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Research on Factors Influencing the Dissemination of Compiled Archival Documents in the Digital Age: Postprint

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Abstract

[Purpose/Significance] In the context of the digital age, this study analyzes the influencing factors of the dissemination of archival literature compilation achievements, thereby providing reference and guidance for enhancing their dissemination effectiveness.

[Method/Process] Based on Lasswell's 5W model and questionnaire surveys, a hypothetical model of influencing factors for the dissemination of archival literature compilation achievements was constructed. Exploratory factor analysis was employed to test and refine the hypothetical model, and the refined model was subsequently discussed.

[Results/Conclusion] A model of influencing factors for the dissemination of archival literature compilation achievements aligned with Shannon's communication system model was constructed. The composition of these influencing factors was comprehensively discussed and analyzed, encompassing 32 influencing factors across seven dimensions: content quality of the achievements, external characteristics of the achievements, dissemination subjects of the achievements, dissemination media of the achievements, audience attributes of the achievements, audience perception of the achievements, and dissemination environment of the achievements.

Full Text

Preamble

Research on the Influencing Factors of the Dissemination of Archival Document Compilation Products in the Digital Age

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Abstract: [Purpose/Significance] In the context of the digital age, this paper analyzes the influencing factors of archival document compilation product dissemination to provide reference for improving their dissemination capacity. [Method/Process] Based on Lasswell's 5W model and questionnaire surveys, a hypothetical model of influencing factors for archival document compilation product dissemination was constructed. Exploratory factor analysis was used to test and revise the hypothetical model, and the revised model was discussed. [Result/Conclusion] The study constructs an influencing factors model that aligns with Shannon's communication system model, comprehensively discussing and analyzing the composition of factors affecting the dissemination of archival document compilation products. These mainly include 32 influencing factors across seven dimensions: product content quality, product external features, product dissemination subject, product dissemination media, product audience attributes, product audience perception, and product dissemination environment.

Keywords: archival document compilation; compilation products; information dissemination; influencing factors of dissemination

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2. Literature Review

2.1 Research on the Dissemination of Archival Document Compilation Products

Communication is an activity in which humans exchange information through symbols and media to effect corresponding changes. Its fundamental purpose is information transmission—activities of information delivery, reception, and feedback between individuals and between individuals and society. The ultimate goal of archival document compilation is to disseminate authentic, comprehensive, and systematic archival information to audiences. In this sense, archival document compilation itself constitutes an archival information dissemination activity. Archival document compilation products include historical books, biographies, archival exhibitions, documentary films, yearbooks, chronicles of major events, etc. The dissemination of these products accelerates the speed of archival information transmission, provides archival institutions with opportunities to spread archival culture, and improves audience efficiency in receiving archival information. Information technology has transformed the limited dissemination channels of traditional archival compilation products, providing technical support for enhancing their dissemination capacity. Analyzing the influencing factors of archival document compilation product dissemination in the digital age can help improve existing dissemination models and further enhance their influence and social impact.

Using the search query “(archival document compilation OR archival compilation) AND dissemination” in CNKI, Wanfang, VIP, and Chaoxing databases re-

veals that current research mainly addresses: the selective nature of archival document dissemination facilitated by active user selection, passive user selection, and natural selection; the profound impact of online dissemination on archival information transmission; and investigations of archival cultural product dissemination combined with dissemination effectiveness analysis methods, which show that online archival cultural products suffer from inadequate content, blocked channels, weak dissemination power, and incomplete feedback mechanisms. Based on the social functions of archival undertakings, measures should be adopted to identify service targets, unblock dissemination channels, integrate cross-boundary forces, and improve feedback mechanisms. Future archival information dissemination will undergo four stages, ultimately forming a new composite dissemination mode integrating online archival information dissemination and traditional paper-based dissemination. In response, scholars have proposed constructing archival information dissemination studies to research archival information dissemination systems and their operational patterns, and have explored approaches from perspectives of compilation philosophy, dissemination models and strategies, and social cognition, aiming to increase archival user numbers while achieving user 下沉 (deeper market penetration).

From the perspective of mass culture dissemination, archival document compilation requires new compilation philosophies: audience-oriented philosophy, information equality and sharing philosophy, comprehensive benefit philosophy, and knowledge service philosophy. From a communication studies perspective, the information dissemination model of archival compilation work should include the disseminator, archival compilation content, archival compilation media, audience, and dissemination effect. Cross-screen dissemination strategies for archival compilation products include three aspects: distribution networks, dissemination media, and user groups. Using Lasswell's 5W communication model to analyze the socialization pathways of archival compilation work reveals elements including archival compilers, archival compilation information, information media, audience, and social dissemination effects. Additionally, some scholars have transplanted library virtual reference service mechanisms into the dissemination process of archival compilation products, including asynchronous reference services and real-time virtual reference services.

In summary, while current research covers many aspects, it primarily relies on qualitative methods and empirical summaries at the practical level, lacking data support. Therefore, this study employs quantitative analysis to enrich existing research.

2.2 Research on Information Dissemination Influencing Factors

Archival document compilation products are essentially information products. Reviewing research on information dissemination influencing factors can inform studies on archival compilation product dissemination. Searching for “information dissemination influencing factors” in the aforementioned Chinese databases shows emerging research with an overall upward trend in publications, charac-

terized by theoretical grounding, contemporary relevance, and diversity. Theoretically, scholars primarily rely on Lasswell's 5W model, Malcolm's epidemic theory, information dissemination four-element theory, information ecology, Miller's public stratification model, system dynamics, planned behavior theory, and uses and gratifications theory to extract influencing factors. Research objects mainly focus on social media information (Weibo and WeChat), website information, think tank information, and e-government information, reflecting the networked characteristics of the digital age. Methodologically, scholars commonly employ regression analysis, exploratory factor analysis, DEMATEL, interpretive structural modeling, correlation analysis, partial least squares structural equation modeling, and situational experiments.

Representative researchers in this field include Liu Xingjun, Ji Dan, Guo Shunli, and Mu Guangyu. English literature focuses more on influencing factors of social network information dissemination. Key studies include: L. Liu et al.'s analysis of how geographic location and distance affect information dissemination probability and speed on WeChat, verifying the distance decay effect of information dissemination probability while proving that dissemination speed is independent of geographic distance; S. Shan et al.'s development of a structural equation model based on information dissemination theory and motivation theory, identifying three dissemination elements (information source, information, and information receiver) and revealing key factors affecting haze information dissemination on WeChat; J. Dong et al.'s computational experiments exploring how information attractiveness, influence, and sources affect cascade size distribution, quantitatively revealing causal relationships in power-law cascade size distribution; and X. Liu et al.'s introduction of an information dissemination feedback mechanism into information dissemination models, proposing a novel mathematical model and analyzing information dissemination characteristics through information decay and noise coefficients.

In government information dissemination, A. Navarro-Galera et al. identified factors affecting online dissemination of regional government sustainability information through empirical research on 17 Spanish regional governments, finding that technological factors (broadband availability) and transparency stimuli (accessibility) can increase the amount of social, economic, and environmental information published on government websites. R.P.F. Guine et al. used principal component analysis, factor analysis, and cluster analysis with SPSS to study factors influencing healthy eating information dissemination among adolescents.

In summary, current research on information dissemination influencing factors has strong theoretical support, combines contemporary hot topics, and employs flexible and diverse methods, providing theoretical and methodological references for studying archival compilation product dissemination.

3. Extraction of Influencing Factors for Archival Document Compilation Product Dissemination

3.1 Initial Acquisition of Influencing Factors

In 1948, Lasswell proposed the five basic elements of information dissemination in *The Structure and Function of Communication in Society*—the famous 5W model: Who, Says What, In Which Channel, To Whom, and With What Effect. This can be understood as information dissemination comprising five elements: dissemination subject, information resources, dissemination media, dissemination audience, and dissemination effect. However, this model does not reflect the impact of the information dissemination environment on the process, particularly in the digital age where information dissemination is more obviously affected by environmental factors such as social culture and information technology. The development of information technology and rich social culture in the digital age facilitates compilation product dissemination. Therefore, this study introduces the dissemination environment element as a component affecting information dissemination, based on Lasswell's 5W model and combined with digital age characteristics. Through literature review, 29 influencing factors were initially extracted, with specific definitions shown in Table 1 .

Overall, the influencing factors of archival document compilation product dissemination include: compilation products (the information resource itself, including print, audio-visual, and digital types), whose content reliability, usefulness, richness, completeness, structure, form diversity, form uniqueness, innovation, sociality, and understandability all affect dissemination; the dissemination subject (compiling institutions and personnel) responsible for information collection, processing, and transmission, whose influence, dissemination awareness, promotion capability, funding investment, and personnel investment affect dissemination; dissemination media (channels such as paper, broadcast, television, websites, and social media), whose influence, interactivity, functionality, security, usability, accessibility, and acceptability affect dissemination effects; the audience (individuals or organizations receiving information), including basic characteristics, information needs, information literacy, and re-dissemination behavior; and the dissemination environment (social environment and external conditions), including information technology level, policy and legal environment, and social culture environment.

3.2 Revision of Influencing Factors

Based on the 29 factors in Table 1, a first-round online questionnaire survey was conducted from April 17-20, 2019, receiving 207 responses. Questionnaires with identical answers or completion times under one minute were considered invalid, yielding 168 valid questionnaires (81% validity rate). Open-ended questions collected additional factors not covered in the questionnaire but deemed important by respondents. After analyzing these responses and removing factors essentially identical to original content, three new influencing factors were added:

timeliness of archival document compilation products, 趣味性 (interest/appeal) of archival document compilation products, and audience usage habits and interests in archival document compilation product dissemination, as shown in Table 2 .

The revised factors fully reflect respondents' cognition and understanding of dissemination influencing factors, confirming that archival document compilation product dissemination is affected by the 32 factors in Tables 1 and 2. This provides a foundation for further research and serves as the basis for constructing the hypothetical model.

Table 2. New Influencing Factors for Archival Document Compilation Product Dissemination

No.	Factor Name	Factor Definition
1	Product Timeliness	Whether archival document compilation products are only valid within a certain time period
2	Product Appeal	Whether archival document compilation products can be enjoyable and arouse audience interest
3	Audience Usage Habits and Interests	The habits and interests of archival document compilation product dissemination audiences in using information

4. Influencing Factors Model for Archival Document Compilation Product Dissemination

4.1 Proposed Hypothetical Model

Based on Lasswell's 5W model and questionnaire survey results, a hypothetical influencing factors model for archival document compilation product dissemination was proposed. According to second-round questionnaire data test results, the model was revised to deeply analyze the hierarchical structure and importance of influencing factors.

Based on the factors in Tables 1 and 2 and their definitions, 32 indicators were divided into five dimensions: "Archival Document Compilation Products," "Dissemination Subject of Compilation Products," "Dissemination Media of Compilation Products," "Dissemination Audience of Compilation Products," and "Dissemination Environment of Compilation Products," constructing the hypothetical model shown in Figure 1 [FIGURE:1].

4.2 Data Collection and Statistical Analysis

4.2.1 Data Collection and Organization After analyzing first-round questionnaire responses, the revised influencing factors were used to form the final survey questionnaire for collecting data to test the hypothetical model. The final questionnaire included basic respondent information and importance ratings for dissemination influencing factors. The importance survey contained 32 items using a 5-point Likert scale (1-5 representing increasing influence). To prevent duplicate responses, the questionnaire controlled for device access, limiting one response per mobile phone or computer. Distributed online starting May 1, 2019 for one week, 325 questionnaires were collected. After excluding questionnaires with identical answers or completion times under one minute, 280 valid questionnaires remained (86.2% validity rate), meeting the predetermined sample size.

4.2.2 Sample Characteristics Analysis Analysis of the 280 valid questionnaires revealed three main characteristics (Figure 2

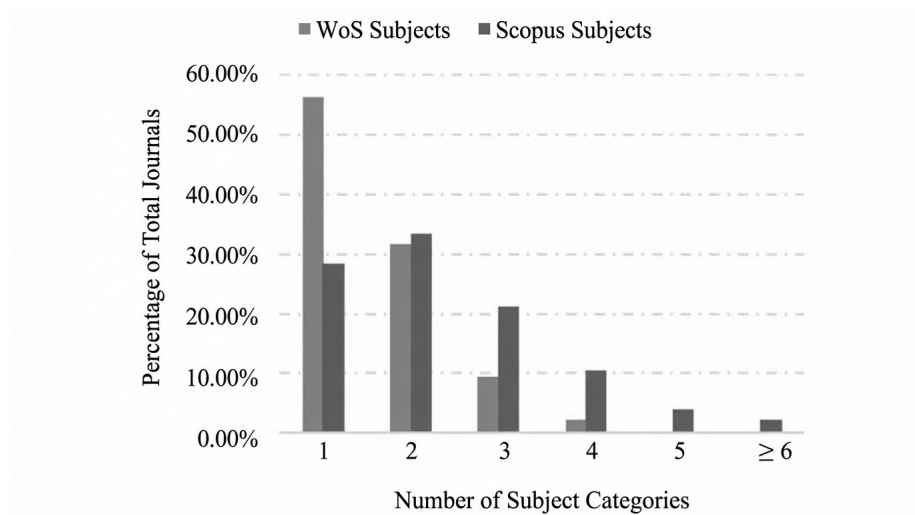


Figure 1: Figure 2

): (1) Gender distribution showed minimal difference between male and female respondents; (2) Age distribution showed the 18-30 age group accounted for the largest proportion at 88.21%; (3) Education level showed respondents were primarily undergraduates/junior college students and graduate students (94.64%), indicating a well-educated sample. Overall, the sample was youth-dominated with good representativeness while maintaining breadth across other age groups.

4.2.3 Descriptive Analysis of Observed Variables Using SPSS 24.0 to analyze the 280 valid questionnaires, the mean and standard deviation of each

observed variable were calculated. Higher means indicate stronger respondent agreement about a factor's influence. Larger standard deviations indicate greater disagreement among respondents about a factor's degree of influence; generally, standard deviations below 1 indicate high consistency. Among all factors, "Form Uniqueness" had the lowest mean (3.46), while all other factors exceeded 3.46, with nearly half exceeding 4, demonstrating strong respondent agreement. Regarding standard deviations, only "Content Reliability" exceeded 1 (1.103), indicating significant disagreement about this factor, while all others were below 1, showing consistent recognition. Overall, the factor extraction was reasonable.

4.3 Data Analysis and Testing

This study used exploratory factor analysis for mathematical analysis and testing of the hypothetical model in Figure 1. Based on analysis results, the hypothetical model was revised to obtain a more realistic and audience-recognized set of influencing factors.

4.3.1 Reliability Analysis Using SPSS 24.0, Cronbach's α coefficient was used to test questionnaire reliability and validity. Higher Cronbach's α values indicate greater internal consistency among observed variables. The overall scale's Cronbach's α coefficient was 0.940, substantially exceeding the acceptable threshold of 0.7, indicating high reliability and internal consistency among factors for further analysis (Table 3).

Table 3. Reliability Statistics of Observed Variables

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
0.940	0.942

4.3.2 Applicability Measurement Before factor analysis, suitability testing was required. Using SPSS 24.0, KMO sample adequacy and Bartlett's sphericity tests were conducted (Table 4). The KMO test value was 0.930, exceeding 0.5 and reaching the "good" standard, indicating common factors exist among variables and factor analysis is highly suitable. Bartlett's sphericity test showed an approximate chi-square value of 4237.258 (df=496) with significance level of 0.000 (<1%), further confirming data suitability for factor analysis.

Table 4. KMO and Bartlett's Test

KMO Measure of Sampling Adequacy	0.930
Bartlett's Test of Sphericity	Approx. Chi-Square: 4237.258, df: 496, Sig.: 0.000

4.3.3 Principal Component Analysis Principal component analysis with varimax orthogonal rotation was used to extract common factors, retaining factors with eigenvalues >1 . Seven common factors were obtained, all with Cronbach's α coefficients >0.7 , explaining 62.320% of cumulative variance (Table 5), indicating good representation of original variable information.

Table 5. Total Variance Explained

Factor	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
1	11.552	36.099%	36.099%
2	1.809	5.653%	41.752%
3	1.626	5.082%	46.834%
4	1.510	4.720%	51.553%
5	1.289	4.027%	55.580%
6	1.124	3.513%	59.093%
7	1.033	3.227%	62.320%

During factor analysis, factors with loading coefficients <0.45 were eliminated. The exploratory factor analysis results are shown in Table 6. The rotated component matrix was derived from respondents' importance ratings of influencing factors, differing from the hypothetical model. The original 32 variables across five dimensions became seven dimensions, with each dimension's variables slightly different from the initial model, indicating the original classification standards had deficiencies requiring further refinement.

Table 6. Factor Analysis Loading Matrix of Observed Variables

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Dissemination Subject Personnel Investment	0.695					
Dissemination Subject Promotion Capability	0.672					
Dissemination Subject Media Selection	0.547					
Audience Usage Habits and Interests	0.658					
Audience Re-dissemination Behavior		0.662				
Audience Information Needs		0.622				
Media Acceptability		0.599				

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Audience Basic Characteristics	0.713					
Audience Information Literacy	0.715					
Dissemination Subject Funding Investment	0.623					
Dissemination Subject Dissemination Awareness	0.670					
Media Usability	0.645					
Media Interactivity	0.619					
Media Accessibility	0.579					
Media Security	0.529					
Media Functionality	0.452					
Form Uniqueness			0.819			
Form Diversity			0.616			
Content Usefulness			0.590			
Content Reliability			0.535			
Content Richness			0.472			
Content Structure				0.697		
Content Completeness				0.679		
Policy and Legal Environment					0.670	
Social Culture Environment					0.576	
Information Technology Level					0.550	
Dissemination Subject Influence						0.623
Product Understandability						0.529
Product Sociality						

4.4 Model Revision

As Table 6 shows, some factor loading results differed from the hypothetical model, requiring reclassification and renaming of the seven common factors to determine the influencing factors for digital age archival document compilation product dissemination.

According to the rotated component matrix, Factor 1 includes five variables: Dissemination Subject Personnel Investment, Dissemination Subject Promotion Capability, Dissemination Subject Media Selection, Dissemination Subject Funding Investment, and Dissemination Subject Dissemination Awareness. These essentially cover all indicators of “Dissemination Subject” from the hypothetical model (except Dissemination Subject Influence) plus Dissemination Media Influence. Since media influence can be understood as the influence of media selected by the dissemination subject, closely related to the subject’s subjective choices, “Dissemination Media Influence” can be redefined as “Dissemination Subject Media Selection.” These variables reflect the impact of dissemination subjects (including compilation institutions and personnel) on product dissemination, thus Factor 1 was named “Product Dissemination Subject.”

Factor 2 includes five variables: Audience Information Needs, Audience Information Literacy, Audience Basic Characteristics, Audience Re-dissemination

Behavior, and Audience Usage Habits and Interests, covering all indicators of “Dissemination Audience” from the original model. These represent inherent audience characteristics, needs, and behaviors, thus Factor 2 was named “Product Audience Attributes.”

Factor 3 includes six variables: Media Acceptability, Media Usability, Media Interactivity, Media Accessibility, Media Security, and Media Functionality, essentially covering all indicators of “Dissemination Media” from the hypothetical model, thus retaining the name “Product Dissemination Media.”

Factor 4 includes five variables: Form Uniqueness, Form Diversity, Appeal, Innovation, and Timeliness. These external features of archival compilation products explain their influence on dissemination, thus Factor 4 was named “Product External Features.”

Factor 5 includes five variables: Content Usefulness, Content Reliability, Content Richness, Content Structure, and Content Completeness. These clearly reveal the content quality of archival compilation products, thus Factor 5 was named “Product Content Quality.” Factors 4 and 5 essentially cover all indicators of “Archival Document Compilation Products” from the hypothetical model (except Sociality and Understandability), but from a digital age information dissemination perspective, respondents considered external features more influential than content quality.

Factor 6 includes three variables: Policy and Legal Environment, Social Culture Environment, and Information Technology Level, covering all indicators of “Dissemination Environment” from the hypothetical model, thus retaining the name “Product Dissemination Environment.”

Factor 7 includes three variables: Product Understandability, Dissemination Subject Influence, and Product Sociality, differing from the hypothetical model. These are all audience-oriented, clustered from the audience perception perspective, as understandability is based on audience comprehension, and subject influence refers to the influence and attention gained from audiences. Sociality refers to the audience coverage of compilation products. Thus Factor 7 was named “Product Audience Perception.”

After reclassification and renaming, the revised influencing factors model for digital age archival document compilation product dissemination includes seven factors (Figure 3

). This model aligns with Shannon’s communication system model: Product Dissemination Subject corresponds to the information source, Product Dissemination Media to the channel, Product Audience Attributes and Product Audience Perception to the receiver, and Product Content Quality and Product External Features to the information resource. Shannon’s model briefly explains the roles of information source, channel, receiver, and other elements in communication systems, scientifically simulating communication structure and function. The revised model similarly includes these elements while expanding to include

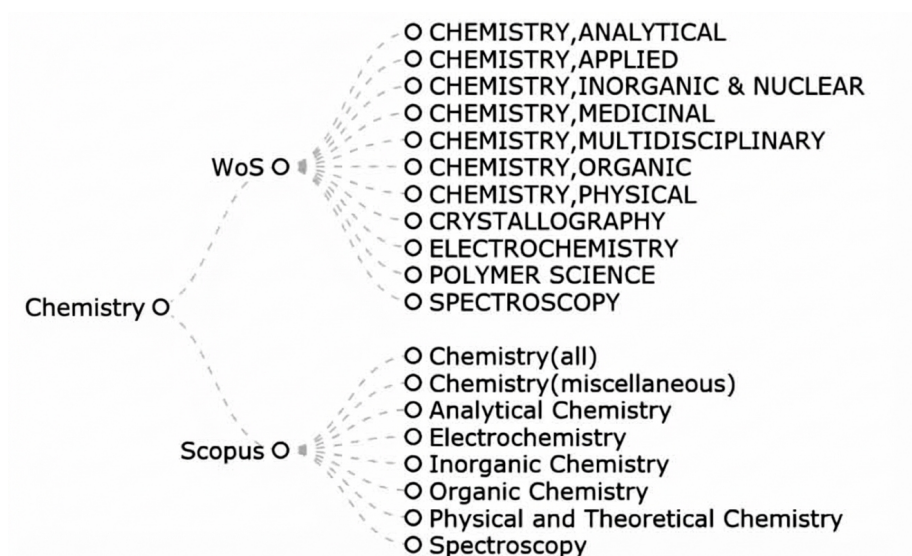


Figure 2: Figure 3

information and environmental factors, making it more comprehensive.

Figure 3. Influencing Factors Model for Archival Document Compilation Product Dissemination in the Digital Age

To further validate the model, reliability and validity tests were conducted on the revised seven dimensions (Table 7). All dimensions' α coefficients exceeded 0.7, indicating high consistency and stability. Although "Product Dissemination Environment" and "Product Audience Perception" contained fewer observed variables, their KMO values approached 0.7, while the remaining five dimensions' KMO values exceeded 0.7, indicating observed variables adequately reflected factor characteristics. The revised model is thus reasonable.

Table 7. Reliability and Validity Analysis of the Revised Model

Influencing Factor Dimension	Number of Observed Variables	Cronbach's α	KMO
Product Dissemination Subject	5	0.847	0.833
Product Audience Attributes	5	0.842	0.752
Product Dissemination Media	6	0.766	0.754
Product External Features	5	0.708	0.838
Product Content Quality	5	0.809	0.869

Influencing Factor Dimension	Number of Observed Variables	Cronbach's α	KMO
Product Dissemination Environment	3	0.777	0.752
Product Audience Perception	3	0.686	0.674

5. Discussion and Summary

This study combined Lasswell's 5W theory with actual survey data and factor analysis to construct an influencing factors model for digital age archival document compilation product dissemination. Aligned with Shannon's communication system model, it comprehensively and objectively analyzed relevant influencing factors, yielding the following conclusions:

- (1) Among the many influencing factors, **Product Dissemination Subject** is the most important. This includes Dissemination Subject Personnel Investment, Dissemination Subject Promotion Capability, Dissemination Subject Media Selection, Dissemination Subject Funding Investment, and Dissemination Subject Dissemination Awareness. Factor analysis showed Dissemination Subject Personnel Investment and Dissemination Subject Promotion Capability had the highest loadings, reflecting that personnel support and compilers' promotion capabilities most strongly influence dissemination. Dissemination Subject Media Selection is also crucial, as media authority and visibility directly affect dissemination outcomes. Funding investment and dissemination awareness are also important, mapping the significant impact of institutional support and compilers' awareness. Compared to other information products, compilation product dissemination requires greater subjective initiative from dissemination subjects, requiring increased human and financial investment, selection of accessible and acceptable media channels, and enhanced dissemination awareness and promotion capabilities.
- (2) **Product Audience Attributes** is the second most important dimension. Factor analysis showed Audience Information Needs, Audience Information Literacy, Audience Basic Characteristics, and Audience Re-dissemination Behavior all had loadings >0.6 , indicating these are particularly important. Audience information needs and literacy determine dissemination scope and effectiveness; basic characteristics like age, occupation, and education affect choices in disseminating different product types; re-dissemination behavior further influences dissemination breadth. Audience usage habits and interests are also subjective influencing factors. Dissemination should be audience-oriented, conducting comprehensive research to understand audience characteristics, habits, and interests, while encouraging re-dissemination behavior.

- (3) **Product Dissemination Media** is the third important factor, including Media Acceptability, Media Usability, Media Interactivity, Media Accessibility, Media Security, and Media Functionality. Media is “the extension of man” and the bridge connecting dissemination subjects and audiences, thus significantly influencing dissemination. Factor loadings showed respondents considered media acceptability, usability, and interactivity most important, followed by accessibility and security, with functionality having relatively weaker influence. This requires compilers to prioritize media acceptability and usability while strengthening interaction with audiences.
- (4) **Product External Features** is another important factor, including Form Uniqueness, Form Diversity, Appeal, Innovation, and Timeliness. Factor analysis showed Form Uniqueness had the highest loading (0.819) among all factors. While current products mainly disseminate through text, images, audio, and video, adopting unique forms (e.g., virtual reality technology) would greatly enhance dissemination. Form Diversity meets diversified audience needs, expanding dissemination scope. Appealing and innovative products can generate audience interest and enjoyment, improving dissemination effectiveness. Timeliness measures product value from a temporal dimension—time-sensitive products have better dissemination effects within certain periods. Respondents considered external features more influential than content quality, requiring compilers to emphasize not only content quality but also external form uniqueness, diversity, appeal, and innovation.
- (5) **Product Content Quality** is another important factor, encompassing Content Usefulness, Content Reliability, Content Richness, Content Structure, and Content Completeness. These reflect current audience requirements for product content. Content quality is the core factor for realizing product value, affecting audience judgment and recognition of product value and forming the basis for audience information utilization. Content usefulness meets and matches audience information needs; content reliability is an essential archival attribute—authenticity 始终是受众利用档案的重要原因; content richness satisfies diversified needs; content structure and completeness reflect compilation institutions’ organizational capabilities.
- (6) **Product Dissemination Environment** comprises objective factors including Policy and Legal Environment, Social Culture Environment, and Information Technology Level. Different eras have different dissemination environments, but these three factors always directly affect archival compilation product dissemination. Stable policy and legal environments and favorable social culture environments promote dissemination. In the digital age, information technology level has become more closely related to and important for dissemination. Therefore, the dissemination environment is also an important factor, and compilers should fully utilize digital age information technology while analyzing the environment to leverage

favorable conditions.

- (7) **Product Audience Perception** is the final important factor, involving Product Understandability, Dissemination Subject Influence, and Product Sociality. Factor analysis showed these factors influence digital age dissemination, though overall ranking was relatively lower. However, their factor loadings were not low, indicating that audience perception of products and dissemination subjects is a non-negligible factor, demonstrating audiences are active elements in dissemination activities. Audience attributes affect their active information selection, but product dissemination cannot rely solely on audience initiative—compilers must actively disseminate to make audiences aware.

The digital age presents tremendous opportunities for archival document compilation product dissemination. Based on archival science, communication studies, and statistics, this study constructed an influencing factors model, quantitatively analyzing and describing these factors to reflect audience expectations and demands for dissemination effectiveness. In-depth analysis and discussion of these factors will facilitate widespread dissemination and development of archival compilation products, helping institutions and personnel more precisely enhance dissemination capacity in the digital age.

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Deng Jun: Topic selection, paper revision.

Research on the Influencing Factors of the Dissemination of Archival Document Compilation Products in the Digital Age

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Abstract: [Purpose/significance] In the context of the digital age, this paper analyzes the influencing factors of archival document compilation product dissemination to provide reference for improving their dissemination capacity. [Method/process] Based on Lasswell's 5W model and questionnaire surveys, a hypothetical influencing factors model for archival document compilation product dissemination was constructed. Exploratory factor analysis was used to test and revise the hypothetical model. [Result/conclusion] The study constructs an influencing factors model compatible with Shannon's communication system model, comprehensively discussing and analyzing the composition of factors affecting the dissemination of archival document compilation products. These include 32 influencing factors across seven dimensions: product content quality, product external features, product dissemination subject, product dissemination media, product audience attributes, product audience perception, and product dissemination environment.

Keywords: archival document compilation; compilation products; information dissemination; influencing factors of dissemination

Figures

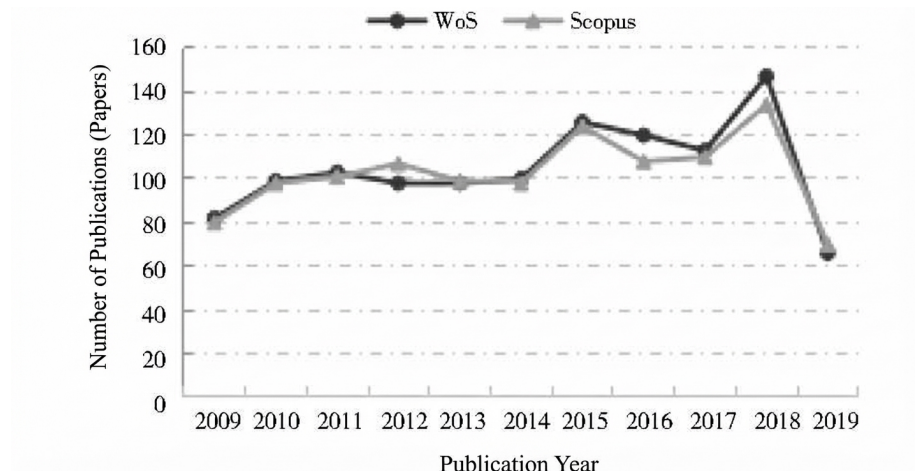


Figure 3: Figure 4

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