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How Charity Media Utilize Media Technology to Build Interactive Platforms (Post-print)

Authors: Sun Yanchuan, Sufang Cao

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Abstract

[Objective] To better mobilize the philanthropic enthusiasm of both government and society, charity-oriented media must harness the power of media technology to construct robust interactive platforms.

[Method] This study employs literature analysis to investigate the current landscape of media technology' s role in facilitating the development of charitable undertakings.

[Result] The study recognizes that while the Chinese population has largely achieved poverty alleviation at the aggregate level, the mission of philanthropy remains arduous and protracted. It further reveals that the advancement of charitable initiatives in domains such as poverty relief, disaster assistance, elderly care, orphan support, medical aid, and disability assistance depends on charity-oriented media to fulfill their functions, enabling those in adversity and individuals facing hardships to be “seen” authentically, clearly, and expeditiously. The media urgently requires professionals who possess expertise in both philanthropy and journalistic writing as well as media technology.

[Conclusion] In light of these findings, this article contends that charity-oriented media, while augmenting their own capacities, should prioritize the development of interactive new media platforms and fully leverage media technology to function both as producers and as organizers of charity news production, thereby fostering the innovative development of China' s philanthropic sector.

Full Text

How Charity Media Can Use Media Technology to Build Interactive Platforms

Sun Yanchuan¹, Cao Sufang²

(¹China Society News, Beijing 100032; ²Xinhua News Agency, Beijing 100031)

Abstract: [Objective] To better arouse the enthusiasm for charity from government and society, charity media must leverage the power of media technology to build effective interactive platforms. [Method] This article examines the current state of media technology' s role in facilitating charitable development through literature analysis. [Results] The study recognizes that while China has achieved overall poverty alleviation, the task of charity remains arduous. It finds that the development of charity in areas such as poverty relief, elderly support, orphan assistance, disease aid, and disability support depends on charity media to make those in distress and their situations “seen” truthfully, clearly, and promptly. The media urgently needs professionals who understand both charity and news writing as well as media technology. [Conclusion] Therefore, the article argues that while strengthening their own capabilities, charity media should focus on building interactive new media platforms, fully utilizing media technology to serve as both producers and organizers of charity news production, thereby promoting innovative development of China’ s charitable cause.

Keywords: Charity; Media; Media Technology; Interaction; Platform

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1. Climbing the Slope: Overall Poverty Alleviation Achieved, but Challenges Remain for Charity Media

In 2021, China achieved a comprehensive victory in its poverty alleviation campaign. Under current standards, 98.99 million rural poor were lifted out of poverty, all 832 impoverished counties were removed from the poverty list, and 128,000 poor villages were delisted, resolving regional poverty and completing the arduous task of eliminating absolute poverty [2]. Following this, under the deployment of the Party Central Committee and the State Council, local party committees and governments have actively connected poverty alleviation with rural revitalization strategies, launching paired assistance and mobilizing social forces to build a coordinated urban poverty alleviation policy system, continuously enhancing the sense of gain, happiness, and security among impoverished populations. Since the promulgation of the Charity Law of the People’ s Republic of China, the development of public welfare and charity has been steady. However, in terms of scale, a vast amount of charitable enthusiasm in society has not found outlets, and numerous expectations remain unmet.

A COVID-19 case investigation in Beijing brought Yue Mouxian, the “hardest-working laborer” who worked at 28 locations in 18 days and often worked late into the night, to the top of trending topics. Before the news broke, Yue Mouxian was isolated and helpless; afterward, many caring people offered donations. The difficulties faced by people after the July 20, 2021 flood in Zhengzhou received massive donations because they were effectively communicated. These incidents demonstrate that media should use media technology to discover and

integrate information, employing penetrating descriptions, filming techniques, and VR technology to help readers and audiences empathize with the urgency of situations and the suffering of people. They should expand “dedicated bandwidth” to facilitate easier communication between those with love and those in need, enabling the charity sector to function like a “solar panel” that effectively gathers more goodwill.

1.2 Relative Poverty Remains Difficult to Eliminate in the Short Term, Risk of Returning to Poverty Still Significant, Urgent Need for Accelerated Charitable Assistance

China’s rural poverty governance faces challenges of fragmented and bureaucratic social mobilization, negative effects of social mobilization, and imbalances between mobilization and participation [3]. Urban relative poverty issues are complex and entrenched, making it difficult to eliminate relative poverty in the short term. The risk of some people returning to poverty remains substantial, making charitable assistance indispensable. In absolute terms, the annual per capita disposable income of low-income rural residents was only 4,681 yuan in 2020, and that of the bottom 40% of the population was only 7,536.5 yuan [4]. According to the 2022 National Economic and Social Development Statistical Bulletin released by the National Bureau of Statistics, the per capita disposable income of the low-income group was 8,601 yuan (the low-income group refers to the lowest 20% of households when all surveyed households are ranked by per capita income and divided into five equal groups) [5]. In recent years, the total annual donations raised by charitable organizations in China (approximately 150 billion yuan) accounts for only about 0.15% of GDP, with individual donations to charitable organizations comprising only about 25% of total donations [6]. Compared to countries and regions with developed charitable sectors, China still has a significant gap in these two indicators. This shows that media must be adept at using technological means and excellent writing to publicize the Charity Law, the development and needs of charitable causes, and the experiences and challenges of charitable pioneers, helping China’s charitable sector develop faster, higher, and stronger.

1.3 Charity Media Must Skillfully Use Media Technology to Identify Real Problems

After eliminating absolute poverty, what challenges do populations vulnerable to returning to poverty face? What does relative poverty look like? Why is the incidence of relative poverty so high? Who is more likely to fall into relative poverty? What impact does relative poverty have on them? Charity media must not only be adept at identifying problems through government research and academic studies but also through professional database searches, sampling surveys, epidemiological data, and interviews to keenly discover real issues, providing clues and inspiration for government departments and academic researchers. For example, by tracking new media trends through tradi-

tional media. New media products themselves are difficult to quickly query for content, even with speed playback technology. Text is the foundation of new media products. If new media products are well-produced, relevant content will also appear in their written works and academic articles. Through CNKI and Baidu searches, one can quickly capture the focus and development direction of new media in the charity sector, with overall errors not being too large. For instance, the reality of “small-town swot” (an internet term referring to young people from small towns who excel at exams but lack certain perspectives and resources) facing employment and success difficulties has only received attention due to exposure on Douban’s “985 Waste Introduction Plan” and news events about Wu Jihong and Chang Xuefu, and even now the attention is insufficient. Using “first-generation college students from humble backgrounds” as a full-text search keyword in CNKI’s advanced search mode, only 12 journal articles and 2 newspaper articles contained these keywords between January 1, 2016 and December 31, 2021. Another example: children with cerebral palsy are mainly born in poor families because their mothers had insufficient prenatal checkups, poor nutrition, and frequent anxiety during pregnancy. In reporting these topics, the use of video conferencing technology helps enhance credibility, while voice alteration and blurring techniques help protect the privacy of those involved.

1.4 Promoting Charitable Development to Advance Poverty Relief, Elderly Support, Orphan Assistance, Disease Aid, Disability Support, Disaster Relief, Pollution Prevention, Ecological Improvement, and Development of Education, Science, Culture, Health, and Sports

First, underdeveloped areas and impoverished populations face poverty and backwardness due to historical reasons and current factors, including remote locations, low skills, limited funds, and subjective factors such as attachment to homeland and lack of courage. However, the most significant factor running through all these is closed, conservative, and backward thinking. Thought guides action, so media must collaborate with charitable organizations and academic research institutions to carry out work aimed at liberating thinking and breaking ideological shackles in underdeveloped areas and among impoverished populations. Second, promoting charitable causes requires both government leadership and legislative guarantees, as well as media guidance and educational promotion. Media plays a vital role in watching, exploring, advocating, and serving as a bridge, with a long way to go. For example, the development of certain education, science, culture, health, and sports causes is difficult to show immediate results, making it hard to obtain broader public charitable donations. Vulnerable groups often live deep in mountains or in self-imposed isolation, requiring considerable communication skills for media interviews to help them voice their concerns. Upgraded media archive algorithms and recording equipment with dialect translation functions provide powerful support for media reporting. Finally, the ability of new media platforms to embed donation portals directly on reporting pages directly affects the charitable behavior of loving institutions

and individuals. In June 2022, when the Beijing and Tianjin alumni associations of Hebei University learned that the 2-year-old son of two 2009 alumni had neuroblastoma requiring multiple rounds of chemotherapy, surgery, radiation, stem cell transplantation, and immunotherapy costing over 1.5 million yuan, they jointly issued a donation appeal through self-media public accounts. Within just 20 hours, nearly 550,000 yuan was received across platforms including Shuidichou, banks, WeChat, and Alipay, with many alumni donating directly through WeChat group transfers. Without convenient payment methods, such results would be hard to achieve.

2. Lessons Learned: Whether People's Difficulties Can Be Seen Determines the Help They Receive

2.1 Providing More Recipient Information Helps Motivate Charitable Behavior

Social psychology research suggests that recipients' needs, birthplace, personality, gender, and even names and appearances with special significance can potentially influence donors' behavior. Therefore, charity media should, without violating privacy or harming dignity, skillfully use media technology to provide more photos, experiences, and identity information about recipients to stimulate donors' motivation. Before the Free Lunch public fundraising program reached Tongmu Primary School in Xinhuang Dong Autonomous County, Hunan Province, first-grader Qiangzi's best meal at school was "roasted potatoes with cold water" [7]. After the story of children climbing ladders to school in Lershe was first reported by The Beijing News and Tencent News on May 24, 2016, it touched people's hearts. Children in Lershe, Atulie'er Village, Zhi'eremo Township, Zhaojue County, Liangshan Yi Autonomous Prefecture, Sichuan Province, had to climb 17 sections of vine ladders built along cliffs every two weeks, then traverse a cliff wall without guardrails (which takes adults two to three hours to climb) [8]. Fortunately, their difficulties, through highly visual media coverage, gained attention from government and society. By 2023, the Free Lunch public fundraising program had benefited 370,000 students. After the "Cliff Village" story was told, the local government invested in building 2,556 steel ladder steps spanning 2.8 kilometers. Additionally, Liangshan comprehensively implemented a poverty student funding mechanism, encouraging social groups and individuals to donate to education, constructing a precise, person-based, full-coverage education funding system. In 2019, Liangshan funded 1.2754 million student instances, totaling 2.45 billion yuan [10].

2.2 Media Absence Makes It Difficult for Those in Need to Receive Charitable Aid

In contrast, the situation of charitable donations after the October 5, 2021 flood in Shanxi was vastly different. Gong Shuyun from the commentary department of Farmers' Daily wrote that during this disaster, Shanxi lacked rescue and

attention. Some media not only reported little during the initial storm but also posted content so “peaceful and beautiful” that many netizens strongly protested, “rushing” to media official Weibo accounts to “teach” them how to set topics and comments to increase 热度 [12]. On October 9, 2021, #ShanxiJiayou (#ShanxiKeepGoing) topped Weibo’s trending list, and netizens began actively donating money and materials [13]. During the Henan flood, Xinhua News Agency’s client new media column “Quanminpai” (全民拍), which focuses on public opinion supervision, urgently opened a Henan flood mutual aid channel to promote efficient rescue operations. During this period, the “Quanminpai” editorial department received over a hundred requests for help, facilitating the matching of personnel and materials and recording touching scenes of united disaster resistance [11]. Although “Quanminpai” is currently mainly used for public opinion supervision, its application in the charity sector is promising for the future. During the Henan flood, The Paper dispatched five teams of reporters to disaster areas, sending back over a hundred articles. To better help disaster victims, The Paper jointly launched the “Flood Relief Emergency Action for Henan” and “Post-Disaster Reconstruction Action for Henan” internet public fundraising projects with the Shanghai Charity Foundation and Amity Foundation on Lianquanwang and Tencent Charity platforms on July 21-22, 2021. The “Post-Disaster Reconstruction Action for Henan” completed its 6.086 million yuan fundraising goal in just two days, with over 120,000 donations, making it one of the fastest internet public fundraising projects in recent years. The “Flood Relief Emergency Action for Henan” also received strong social support, collecting 4.549 million yuan in donations through online fundraising alone.

3. Bottlenecks: Media Urgently Needs Professionals Who Understand Both Charity and News Writing as Well as Media Technology

To more effectively promote charitable development through media power, we must break through the bottleneck of talent scarcity.

3.1 Media Must Focus on Cultivating a Group of Investigative Journalists Proficient in Charity

Public fundraising, charitable trusts, and other subfields are highly specialized. Media journalists find it difficult to quickly understand and master the Charity Law of the People’s Republic of China, and sometimes struggle to obtain authoritative data. On May 10, 2018, Hubei Daily published an article titled “2018 Hurun Charity List Data Inaccurate; Hubei Charity Federation’s Request for Correction Rejected,” stating that the Hubei Charity Federation issued a declaration that the data ranking Wu Shaoxun, chairman of Jinpai Co., Ltd., 50th on the “2018 Hurun Charity List” with a donation of 57.53 million yuan to Hubei Charity Fund, was inaccurate. According to the federation, Jinpai Co., Ltd. had actually donated 518.9979 million yuan through the Hubei Charity Federation

during the list's statistical period [14]. Beyond data inaccuracies, there have also been reversals in public opinion regarding charity incidents, leading some media to avoid charity topics or “make big issues small” out of fear of making mistakes. In the future, media must focus on cultivating a group of investigative journalists proficient in charity. Only with keen insight, excellent writing, and filming/editing skills can media achieve remarkable results in the charity sector.

3.2 Charity News Production Must Be Accessible and Engaging

In today's economic downturn, willingness to help is relatively scarce. Only stories that are more moving, and writing that is more infectious and impactful, can “break through the clutter.” This has become a common issue in many areas of news communication and needs no further elaboration. Meanwhile, the concept of “big charity” has not yet taken root, so charity news production must be accessible and engaging, making it clear and memorable at a glance. For example, using hyperlinks, data tables, animated images, and diagrams in new media articles allows readers to conveniently understand relevant regulations, concepts, news reports, and documentaries. This objectively places higher demands on journalists to use media technology to enhance communication effects.

3.3 Charity Media Professionals Must Be Proficient in Photography, Video Shooting, and Editing

In the charity sector, understanding news writing alone is insufficient; one must be proficient in photography, video shooting, and editing, with more complex video editing and animation skills being even better. From the iconic photo of the “big-eyed girl” of Project Hope to the photo of children in the deep mountains of Daliangshan climbing “ladders to heaven” for years to attend school, these images have brought impact to readers and proven the communication theory that “one picture is worth a thousand words.” The case of “Ant Forest” public welfare afforestation project, which quickly became popular online and won widespread support, once again proves that media technology has a unique role in promoting public welfare and charitable development. Media must leverage talent advantages, actively cooperate with peers, and achieve great benefits at small costs.

4. Building Platforms and Innovating Methods to Promote Charitable Development

4.1 Building Social Participation Platforms and Innovating Methods

The premise of “building social participation platforms” is to identify projects urgently needing social participation, plan forms of social participation, and explore technologies that facilitate participation. Taking two important tasks currently emphasized by the state—promoting employment and stabilizing the economy—as examples, media can use media technology to assist charitable development in various ways. They can jointly develop public welfare job recruit-

ment platforms with IT companies, create public welfare tutoring platforms recruiting experienced people to guide job seekers in resume writing and interview preparation, and develop public welfare platforms recruiting caring businesses to provide discounted hotel rooms and meals for graduating students seeking jobs. They can also partner with research institutions to efficiently conduct surveys on urban and rural residents' consumption psychology and farmers' cash crop cultivation using online meetings and documents, guiding farmers and logistics companies to plan reasonably and avoid supply-demand imbalances through published reports and bluebooks.

4.2 Leveraging User Traffic and Network Technology Advantages to Help Poor Households and Grassroots Organizations

Well-known media have significant traffic advantages and can use their user traffic and network technology to sell agricultural products on behalf of poor households and facilitate charitable activities for grassroots organizations, preventing their “remaining heat” from dissipating in vain. In this process, they can continuously pay attention to touching stories on their platforms, such as poor households willing to give up benefits for integrity or community stars leading neighbors to help sick and weak farmers with harvesting, providing inspiration to the public and encouragement and hope to those in difficulty. In short, through deep participation, media can more easily capture authentic and powerful news leads. President Xi Jinping pointed out at the National Poverty Alleviation Summary and Commendation Conference: “We have promoted the whole society to practice socialist core values, inherit the traditional Chinese virtues of mutual help, solidarity, and poverty relief, and guide all sectors to care for the poor, concern themselves with poverty reduction, and engage in poverty alleviation actions. We have improved social mobilization mechanisms, built social participation platforms, and innovated social assistance methods, forming a social assistance pattern where everyone is willing, able, and capable of helping.” Among these, “inheriting traditional Chinese virtues of mutual help, solidarity, and poverty relief” and “building social participation platforms and innovating social assistance methods” are where media have advantages and responsibilities.

5. Extending Reach: Media Should Use Media Technology to Expand Influence

5.1 Using Media Technology to Extend Reach and Identify New Charitable Frontiers

In recent years, charitable organizations and public welfare enthusiasts have continuously opened new charitable fields, such as caring for minors and helping elderly people living alone fulfill small wishes. However, many new charitable fields and practices urgently need exploration, such as caring for patients with new rare diseases, using improved transportation to expand the activity radius

of charitable organizations, and helping newly established industry associations and chambers of commerce plan and execute charitable projects. Charity media must be adept at capturing government departments' plans and development reports on charitable causes through public channels, capturing and analyzing statistical and epidemiological data related to charitable development, and analyzing and interpreting the current status, trends, and challenges of charitable development. For example, media can establish calendars and keyword databases to pay attention to policies and numbers of students in need during each year's college entrance examination season. If local charitable development is in its early stages, media can use public opinion analysis tools to analyze good practices in developed charitable regions like Zhengzhou in Henan Province, Haiyan County in Zhejiang Province, and Jinjiang City in Fujian Province, where industry associations and caring enterprises and individuals are mobilized to fund poor college students and fulfill their small wishes, calling on local institutions and individuals to learn from these examples.

5.2 Using Filming, Writing, and Storytelling to Vividly Present Difficulties

Through video conferencing and other technologies, media can direct the attention of government departments, enterprises, research institutions, and the public to fields and regions urgently needing charitable investment, creating unforgettable and indelible impressions, such as the former drought in Xihaigu area of Ningxia Hui Autonomous Region, the former soil erosion and extreme weather in Xingguo County of Jiangxi Province, and the extreme road conditions like those in Cliff Village. Like "Quanminpai," media should act as organizers of charity news production, mobilizing millions of village officials, hundreds of thousands of resident officials, and millions of social enterprise and organization staff to use their filming, writing, and storytelling to uncover difficulties in people's lives. For example, in early November 2021, journalists from the Jiaozhou County Media Convergence Center in Shandong Province learned that some local orchards were experiencing slow sales. Combining this with the "I Do Practical Things for the People" campaign, they launched a live-streaming agricultural assistance service on the "Yunshang Jiaozhou" client, mobilizing public welfare charitable organizations to participate, helping growers sell over 10,000 kilograms of apples in a single day [18].

5.3 Strengthening Information Technology Promotion and Achieving Multi-Platform Integration

Looking ahead, media should focus on building interactive new media platforms, serving as both producers and organizers of charity news to promote charitable development and help more people in difficulty. Media must fully utilize their expertise in video processing to strengthen publicity of the Charity Law, helping more people understand how to engage in charity, become professional volunteers, and know how to apply for establishing public welfare charitable orga-

nizations and declare tax deductions. Simultaneously, they should strengthen experience sharing in video and photo shooting techniques and charity story writing, enabling more caring people to produce and disseminate good photos and stories in the charity sector. For example, when CCTV Society and Law Channel' s program "Hotline 12" broadcast a "China Charity Day Special Program," it also live-streamed simultaneously online, feeding user comments from the new media end back to the studio program, fully utilizing multi-platform integration advantages to enhance interactivity [19].

5.4 Strengthening Follow-Up Research

The author searched CNKI with "follow-up reporting + charity" as title keywords and found zero articles as of the end of June 2022; searching with it as abstract keywords yielded 10 articles, indicating that related research and practice are still lacking. In the future, media should open columns like "Today' s Charity Hotspots," "This Day in Charity History," and "Charity Figures," fully utilizing public opinion analysis tools to conduct public opinion supervision and follow-up reporting on major historical events and charity hotspots, using the deeds of advanced figures from ancient and modern times, both Chinese and foreign, to inspire the public to engage in charity. Media urgently needs professionals who understand both charity and news writing as well as media technology, using new media convergence technology to collect diverse data information for holographic reporting, and then through cross-media three-dimensional communication, more effectively promote the comprehensive development of charitable causes.

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Author Biographies:

Sun Yanchuan (1979-), male, from Xingtai, Hebei, reporter (intermediate professional title), China Society News, research direction: new media technology, news and writing; Cao Sufang (1987-), female, from Cangzhou, Hebei, editor (intermediate professional title), Xinhua News Agency Co., Ltd., research direction: media convergence technology and editing.

(Executive Editor: Zhang Xiaojing)

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