Research on Countermeasures for News Communication in the Context of Big Data (Postprint)

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Abstract

The article approaches the subject from the perspective of journalism and communication, focusing its discussion on the development trends of this industry in the big data era. Initially, it provides a brief introduction to the concept of big data; subsequently, it analyzes the influence exerted by big data upon journalism and communication; furthermore, it elucidates the distinctive characteristics of journalism and communication within the big data context; finally, it proposes strategies for the sustained development of journalism and communication, including, for instance, multi-angle analysis of audience demands and the cultivation of a favorable industry image.

Full Text

Preamble

Research on Response Measures for News Communication in the Context of Big Data

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Abstract: This paper examines news communication as an entry point to discuss industry development trends in the era of big data. It begins with a brief introduction to big data, analyzes its impact on news communication, explains the characteristics of news communication against this backdrop, and finally proposes strategies for sustainable development, such as multi-angle analysis of audience needs and cultivating a positive industry image.

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In today' s world where information technology is widely applied across all industries, both work and life have become inextricably linked with big data. Traditional news communication models can no longer meet people' s diverse needs. Therefore, achieving sustainable development hinges on mastering the methods of integrating big data into news communication and fully leveraging its advantages to significantly enhance communication quality and effectiveness —this constitutes the main focus of our research.

1. What is Big Data

Currently, big data has been introduced into numerous fields, and its role is evident to all. As a technology that relies on massive datasets to mine required information, big data can be characterized by three main features. First, enormous volume. The hallmark of the big data era is databases storing vast amounts of usable data, including both data from social platforms and data generated from daily life [1]. It can be said that precisely because information technology provides the necessary support, big data can continue to develop, and people can naturally use information technology to obtain needed information. Conversely, big data also provides continuous development momentum for information technology—the relationship between the two is symbiotic. Second, diverse data types. With the advent of the big data era, data types have evolved from early graphics and text to video and audio. Third, rapid processing speed. As is well known, the connection between information technology and big data is extremely close. It is precisely because of information technology support that data processing time can be compressed to seconds or even milliseconds. In today' s rapidly developing technological landscape, network signals have basically achieved global coverage. As long as there is a network signal, data can be transmitted and processed in real time, which positively impacts the realization of data value.

2. Impact of Big Data on News Communication

Traditional communication models exhibit obvious linear characteristics, where audiences can only passively receive information. The emergence of big data-related technologies has profoundly affected communication relationships, returning the right of choice to audiences. People can now use information technology to obtain and collect information they need, and in this process, they can express personal viewpoints through forwarding and commenting [3]. Facts have proven that using interactive communication to replace the original model has significantly shortened the distance between audiences and media.

2.1 Communication Content

Traditional communication models require journalists to obtain news information and main content through collection and editing. Big data, however, requires journalists to take information acquisition as a prerequisite and integrate other aspects of content. For example, using information technology to mine relevant news, identifying similarities and differences in news events through comparison, and proposing effective solutions based on analytical conclusions [2]. Additionally, for news communication, the value of big data also lies in making communication content more authentic and reliable—simply put, by introducing data related to news events to enhance news persuasiveness.

2.2 Communication Media

Traditional communication models rely on conventional media such as television and newspapers, which not only struggle to guarantee transmission speed but also cannot achieve real-time interaction, placing audiences in a passive position during news dissemination. The arrival of the big data era has diversified the media relied upon for news communication. For instance, media professionals can conduct multi-channel news dissemination through official websites and mobile applications. This new communication model grants everyone the right to create and publish information, which is of great significance to news communication.

2.3 Division of Labor

Traditional communication models have very clear divisions of responsibilities for media professionals: reporters are responsible for news gathering and editing, while editors are responsible for news editing. Against the big data backdrop, the division of labor for media professionals participating in news communication differs from the past. Media professionals are transforming into high-quality talents who master multiple skills. For example, they should possess the ability to quickly and accurately analyze data. Under the influence of big data, media professionals should keep pace with the times and improve their capabilities in all aspects. Only in this way can they realize their own value.

3. Characteristics of News Communication in the Big Data Era

3.1 Visualized News

In recent years, big data-related technologies have gradually become important technologies applied in news communication, thereby revolutionizing communication pathways. Visualized news emphasizes using big data as a foundation to innovate news communication forms. Its advantages mainly lie in combining traditional images and text with new video and audio to create vivid news that people enjoy.

3.2 Precise Information Delivery

Big data features can be summarized as large information volume and rich variety. The positive impact is fully satisfying people' s needs and promoting communication methods toward greater diversity and perfection. Thus, in the current era, media professionals can use technological advantages to establish user profiles based on mastered information and achieve personalized news push through integrated data analysis.

3.3 Rapid News Provision

As practical experience accumulates, the system for applying big data technology in news communication has gradually matured, and the number of platforms involved in related technologies continues to increase. However, most domestic news media still operate independently and lack the conditions to integrate data across platforms. To fundamentally solve this problem, the key is to take communication media as the starting point, guide different platforms and media to form strong alliances, and maximize big data utilization efficiency while ensuring full media integration, thereby reducing the difficulty for audiences to obtain information [6].

4. Strategies for Sustainable Development

4.1 Multi-angle Analysis of Audience Needs

Media convergence is the main development trend, and only by grasping this direction can we create a new pattern for news communication [4]. In the big data context, everyone can provide data, and different groups often provide distinctly different data types. Consequently, the resulting big data sets naturally contain different personal and event information. Based on big data development, every piece of information provided by individuals has news value. Moreover, as the big data era arrives, people' s life and work pace has accelerated. Using fragmented time to obtain news has become the choice of more and more people. When disseminating news, media professionals should strengthen data awareness and provide targeted news push based on audiences' browsing occasions and times, thereby delivering a better reading experience.

4.2 Timely Update of Communication Philosophy

With the birth of big data, news information has been effectively expanded, and the connection between news mining and dissemination has become closer. This poses new requirements for media professionals: to go deep among the grassroots masses, provide audiences with pathways to participate in news communication, and enhance their sense of participation. In the big data context, people can use computers or mobile phones to express their views or opinions on news released by media. This shows that although media remains the main body of news communication, mass communication has become the general trend.

Based on this, news reception has been elevated to the same important level as news dissemination, and the subjects of receiving and disseminating news are gradually converging [5]. For media professionals, to realize their own value, the urgent task is to shorten the distance between themselves and audiences through real-time communication and interaction.

4.3 Emphasis on Building High-quality Teams

The emergence of big data has promoted healthier and more orderly development of news communication. In this industry development process, the importance of high-quality talent is evident to all. Universities and the communication industry should intensify efforts to cultivate high-quality talent. When cultivating such talent, they should emphasize not only professional competence but also promptly prioritize the cultivation of data literacy. This data literacy includes not only the ability to collect, mine, and integrate data but also methods to visually present data value. In summary, against the big data backdrop, to achieve sustainable development in news communication, the key is to promptly renew the concepts of universities and the communication industry and provide practical platforms for students and media professionals to ensure they can grow into talents who meet big data era requirements and contribute to industry development.

4.4 Effective Integration of Communication Media

Continuously developing information technology provides support for rapid information dissemination. In today's society, news media rely on big data-related technologies to capture and integrate daily news events. On this basis, using existing information technology ensures that processed news can be pushed to specific groups at the first moment, guaranteeing that audiences can obtain needed information promptly.

4.5 Establishing a Sound News Production Mechanism

The birth of big data has invisibly broadened channels for obtaining and disseminating news information. To ensure news communication demonstrates due breadth, timeliness, and accuracy, the key is to optimize the technology used in news production, promote the perfection of production mechanisms, and reduce the difficulty of related work on the basis of ensuring full integration of advanced technology with all aspects of news production.

With the addition of artificial intelligence, news production speed naturally becomes faster. Taking currently widely applied machine writing as an example, its emphasis is to entrust certain aspects of news editing to robots. Media professionals should firmly grasp the opportunities provided by the big data era and reduce the difficulty of data collection by introducing information technology. For instance, when investigating the degree of preference for chili peppers among residents in various regions, relevant personnel no longer need to spend

substantial time and effort distributing questionnaires and organizing survey results. Instead, by collaborating with platforms like Taobao to collect the frequency of consumers purchasing related products in different regions, relatively accurate conclusions can be obtained. Data collection based on information technology is both convenient and efficient.

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