

## Big Data-Driven Convergence of Traditional and New Media (Post-print)

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### Abstract

Against the backdrop of rapid development in Internet technology and science and technology, China has entered the information era. As a typical representative of the information era, big data technology plays a crucial role in the formation and development of new media, while traditional media represented by television, radio, and newspapers face increasingly severe challenges and pressures in this information era. Both new media and traditional media possess their own advantages and disadvantages; how to integrate these two types of media and fully leverage their respective strengths represents the primary direction for the current media industry's development, as well as the main issue confronting media convergence under the big data background. This paper, based on an analysis of the concept and characteristics of new media in the big data context, discusses the significance of convergence development between new media and traditional media, analyzes the role of big data technology in this convergence process, and finally explores pathways for the convergence of new media and traditional media under the big data background from the perspectives of diversification of convergence channels, broadening of media dissemination channels, clarification of media positioning during convergence, and expansion of business models, aiming to provide a basis for the development of China's media industry.

### Full Text

## Integration Development of Traditional Media and New Media Based on Big Data

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**Abstract:** Against the backdrop of rapid internet and scientific technological advancement, China has entered the information age. As a hallmark of this

era, big data technology plays a crucial role in the formation and development of new media, while traditional media represented by television, radio, and newspapers face mounting challenges and pressures. Both new and traditional media possess distinct advantages and limitations, and the central question for the media industry is how to integrate these two forms to maximize their respective strengths. This represents both the primary direction for industry development and the key challenge for media convergence under big data. This paper first analyzes the concept and characteristics of new media in the big data context, then discusses the significance of integrating new and traditional media, examines the role of big data technology in this convergence process, and finally explores integration pathways from the perspectives of diversified convergence channels, expanded media dissemination channels, clarified media positioning, and diversified business models, aiming to provide a foundation for China's media industry development.

**Keywords:** big data; new media; traditional media; channel broadening; clear positioning

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In the past, traditional media such as radio, television, and newspapers primarily presented information through pictorial and textual print formats, with dissemination effectiveness significantly constrained by temporal and spatial factors. In today's information age, however, public demand for information resources has increased dramatically in both speed and volume, making it difficult for traditional media to satisfy these requirements. This gap constitutes the main reason for the rise of new media, which possesses inherent advantages in both information transmission speed and scope that traditional media cannot match. Nevertheless, traditional media maintains its own strengths, notably high information authority and depth—qualities that new media urgently needs to develop. For the media industry to achieve long-term development, the integration of traditional and new media has become an inevitable trend of the times, necessitating the leveraging of big data technology to facilitate and promote this convergence.

### 1.1 Overview of New Media

Against the backdrop of rapid electronic information technology development, the concept of new media has gradually emerged. However, due to the extremely fast and complex evolution of computer technology, academic circles have yet to

establish precise theoretical boundaries, resulting in a relatively ambiguous definition of new media. Through synthesizing various scholars' descriptions, new media is understood as a communication model and a new media form built upon advanced computer technologies. Correspondingly, it is defined in contrast to traditional media such as television and radio, based on advanced technologies including mobile networks, 3D technology, and digital technology. New media utilizes the internet to establish dedicated data transmission channels for content dissemination, with audiences receiving signals through electronic mobile devices.

## 1.2 Characteristics of New Media Under Big Data

From a characteristics perspective, new media under big data represents a relative rather than static concept, emerging as a novel concept distinct from traditional theoretical frameworks under modern information network technology development [1]. Innovation constitutes its most prominent feature, manifesting not only in form but also in supporting technologies and foundational theories. This innovation exhibits significant regional spatiality and temporality, forming new technologies within specific technological development regions and historical periods. Additionally, interactivity represents another key characteristic. New media has fundamentally transformed information transmission patterns, creating far closer connections between information receivers and senders. The advantages in information exchange and interactivity are unmatched by traditional media. Moreover, participants maintain certain control rights during information exchange and transmission, enabling role conversion between publishers and receivers—information recipients can become publishers and vice versa.

## 2. Research on Integration Development of Traditional and New Media Under Big Data

### 2.1 Significance of Media Convergence

Media convergence refers to the integration of new and traditional media to meet contemporary public information acquisition needs. New media exhibits complexity, intricacy, and rapidity that better align with today's fast-paced lifestyle, making it the preferred choice for many audiences. Traditional media, meanwhile, excels in information quality and authority [2]. This convergence represents not merely a merging of two media forms but a process of satisfying media transmission demands and an inevitable path for media development under big data. During integration, both media forms' advantages can be maximized and enhanced, achieving complementary strengths. New media leverages its rapid dissemination, broad reach, and multi-channel information access, while traditional media contributes its authenticity, authority, and strong news content creativity. This synergy elevates overall media influence in information dissemination.

## 2.2 Role of Big Data in Media Convergence

The integration of new and traditional media is inevitably influenced by big data technology in several key aspects. First, big data impacts media marketing processes and methods, diversifying information dissemination participants and transforming traditional media's unidirectional transmission into multidirectional, reversible information flow [3]. In the converged media environment, audiences can comment on information events, with these comments themselves becoming information resources disseminated through new media channels. This enables audiences to express opinions and provide feedback to information publishers via new media platforms. While this model promotes media convergence development, it also presents drawbacks that must be addressed through intensified big data application to continuously enhance media productivity and influence, enabling better responses to challenges.

Second, information sources inevitably change during integration. Unlike traditional media's reliance on investigation and interviews, converged media can collect and process various information types through big data [4]. This transformation requires both media forms to actively analyze and understand big data technology, integrating data resources to provide audience-preferred information based on market demands.

### 3.1 Diversified Integration Channels

For traditional media to develop in the new era environment, it must thoroughly analyze its development approach through reform and innovation. This first requires determining the integration direction. When clarifying convergence channels, both media forms must strictly comply with laws and regulations, follow media industry development patterns, and identify effective integration entry points to achieve more efficient convergence. Notably, channel integration must be built upon innovative technologies and content applications to ensure expected convergence effects and inject sustainable momentum into industry development. Media practitioners must deeply understand the significance of media convergence from a developmental perspective, recognizing that it concerns the entire industry's future. Convergence manifests primarily in content, form, and transmission pathways. To ensure smooth integration, big data technology must be fully and efficiently utilized in information data resource collection to select useful resources for the public, thereby establishing the foundation for determining convergence development directions [5]. After establishing convergence goals, the characteristics of both media forms should be coordinated based on these objectives to better guide the integration process.

### 3.2 Broadening Media Communication Channels

The most tangible manifestation of current media convergence is the diversification and enrichment of communication channels, which determines where media practitioners should focus their efforts. New and traditional media differ

significantly in transmission channels. Through complementary communication, convergence can clarify each form's strengths and weaknesses, maximizing advantages while minimizing shortcomings. Traditional media features high information quality and strong news creativity, while new media exhibits complexity and fragmentation. Convergence can utilize new media to merge information transmission channels [6]. Additionally, new media's superior dissemination power and influence require traditional media to transform its development philosophy, leveraging these strengths to broaden channels and expand influence. In data acquisition, big data's collection and analysis capabilities should be utilized to explore new information sharing platforms and transmission channels, such as WeChat and Weibo, expanding traditional media's audience range and enhancing brand image. In today's rapidly developing technological environment, people have more convenient access to information, and traditional media faces obvious audience solidification. Therefore, traditional media must actively address its single-channel problem by continuously expanding transmission channels to gain competitive advantages [7]. Traditional media can also transform television and newspaper information by establishing electronic websites, aligning information dissemination and update speeds with new media to enhance audience attraction and achieve better integration.

### 3.3 Clarifying Media Positioning in Convergence

Both traditional and new media possess unique advantages and characteristics while also having deficiencies. The primary challenge in convergence is maximizing respective strengths while avoiding weaknesses to enhance both depth and breadth of information transmission, thereby realizing both media forms' value. Regarding audience scale, new media faces an enormous audience, necessitating clear positioning to achieve high-quality information transmission when serving large populations [8]. In providing information services, new media must precisely and fully utilize big data technology to continuously optimize and improve its offerings based on audience psychological characteristics and information needs, thereby attracting traditional media audiences during convergence. To achieve deep integration, new media must intensify research on providing personalized, high-quality services that deliver high-quality information to maximize audience satisfaction. Traditional media must also transform its operational philosophy by using big data to analyze audience preferences and needs while combining contemporary development characteristics to provide personalized information services that attract more audiences.

### 3.4 Expanding Diversified Business Models

Analysis of traditional media's development status reveals that severely singular business models constitute a major problem that not only fails to promote long-term development but may even create obstacles. Therefore, traditional media must comprehensively analyze its overall situation, break the status quo, and reasonably innovate its business model to inject vitality into long-term

development. In contrast, new media' s diversified business philosophy has continuously expanded its audience and market. People can easily access video, image, and text information through new media platforms, while individuals serve as both receivers and publishers of information resources, demonstrating new media' s diversified business models and high interactivity—qualities that traditional media lacks. Under big data, traditional media must identify contemporary development trends, adapt to these demands, and learn from new media' s strengths and characteristics as resources for its own development [9]. Traditional media must also integrate and apply its existing resources under big data, taking effective measures to revitalize traditional media assets. This requires traditional media to have comprehensive and objective self-awareness, amplifying its strengths while recognizing its weaknesses and introducing more business models to enhance competitiveness. Traditional media' s advantages in information authority and resource integrity are unmatched by new media, so it must fully grasp and leverage these strengths to achieve deep integration and diversified business models.

Currently, big data technology has been widely applied across industries. For new and traditional media to achieve deep integration, both must actively and thoroughly analyze and understand big data technology, analyze and integrate data resources, and provide audience-preferred information based on market demands within the converged environment. Only then can media convergence develop smoothly and China' s media industry progress unimpeded.

In summary, the integration of new and traditional media represents an inevitable trend of the times. Both media forms must deeply recognize their respective advantages and shortcomings. As media practitioners, we must transform our thinking, leverage the strengths of both media types while compensating for their weaknesses, and achieve convergence development from multiple dimensions. In today' s society, big data technology is developing rapidly, inevitably influencing media convergence while also providing essential tools for its implementation. By fully utilizing big data technology, new and traditional media can achieve more effective integration, providing useful and needed information resources to audiences and promoting the development of China' s media industry.

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

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