

Research on Media Convergence Development and Path Selection in the Context of Big Data: Postprint

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Abstract

In the context of the new era, the development of media convergence represents both an inevitable trend and an effective measure to meet the demands of current social development. To address existing problems in media convergence and facilitate its advancement, this article examines media convergence development and path selection under the backdrop of big data, elaborates on the positive impacts of big data on media convergence development, and based on the significance of media convergence development, proposes several recommendations to address existing problems, hoping to provide valuable references for relevant stakeholders.

Full Text

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Research on Media Convergence Development and Path Selection in the Context of Big Data

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Abstract: In the new era, media convergence represents both an inevitable trend and an effective measure to meet current social development needs. To address existing problems in media convergence and promote its development, this article examines media convergence development and path selection within the context of big data. It elaborates on the positive impacts of big data on media convergence, identifies existing challenges based on the significance of media convergence development, and proposes several recommendations, hoping to provide valuable references for relevant stakeholders.

Keywords: Big Data Media; Strengthening Ideology; Scientific Planning; Transformation of Methods; Team Building

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The development of big data provides impetus for media convergence, driving the joint development of new and traditional media. As a manifestation of our times, media convergence not only supplies the public with more news resources but also offers greater momentum for societal development and progress. How, then, can we achieve media convergence? This article analyzes this question.

1. The Role of Big Data in Media Convergence Development

Big data encompasses data, technology, and applications. In media convergence, the emergence of big data catalyzes integration and optimizes cyberspace. Through analysis of media convergence development, we find that big data primarily plays the following roles.

1.1 Catalytic Effect

The application of big data provides technical and data support for media convergence development. Analysis of media development reveals that big data has already integrated into various stages including news gathering and editing, dissemination methods, media production and broadcasting, and media effect evaluation, becoming an essential component of media operations. The combination of big data and media transforms both media content and dissemination methods, enhancing communication effectiveness between different media platforms and reducing content disparities. Under the catalysis of big data, media content better aligns with public demand, maximizing media value. In the information technology era, traditional media relies on new media platforms to produce content with new media characteristics, propelling traditional media toward new media development and laying a solid foundation for media convergence.

1.2 Purifying Effect

In the process of media convergence development, news content can reach audiences through different forms and carriers. The emergence of mobile internet has changed the ways and means through which audiences obtain information. During media convergence, the system memorizes and saves information searched by users, using this data as a medium for information promotion to recommend more topics or information of interest to users. Compared with traditional

media, media convergence enables precise services and fully leverages big data advantages [1]. Simultaneously, big data technology can optimize the online environment, providing the public with truthful news information and ensuring they can obtain relevant information promptly, thereby strengthening media guidance of public opinion.

1.3 Plastic Effect

Throughout media convergence development, big data guides media integration and development from conceptual to practical levels. In practical application, it can transform intangible content into tangible forms and shape abstract concepts into visible realities. Under big data, information promoted through media convergence places greater emphasis on interaction with the public, and content forms become more realistic. In media development, strengthening the application of information technology enables the shaping of news media, presenting richer information to the public.

2.1 Intrinsic Requirements of Propaganda and Ideological Work

Propaganda and ideological work, as a crucial component of Party work, represents an important measure for uniting public support, promoting cultural development, and enhancing national image. In the new era, traditional media dissemination methods cannot effectively transmit ideological culture to the masses due to various factors that hinder the development of propaganda work. Media convergence development can provide fundamental guarantees for propaganda and ideological work, enabling various tasks to proceed in an orderly manner [2]. For national construction and development, propaganda and ideological work can not only eliminate erroneous concepts in people's thinking but also enhance public recognition of and trust in the Party, providing greater momentum and support for national development and construction while truly solving development problems. In practice, we must strengthen big data application and accelerate media convergence to provide internal impetus for national development and construction, facilitating the smooth progress of propaganda and ideological work.

2.2 Strengthening Mainstream Ideological Public Opinion

The development of public opinion significantly impacts national construction, harmonious social development, and people's lives. As an important medium influencing mainstream ideological public opinion, traditional media's development is closely linked to national progress. Through the integrated development of traditional media, its influence can be maximized, enabling grassroots audiences to understand national affairs under the influence of media convergence and correctly guide ideological public opinion, thereby reducing the impact of unhealthy ideas on grassroots communities [3]. In practical work, effective media

convergence strengthens guidance of mainstream ideological public opinion, utilizing diverse forms, content, and methods for dissemination and development, thereby enhancing the effectiveness of ideological public opinion development.

2.3 Meeting Diverse Audience Reading Needs

In the context of information technology development, grassroots audiences have increasingly diverse channels for obtaining information. Traditional media information dissemination methods such as television and newspapers can no longer satisfy audience reading needs. Media convergence provides audiences with diversified and varied information resources, allowing them to choose suitable methods for reading news information according to their needs and express their viewpoints [4]. This approach not only highlights the characteristics of news development but also meets the different reading needs of various audiences, demonstrating the service functions of news media.

3.1 Lack of Scientific Planning

Analysis of current media convergence development trends in China reveals that scientific planning is key to achieving media convergence development and promoting healthy media industry operations. However, analysis of current media convergence practices shows problems with unclear direction, positioning, thinking, and objectives [5]. After media convergence, content similarity and functional redundancy often occur, failing to demonstrate the value and role of media convergence. This issue requires attention from relevant stakeholders to establish proper planning and lay the foundation for media convergence development.

3.2 Lack of Development Momentum

In media convergence development, some practitioners still conduct work using traditional media methods, treating new media as merely an appendage to traditional media [6]. When new stories emerge, they are first used in traditional media before being adapted for new media. Additionally, some traditional media segments and new media segments have not fully integrated, resulting in a disconnect between new and traditional media convergence. If this problem remains unresolved, it will significantly impact media convergence and hinder sustainable development of China's media industry.

3.3 Imperfect Development Mechanisms

Currently, China's media convergence work is still in the developmental stage, with incomplete integration in media content, forms, and operations. The fundamental reason for this problem is the absence of robust development mechanisms, manifesting in two specific aspects. First, the lack of an assessment mechanism, which could motivate practitioners and ensure smooth workflow. In practice,

existing assessment mechanisms fail to consider new media characteristics and instead rely primarily on traditional media evaluation methods. Second, insufficient guidance for new media journalist development [7]. This work requires professional journalists who can utilize information technology in practice, presenting news content in different forms according to the characteristics of both new and traditional media to demonstrate the advantages of media convergence. However, some new media journalists fail to recognize the differences between new and traditional media, still conducting work using traditional methods.

3.4 Shortage of Professional Talent

Media convergence development and construction require support from professional journalism talent to ensure effective convergence. Analysis of current news media practitioners reveals disconnects in talent cultivation methods and talent team structure. Existing news staff cannot adapt to new media development needs and still conduct practical activities using traditional work thinking and methods, resulting in unsatisfactory outcomes that fail to promote media convergence development. Talent represents the driving force for industry development and the foundation for vigorous news industry growth [8]. If talent shortages persist, significant losses will occur, hindering the development of China's media industry.

4.1 Scientific Positioning for Effective Media Convergence

In the big data context, achieving media convergence development and enhancing media influence requires clarifying the positioning of media convergence development, understanding the significance of traditional media transformation under big data, and performing convergence and transformation work accordingly to provide fundamental guarantees for media convergence development. The concept of traditional media involves extensive content scope, and achieving its transformation requires a lengthy process that must embody traditional media characteristics while utilizing new media to elevate traditional media value. First, analysis should be based on systematic thinking of traditional media. To achieve traditional media transformation and development, we must treat the all-media context as the foundation for future survival and development, using it as the basis for traditional media development to promote media convergence and development. Using the all-media context as the basis for traditional media development not only meets the needs of the times but also promotes media convergence and development, providing grassroots audiences with richer information and satisfying diverse reading needs. Second, analysis should be based on innovation principles of traditional media. In the current context, traditional media must change existing work methods and fully utilize available resources to achieve innovative development, enhance media work effectiveness, and demonstrate the advantages of combining traditional and new media. Finally, analysis should address the overall direction of traditional media operation and development. Traditional media should focus on planning and development with media

characteristics, ensuring that both media product structure and core elements possess high levels of consciousness and ideology to design media products with unique styles and features that attract public attention and provide momentum for subsequent information dissemination and development [9]. After clarifying the positioning of media convergence development, we should fully utilize big data technology, integrating it thoroughly with traditional media to promote media convergence and provide greater support for media industry development.

4.2 Transforming Communication Methods to Expand Audiences

In the process of traditional media convergence development, we must change traditional communication methods, strengthen big data application, enrich information content and forms, and provide more technical and data support for media development. Traditional media primarily uses newspapers, radio, recorders, and television as main dissemination channels, with audiences mainly being readers and listeners who passively receive information without the ability to interact. In the big data context, we must optimize information dissemination methods and channels based on existing foundations, organically combining traditional and new media to enhance traditional media influence and provide momentum for subsequent reform and development. Under big data, people's demand for information reading has gradually increased, and traditional text-image methods can no longer satisfy reader needs or enhance interaction effects. During news information dissemination, we can utilize video animation methods for communication and exchange, increasing interaction with readers and encouraging their active participation, thereby enhancing media convergence development effectiveness [10]. For example, news about “New Archaeological Discoveries at Sanxingdui” frequently topped Weibo's trending list, triggering nationwide attention after being reported by major mainstream media outlets such as CCTV and Sina. This news coverage not only presented archaeological excavation achievements but also demonstrated media convergence reporting. Key terms that have attracted the most attention in the media field in recent years—such as 5G live streaming, AI presentation, big data, media features, 8K high definition, Weibo trending topics, Bilibili parodies, and multi-terminal distribution—were all concentrated in this Sanxingdui archaeological excavation coverage. For instance, CCTV News innovatively applied AI synthesis technology in its reporting, and when the synthesized Sanxingdui bronze head appeared on screen, audiences experienced a tangible, immersive feeling. Media convergence development not only brings vitality to the media industry but also provides audiences with refreshing experiences that enhance their viewing interest and desire.

4.3 Perfecting Development Systems to Enhance Convergence Effectiveness

The “Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning Comprehensively Deepening Reform” adopted at the Third Plenary Session of the 18th CPC Central Committee proposed promoting media convergence development. The Party Central Committee’s issuance of “Guiding Recommendations on Promoting the Integrated Development of Traditional and Emerging Media” provides clear direction for China’s media convergence development and construction. As a major transformation, media convergence requires innovation and change across multiple segments, strengthening institutional mechanism reform and applying it in practical work to make systems more aligned with media convergence development requirements, thereby providing fundamental momentum and support for media convergence development and construction. In practice, we can establish media convergence development mechanisms through several approaches. First, establish an assessment mechanism to enhance staff thinking and responsibility awareness. In developing this system, we must fully integrate staff performance and achievements with performance metrics to motivate news practitioners to work diligently and enhance their positive work attitudes. Through this system, we can strengthen their responsibility and management awareness, providing fundamental guarantees for media convergence development. Second, establish a responsibility system. In media development, we must clarify each practitioner’s responsibilities and position requirements as the basis for management work, enabling staff to consciously comply with relevant systems and content, thereby enhancing management effectiveness and providing fundamental guarantees for media convergence development. This system’s establishment serves as an effective measure to promote smooth convergence work and enhance new media development quality. Third, establish a reward mechanism [11]. Provide appropriate encouragement to well-performing staff to stimulate their proactive work consciousness, while offering criticism to underperforming staff. Fourth, establish big data usage procedures and standards. In the current work context, news practitioners must consciously comply with big data usage procedures and standards, adjusting work content and forms according to actual conditions to optimize work quality and provide technical support for subsequent media convergence development. Through this system’s establishment, we can not only demonstrate management flexibility but also provide institutional support for media convergence development, ensuring new media construction and development.

4.4 Cultivating Excellent Talent and Building Professional Teams

In the context of big data, media convergence development requires greater emphasis on cultivating news practitioners’ professional qualities and information technology capabilities, applying these in various work aspects to enhance

management effectiveness and promote media convergence development and construction. In the media convergence context, news practitioners must not only possess professional media knowledge but also master information technology usage and maintain good information literacy and journalistic literacy. Therefore, in practice, we can organize the following training activities. First, strengthen new media knowledge cultivation. New media differs significantly from traditional media not only in form and content but also in work thinking. In practice, strengthening training on new media-related content helps news workers recognize these differences and construct complete work thinking, providing a foundation for media convergence development [12]. Second, strengthen information technology training to enhance news workers' computer and big data application capabilities, providing foundational knowledge for media convergence development. This training activity is crucial for supporting essential technologies that news workers must master. In practice, we can organize relevant practical training activities to enhance news workers' professional qualities and capabilities, providing a foundation for subsequent management work. Third, cultivate news workers' information literacy and journalistic literacy to enhance their professional capabilities. In training activities, we can utilize information technology for relevant educational work to improve training effectiveness and promote quality improvement among news practitioners. Through different types of training activities, we can enhance news workers' professional qualities, enabling them to master more work methods and form correct work thinking during practice, thereby promoting media convergence development.

In summary, big data plays a crucial role in media convergence development, enhancing convergence effectiveness and promoting healthy development of the media industry. In practice, clarifying the positioning of media convergence, establishing scientific systems and measures, and strengthening talent cultivation can address existing problems, thereby improving big data application effectiveness and advancing media convergence and development.

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Note: Figure translations are in progress. See original paper for figures.

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