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# Characteristics and Development of Social Media and Socialized News Dissemination: Post-Print

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## Abstract

With the development of the information age, the emergence of social software applications such as WeChat and Weibo has enriched and integrated into people's daily lives. Through interactions between news media and the public, these platforms satisfy everyday needs while enabling users to experience society's myriad changes. This paper examines the current development status of social media and socialized news dissemination, analyzes their characteristics, clarifies their developmental significance, and explores relevant strategies.

## Full Text

### Abstract

With the development of the information era, social platforms such as WeChat and Weibo have become deeply integrated into daily life, enriching people's experiences and enabling interaction between news media and the public. This integration satisfies everyday information needs and provides insight into broader social transformations. This paper examines the current state of social media and socialized news dissemination, analyzes their defining characteristics, clarifies their developmental significance, and explores relevant strategies for improvement.

**Keywords:** information era; social media; socialized news dissemination; communication landscape; news communication

## 1. Current Development Status of Social Media and Socialized News Dissemination

The rapid advancement of internet technology has ushered in an era of mass communication characterized by “everyone is a journalist” and “everyone has a microphone.” Various social media platforms host both self-media accounts and

officially verified mainstream media outlets, resulting in explosive information dissemination. Simultaneously, fake news has proliferated at an unprecedented rate, severely disrupting daily life and undermining the healthy development of public opinion ecosystems. The spread of misinformation on social media is closely linked to journalistic ethics, professional standards, and the public's right to know. Indeed, while fake news has existed since the advent of journalism, the social media era and technological innovations have accelerated its diffusion.

### **1.1 Diverse Social Media Landscape**

A wide array of social media platforms has emerged in the internet age, including Douyin, Kuaishou, Zhihu, Toutiao, Weibo, and WeChat—some primarily social in function, others focused on news distribution. While official news social media accounts on platforms like Toutiao, Weibo, and WeChat maintain strong credibility and public trust, numerous smaller news social media outlets and self-media accounts vary significantly in quality, with some disseminating misleading information.

### **1.2 Inadequate Platform Supervision**

Most news social media platforms now feature comment sections, giving rise to the popular reading pattern of “skimming the news, focusing on the comments.” While these spaces grant netizens certain discourse freedoms, they also attract individuals lacking civility, deliberate troublemakers, and paid “internet water armies” who spread harmful or false information. This threatens normal life, misguides public values, encourages undesirable social trends, and creates negative influences. Without robust regulatory mechanisms, such phenomena cannot be fundamentally eliminated, posing serious risks to the healthy development of the news media industry.

### **1.3 Insufficient Editorial Standards**

As a crucial channel for news consumption, social media must ensure information authenticity and effectiveness. While major mainstream media outlets have developed relatively mature social media operations, smaller news social media platforms—due to limited understanding of media convergence and lower hiring standards—exhibit inadequate editorial competence and journalistic literacy. This deficiency can lead to misguided public perceptions and threaten the positive development of news social media.

## **2. Characteristics of Social Media and Socialized News Dissemination**

The mobile internet era has brought profound changes and challenges to news dissemination. Rapid IT development has driven China's news communication through a transformation from traditional newspapers and broadcast media

to social media platforms. Socialized news dissemination has rapidly gained widespread support through its advantages of speed, broad coverage, and easy sharing, pointing the way forward for future media development. As the principle states, development should follow the audience—traditional news media must leverage social media’s dissemination advantages to enable diversified media convergence development.

### **2.1 Real-Time News Dissemination**

Timeliness is paramount in news. Social media enables rapid information delivery, allowing the public to quickly understand major and minor events in society. Breaking temporal and geographical constraints, news spreads via internet carriers in the shortest possible time, providing first-hand information that audiences can access anytime, anywhere. This immediacy facilitates prompt sharing and enables audiences to express their viewpoints and engage in interactive communication on internet platforms.

### **2.2 Interactivity of Social News Media**

Social media enables two-way communication between audiences and news media, a feature absent in traditional journalism. Through internet platforms, audiences can provide feedback while media outlets disseminate information instantly. This bidirectional interaction fills a gap in conventional news practice, allowing media organizations to “customize their offerings” based on audience needs and promoting better, faster industry development.

### **2.3 Authenticity of Information**

Amidst the constant 舆论发酵 by self-media seeking attention, officially verified mainstream media must adhere to journalistic authenticity principles, speaking out accurately at appropriate times to disseminate truthful information to the public. Authenticity enables correct public understanding of societal events and facilitates awareness of relevant regulations and policies that affect daily life, thereby serving both work and life.

### **2.4 Guiding Function of News Dissemination**

News dissemination must correctly guide public opinion. As the public’s voice reflects society’s voice, news social media should spread authentic, guiding information to ensure proper understanding of events and steer society toward positive development. This can foster healthy social trends, promote positive energy, and ensure a stable, harmonious living environment—whereas failure to do so undermines social stability and development.

### **3. Significance of Social Media and Socialized News Dissemination**

Information and interactive technologies have fueled social media's vigorous growth, rewriting the media ecosystem of the mass communication era. From a media environment perspective, social media has caused comprehensive niche generalization, constructed integrated food chain systems, uncovered new biological clock patterns, and created a unique social media ecology. Compared with traditional media, social media better meets public information needs and promotes the development of socialized news dissemination.

#### **3.1 Enhanced Quality of Life**

As society and the economy develop, audience demand for news information continues to grow. Whereas people previously relied on newspapers and broadcast media, internet technology now enables instant news dissemination to the public—not only faster but also vastly richer in volume, maximizing the quality of people's information consumption.

#### **3.2 Enriched Daily Life**

Social media offers greater entertainment value than traditional news media, stimulating public enthusiasm for information consumption. Primarily distributed through smart devices, social media enables fragmented reading during leisure time, providing both enjoyment and updates on national affairs. This makes daily life more interesting and keeps people informed about important developments beyond their busy work schedules.

#### **3.3 Strengthened Public Rights Awareness**

Advanced network information systems have enhanced public awareness of rights protection. News social media delivers policy information and benefits directly related to people's lives—information often inaccessible in daily life. When legal rights are threatened, citizens may be unaware, but social media enables timely policy updates and knowledge of relevant laws and regulations for safeguarding personal interests.

### **4. Strategies for Social Media and Socialized News Dissemination**

Social media and socialized news dissemination have contributed positive energy to social development. To ensure these platforms truly serve the public and promote societal progress, we must strengthen information standardization, improve editorial staff competence, understand public needs, and perfect regulatory mechanisms for interactive platforms.

#### 4.1 Standardizing News Dissemination

News dissemination must first adhere to authenticity principles and closely follow national development trends while connecting with real-life conditions. As mainstream media, news organizations must implement strict multi-level review systems before publication. Online news editors should study General Secretary Xi Jinping's speeches, maintain close ties with the masses, and clearly determine which information can be disseminated and which requires careful deliberation. For self-media, the Cyberspace Administration and platform operators must strengthen supervision, ensuring everyone recognizes that the internet is not a lawless space or a profit-driven rumor mill. Measures such as reporting and account suspension must be effectively implemented to promote healthy industry development.

#### 4.2 Enhancing Editorial Competence

As the backbone of news social media, editors must possess strong professional capabilities. Professionalism constitutes the most fundamental quality for news editors—specialized technicians who represent news dissemination. They should demonstrate high-level news gathering and editing abilities, effectively organizing information and data to gain audience attention and achieve communication objectives.

**4.2.1 Ensuring Authenticity** Both mainstream and self-media must guarantee information authenticity, as truth is the lifeblood of journalism. As information disseminators, they must ensure news is recorded in real-time from the scene or verified through extensive fact-checking. News reporting should establish correct public opinion guidance, and self-media must exercise particular self-discipline. This requires every news professional to develop strong information discrimination skills, selecting truthful content from complex and chaotic information streams.

**4.2.2 Ensuring Originality** Originality is essential for social news media's survival. Whether mainstream or self-media, creating original content to attract readership is standard practice. Without original material, media should still leverage hot topics to voice unique perspectives and establish distinctive styles. For instance, the 2021 Henan Spring Festival Gala's "Tang Palace Banquet" garnered billions of views across official Douyin, Kuaishou, and Bilibili accounts, demonstrating the power of originality. While "exclusive reporting" attracts high public attention, it is difficult to achieve, whereas originality is more attainable.

**4.2.3 Enhancing Innovation** Social news media should emphasize unique information expression, as continuous innovation drives societal development. For media organizations, only through innovation can they sustain development and capture audience interest. Based on factual information, they should present

new expressive forms, adjust traditional push formats and styles, and explore dissemination models suitable for social media to increase readership.

**4.2.4 Deepening News Content** While AI technology significantly improves news production efficiency, robot-generated news lacks critical thinking, producing superficial information that provides limited social value. News editors must therefore strengthen in-depth information mining, delivering underlying insights that help people identify issues and understand society. For example, regarding the current heated discussion on delayed retirement, simply reporting the Ministry of Human Resources and Social Security's press conference cannot satisfy public demand. Instead, timely in-depth interpretation from multiple dimensions and perspectives is needed to sustain readership.

**4.2.5 Avoiding Excessive Entertainment** Appropriate entertainment elements in news can boost audience interest and reflect media uniqueness, providing enjoyment for daily life. However, excessive entertainment deviates from news's original guiding function. Pursuing entertainment value at the expense of meaningful content reduces news to casual conversation. While occasional entertainment is acceptable, it must not become mainstream.

### **4.3 Strengthening Interactive Platform Supervision**

The defining feature of news social media is the comment section, which enables two-way communication between audiences and media. However, without strict supervision, platform disorder can disrupt normal life. Strengthening interactive platform regulation is essential for the internet age. Social media platforms should establish high-quality supervision teams to maintain stable order in comment sections through careful screening. Malicious disruptions can be addressed through education, communication, muting, or account suspension. The Cyberspace Administration should also oversee platforms' regulatory capabilities.

### **4.4 Developing Public Feedback Platforms**

Public opinion is invaluable, as news media serves society. Audience attention reveals current areas of public concern. News social media platforms can collect suggestions and feedback through official accounts or Weibo topic interactions to continuously improve services. Media organizations can establish "opinion boxes" where the public can directly express demands. Dedicated staff can provide online responses, compile constructive feedback for leadership, and design reasonable dissemination strategies based on public concerns to maximize satisfaction and accelerate media industry development.

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