

Research on the Application of Big Data Technology in News Gathering and Editing (Postprint)

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Date: 2023-10-08T00:00:00+00:00

Abstract

Big data technology has significantly impacted various industries. For news gathering and editing work, many aspects have undergone transformation. At present, news gathering and editing work in China is in a transitional stage; only by changing traditional work methods can industry progress be promoted. Therefore, it is essential to understand and comprehend big data technology, master the means of technology application, and fully leverage the advantages of big data technology to promote efficient implementation of news gathering and editing. This paper analyzes the application of big data technology in news gathering and editing for reference by peers.

Full Text

Preamble

Research on the Application of Big Data Technology in News Gathering and Editing

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Abstract: Big data technology has significantly impacted various industries, transforming many aspects of news gathering and editing. At present, China's news gathering and editing work is in a transitional phase, and only by changing traditional methods can the industry progress. Therefore, it is essential to understand big data technology, master its application methods, and fully leverage its advantages to promote efficient news gathering and editing. This paper analyzes the application of big data technology in news gathering and editing for peer reference.

Keywords: big data technology; transformation and upgrading; news gathering and editing; news information; journalism

CLC Number: G212

Document Code: A

Article ID: 1671-0134(2021)10-096-03

DOI: 10.19483/j.cnki.11-4653/n.2021.10.028

Citation Format: Hong Shuqin. Research on the Application of Big Data Technology in News Gathering and Editing [J]. China Media Technology, 2021(10): 96-98.

With the rapid development of science and technology, big data technology has emerged in the new era and been applied across multiple industries. From the perspective of current status and development trends in China's news gathering and editing, traditional methods and technologies no longer meet contemporary demands. The quality of news gathering and editing directly determines industry development. To provide more reliable news information to the public, we must properly apply big data technology based on an understanding of its characteristics and the current era. By injecting fresh vitality into news gathering and editing through big data technology, we can promote transformation and upgrading in the journalism industry.

1. Challenges and Opportunities in Applying Big Data Technology to News Gathering and Editing

1.1 Challenges

The advent of big data technology has posed significant challenges to news gathering and editing, mainly reflected in the following aspects. First, against the backdrop of big data, the volume of news information is increasing, making it difficult to find authentic and reliable news in a short time. Big data technology is a double-edged sword, bringing benefits to news gathering and editing work while also having negative effects. [1] Currently, the public is accustomed to obtaining news information through the internet. Although there is a large amount of news content online, not all of it is authentic and reliable. If the public lacks strong information judgment capabilities, they will be misled by false news. From the perspective of current internet users in China, there is still a deficiency in this area, which also increases the difficulty of implementing news gathering and editing work. News gathering and editing consists of both interviewing and editing work. In daily operations, news information must be collected, processed, and produced. Among the vast amount of news information, collecting authentic and reliable content is very difficult. This also poses a significant challenge to news gathering and editing. Second, in the context of the new era, readers' reading habits have become more fragmented. To attract readers, news gathering and editing workers may deliberately process news content, and excessive processing makes the news lack authenticity. In today's society, news trends are unpredictable, and public opinion can shift in a short time. Often, it is due to problems with information disclosure that news reports undergo multiple twists and turns, which is also a main manifestation of

distortion in news gathering and editing. Third, the application of big data technology places higher demands on news gathering and editing. Personnel must transform traditional work concepts and methods, improve overall professional quality, pay attention to details in their daily work, and also know how to use big data technology to assist in gathering and editing work. However, most news gathering and editing personnel, due to long-term influence from traditional concepts, find it difficult to transform their ideological concepts and habitually use traditional methods to work. This is also one of the challenges currently facing news gathering and editing work.

1.2 Opportunities

Challenges and opportunities coexist. First, from a big data perspective, the application of this technology can make news gathering and editing more targeted. The goal of news gathering and editing is to enhance news value, and practitioners can use big data to understand readers' interests and preferences, making their work more directional. Subsequently, editors can process relevant news information and select content that better aligns with audience preferences, thereby improving work efficiency. Second, supported by big data technology, the quality of news gathering and editing has improved. Big data technology is not constrained by time or space factors and offers high efficiency in information transmission, which aligns well with the time-sensitive nature of news work. The shorter the information generation time, the more valuable the news becomes, so news gathering and editing quality also improves under big data technology. [2] Moreover, with current information spreading extremely rapidly, traditional news gathering and editing methods lack timeliness, causing the loss of many fresh news items. Big data technology can effectively enhance news information collection efficiency. When emergencies occur, information content can be quickly understood and mastered, then collected, processed, and rapidly formed into real-time news hotspots after processing. This not only increases editing speed but also ensures news content authenticity, ultimately promoting industry progress. In summary, the emergence of big data technology has provided opportunities for the development and advancement of news gathering and editing.

2. Current Status of News Gathering and Editing Under the Big Data Background

2.1 Low Content Quality

China's low news gathering and editing content quality is mainly reflected in content homogenization and superficiality. The current promotion and application of the Internet have increased information volume while inadvertently creating content homogenization. For example, searching for an event online yields numerous results with little differentiation between them, causing news content to lose its novelty and making it difficult to attract readers. When

news gathering and editing work fails to conduct in-depth analysis of news content influencing factors and development trends, it leads to superficial editing. Sometimes, editors do not actively follow up on events but only extract and process existing content, resulting in more consistent content online that lacks innovation. When readers cannot see new content, they lose interest and media credibility decreases. To create a reading platform rich in novelty for readers, news gathering and editing personnel must possess innovation capabilities and a spirit of breaking through the status quo, personally follow up on event investigations, and enhance media credibility among the public.

2.2 Lack of Scientific Communication Mechanisms

News gathering and editing work should closely integrate interviewing and editing, but some news media have not fully combined the two, leading to poor coordination and easily causing work errors. [3] Sometimes, a long time elapses between when editors collect news materials and when the news is published. Departments lack coordinated cooperation, and there is not even basic communication in their work, sometimes resulting in ambiguity that delays news publication. In this situation, the timeliness of news cannot be strongly guaranteed. Even if news is published, other units may have already taken the lead, and the news release effect fails to meet expectations. In the process of implementing news gathering and editing work, there are conceptual differences between interviewing and editing work. Additionally, due to factors such as the competency and experience of gathering and editing personnel, they lack news sensitivity. Conflicts between departments can easily arise, affecting the motivation of gathering and editing personnel, and naturally, the efficiency of news gathering and editing cannot be improved.

2.3 Insufficient Competency of Editing Personnel

In news media, the quality of gathering and editing work is directly linked to personnel competency. However, examining the current professional quality of China's news gathering and editing personnel, some individuals, influenced by traditional thinking, cannot quickly transform their work mindset even in the big data era. Their methods are relatively monotonous, and the news content they collect is also relatively rigid, unable to improve audience effectiveness. Moreover, looking at China's news media industry, some gathering and editing personnel have worked in the industry for a long time and are accustomed to traditional methods. The emergence of big data technology has prompted changes in news gathering and editing methods, but because personnel do not understand big data technology, they have not yet realized its advantages and functions, ignoring the application of technology. This not only reduces the efficiency of news gathering and editing work but also directly hinders the sustainable development of gathering and editing personnel. If they cannot timely transform their work thinking and methods, they will be eliminated by the industry. Currently, gathering and editing personnel must fully familiarize them-

selves with big data technology, apply it in practice, continuously accumulate experience, and meet the needs of industry development.

3. Specific Applications of Big Data Technology in News Gathering and Editing

3.1 Application in News Gathering

Big data technology is widely applied in the news gathering process. News gathering is an important foundation for news information release and one of the primary methods for obtaining news information. Currently, big data technology has been fully integrated into news gathering. For example, when editors classify news information, they use big data technology to improve classification effectiveness, laying a foundation for subsequent work. Traditional classification methods are completely unsuitable for contemporary news media development needs and must be innovated, while the integration of big data technology can improve news gathering classification efficiency. In practical application, big data technology can play a role in many stages such as information collection and feedback. The news media industry utilizes the advantages of big data technology to classify information, thereby achieving expected results. Additionally, big data technology is also applied when predicting news hotspots. When editors predict news hotspots, they use auxiliary systems such as real-time word frequency and new media databases. [4] Among them, real-time word frequency monitors social search content, comprehensively analyzes public news preferences, and feeds information points back to editors. After receiving this information, editors can launch gathering and writing work to ensure news content aligns with public interests, thereby attracting audience attention and rapidly increasing click-through and read rates after news release.

3.2 Application in News Editing

News editing is an important channel for news content dissemination and presentation. In today's market focused on improving user experience, news editing plays a significant role. Through news editing, content can become more precise and targeted. When editing news content, big data technology is mainly applied in two areas: visualization processing and content innovation. First, in achieving visualization processing, big data technology can enhance news presentation diversity, improve news content, and diversify news presentation methods. Moreover, data visualization methods can be used to bring news content closer to social connections, giving the public a sense that "news is right beside them" when reading. Using dynamic images, pictures, videos, and other methods can make news information more direct. For example, when publishing an event, combining public reading interests with eye-catching vocabulary can attract readers, but care must be taken not to over-process editing content merely for attention-grabbing purposes. Second, contemporary audiences have increasingly strict reading requirements, and homogeneous content can no

longer attract readers. In response to this situation, big data technology can be used to accurately grasp modern public reading preferences, editing news content that meets audience needs, attracting new readers, consolidating loyal readers, and building core industry competitiveness to continuously promote progress in the news media industry.

4. Guarantee Strategies for Applying Big Data Technology in News Gathering and Editing

4.1 Emphasize Training for News Gathering and Editing Personnel

News gathering and editing personnel are the main force driving industry development. The above analysis shows that their professional competency needs improvement, and if this issue is not thoroughly resolved, it will severely constrain news media development. Therefore, to cultivate high-quality news gathering and editing talent, training must be emphasized. Training can transform editors' professional concepts and form new working methods. First, in daily work, editors should be guided to break through self-constraints and traditional thinking patterns, enabling them to correctly understand and engage with big data technology, achieving ideological transformation before practical implementation. Additionally, training assessments must be conducted to enable editors to comprehensively understand big data technology and recognize its positive significance in news gathering and editing. However, ideological awareness alone is insufficient; editors must also possess big data technology application capabilities, which can also be achieved through training. Technology can be explained in combination with actual news gathering and editing work, closely integrating big data technology with work processes and teaching editors technical application skills and methods to promote further transformation of traditional work models. Furthermore, editors should maintain a learning mindset, continuously improving themselves in practice, developing lifelong learning habits, enhancing professional standards, safeguarding their own career development, and providing favorable conditions for industry progress.

4.2 Deepen Reform of News Gathering and Editing Work

China's news media has developed over a considerable period and formed relatively mature work systems, but these systems were constructed under traditional social backgrounds and are no longer suitable for contemporary society. Under the big data background, traditional work systems need innovative transformation, which is a challenge facing the news media industry. As an important component of news media, gathering and editing should also adapt to era development. Strengthening system reform can coordinate work models with big data. Simultaneously, to leverage big data technology advantages, mechanism support is essential. During news gathering and editing implementation, communication mechanisms must be further improved to enhance organic integration between interviewing and editing work and promote inter-departmental communication,

thereby reversing the current situation of news gathering and editing work. [5] Additionally, news gathering and editing work should emphasize database establishment. Big data-era databases differ significantly from traditional databases, and big data must be fully utilized when constructing databases to provide strong hardware support. The establishment of new databases provides an information acquisition platform for news media, where various media can collect information resources, improve information symmetry, and consolidate media credibility to a certain extent.

4.3 Prepare Adequately for News Gathering and Editing

In past news gathering and editing processes, China's news media industry basically used linear structures, but this traditional form should transform toward comprehensive direction under the new era background. Guided by new-era development trends and assisted by big data technology, overall editing content quality should be comprehensively improved. Moreover, China's news gathering and editing development trends are digitalization, intelligence, and comprehensiveness. As a product of the 21st century, big data technology possesses numerous contemporary characteristics, so its emergence can precisely promote news gathering and editing transformation and establish integrated editing forms in practice. Due to the big data environment, news collection work scope has expanded, but competition has also intensified. Combined with diversified social interaction methods, the view of "new media reconstructing content ecology" has emerged in the news media industry. To improve editing content quality and bring news information to different audience groups, editing work should closely combine various levels of public demand. For example, young people currently mostly use mobile phones and computers to access news, while elderly people mostly listen to radio or watch TV. In comparison, young people have broader news access channels, so for elderly groups, news topics with greater social value and discussion value can be gathered and edited, appropriately innovating news information to meet this audience group's news acquisition needs. [6]

In summary, digitalization, intelligence, and comprehensiveness are the development trends of news gathering and editing. Big data technology has extensive applications in news gathering, news editing, and other stages. Although news gathering and editing face challenges in the big data era, big data technology applications can not only make news gathering and editing more targeted but also improve work quality. News media must seize opportunities to promote continuous industry advancement while achieving transformation. Furthermore, examining the current status of news gathering and editing work reveals issues such as low content quality, lack of scientific communication mechanisms, and insufficient staff competency. These conditions can be improved through strategies such as emphasizing staff training, deepening work reform, and preparing adequately for news gathering and editing, thereby enhancing work efficiency. [7]

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(Responsible Editor: Zhang Xiaojing)

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

Source: ChinaXiv – Machine translation. Verify with original.