anti-fraud propaganda effect is positively correlated with the content of video information, the frequency of anti-fraud propaganda and the diversity of anti-fraud propaganda channels. Therefore, the construction of accurate propaganda mechanism should be carried out from the

following three aspects.

6.1 Increase the Content of Anti-Fraud Propaganda Videos

In order to improve the effect of anti-fraud propaganda, it is necessary to increase the richness and effectiveness of video content. Specific measures include: video content diversification design, real case analysis and interactive video design. First of all, on the diversification of content: it is necessary to combine different types of fraud (such as Internet fraud, telephone fraud, etc.) to make targeted promotional videos to ensure that the audience can clearly understand all kinds of fraud methods and their prevention measures. Secondly, in the case analysis: through the explanation of real cases, show the real scenes and consequences of fraud, enhance the audience's vigilance and sense of participation. Telecom network fraud cases can come from the actual case solving records of public security organs, which has authenticity and educational significance, and should also pay attention to the protection of victim information code. Finally, interactive design can be added to the video: increase the interactive links in the video, such as questions and answers, voting, etc., to attract the audience's attention and improve the absorption rate and memory of information.

6.2 Increase the Frequency of Anti-Fraud Propaganda

The improvement of propaganda frequency is an important means to ensure the timely transmission of anti-fraud information. Specific strategies include: regular content updates, multi-frequency delivery and the establishment of early warning mechanisms. The first is to regularly update the content: according to the changes in fraud methods and the emergence of new fraud cases, regularly update the anti-fraud propaganda content to ensure the timeliness and relevance of information. Secondly, multi-frequency delivery: In the high-risk period of fraud cases (such as holidays, shopping seasons, etc.), increase the frequency of anti-fraud propaganda delivery to ensure that the target audience can receive preventive information at a critical moment. It is worth mentioning that publicity should be put in a timely and appropriate manner, increase publicity efforts

in high-risk periods, and pay attention to maintaining appropriate publicity efforts in low-risk periods, so as to avoid publicity work floating on the surface and simple. At last. Establish an early warning mechanism: identify the time period and place of high incidence of fraud through big data technology and analysis technology, carry out targeted publicity in advance, and enhance the public's awareness of prevention.

6.3 Expand Anti-Fraud Propaganda Channels

In order to better reach the target audience, it is necessary to broaden the channels of publicity. Specific measures include: multi-platform linkage, community publicity activities, anti-fraud publicity for students.

First of all, based on the short video platform, it can use its influence to conduct multi-platform linkage on other platforms. Short video platform has a wide user base, based on the platform algorithm recommendation, short videos can be accurately pushed to users who may be interested. Although the audience of traditional media such as TV and radio is gradually diverted by new media, they still have stable viewers and listeners, especially the elderly group. According to their psychological characteristics, caring anti-fraud propaganda programs can be made and broadcast or broadcast in prime time to improve the coverage of propaganda. Secondly, the anti-fraud publicity effect can be strengthened by carrying out community activities: When carrying out activities in the community, the anti-fraud publicity subject can set up special anti-fraud publicity booths and display common fraud methods, prevention methods and victim case display boards. At the same time, inviting anti-fraud and dissuasion personnel can answer residents' questions on the spot, improve residents' anti-fraud awareness and the ability to distinguish the authenticity of information. Finally, in addition to holding lectures, we can also carry out anti-fraud knowledge competition, theme class meeting and other activities. For the student group, the focus is on promoting the knowledge of network fraud prevention, such as online game fraud, online part-time fraud, etc., so that students can deeply learn anti-fraud knowledge in the activity.

Through the implementation of the above

strategies and suggestions, the effect of anti-fraud propaganda will be significantly improved, which can more effectively protect the public's property safety and maintain social harmony and stability.

7. Conclusion

Based on the information overload theory, this study deeply discusses the phenomenon of excessive anti-fraud propaganda and its specific impact on audience behavior. In the era of information explosion, telecom network fraud crimes occur frequently, which seriously threatens people's property security and social stability. In order to deal with this challenge, anti-fraud propaganda is particularly important. However, the phenomenon of "flood irrigation" in the current anti-fraud propaganda, that is, excessive anti-fraud propaganda, not only fails to achieve the expected effect, but may cause the audience's aversion and information overload, thus weakening the actual effectiveness of propaganda.

Through literature research and questionnaire survey, this study analyzed the specific performance of excessive anti-fraud propaganda in terms of information content characteristics (such as video information content and information complexity) and communication mechanism characteristics (such as communication frequency and diversity of communication channels), and discussed the influence of these factors on the propaganda effects such as the adoption rate of anti-fraud behavior and the completion rate of video broadcast. It is found that there may be significant differences in communication frequency among the audience, while there may be no significant differences in the adoption rate of anti-fraud behavior in dimensions such as gender. At the same time, the content of video information and the diversity of communication channels are positively correlated with the propaganda effect, indicating that increasing the richness and effectiveness of video content and broadening the propaganda channels are conducive to improving the effect of anti-fraud propaganda.

To sum up, this study not only fills the gap in the application of information overload theory in the field of anti-fraud propaganda, but also provides an important theoretical basis and practical guidance for improving the effect of anti-fraud propaganda. In the future, with the continuous progress of technology and the change of audience needs, anti-fraud propaganda work still needs to be constantly innovated and improved to better meet the needs of the development of The Times and effectively protect the property safety of the people and social stability.

Acknowledgments

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