

# Strategic Analysis of Traditional and New Media Convergence in the Context of Big Data: Post-print

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## Abstract

This paper analyzes the convergence development strategy of traditional and new media in the context of big data, elucidates the necessity and significance of such convergence, and proposes strategic approaches for their integrated development, aiming to provide valuable references for scholars and practitioners concerned with this topic.

## Full Text

### Big Data Background: An Analysis of Traditional Media and New Media Convergence Development Strategy

**Abstract:** This paper analyzes the convergence development strategy of traditional media and new media against the backdrop of big data, clarifies the necessity and significance of such convergence, and proposes strategic approaches for their integrated development in the big data era, aiming to provide valuable references for scholars and practitioners concerned with this topic.

**Keywords:** big data; traditional media; new media

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With the popularization and development of computer and internet technologies, society has entered the era of big data. People are exposed to increasingly vast amounts of data information, and the statistical analysis and integration of various data types can unlock their value, driving the convergence development of traditional and new media. The media industry must leverage big data to better create content and communication environments, thereby enhancing the efficiency of media convergence. New media provides authoritative information and resources, while the original content creation of traditional media supplies

new resources for new media platforms. New media's capacity to obtain audience feedback and expand the reach and speed of traditional media content dissemination enables traditional media to better tailor its content based on audience feedback provided by new media applications. This complementary relationship between traditional and new media propels the advantageous development of the media industry.

### **1.1 Transformation and Development of Traditional Media**

In recent years, the rapid development of new media has significantly impacted traditional media. Television ratings, radio listenership, and print media sales have all experienced adverse effects, making transformation imperative for traditional media in the big data era. New media has fully utilized big data technology for content creation, audience analysis, and communication efficiency enhancement, gaining substantial competitive advantages. In contrast, traditional media still relies on conventional survey and observation methods for content creation and audience needs analysis, making it difficult to improve communication effectiveness effectively. The competitive pressure from new media is driving the transformation and development of traditional media.

### **1.2 Leveraging the Value of Traditional Media**

The importance of traditional and new media convergence lies in its ability to fully leverage the value of traditional media. Traditional media has established inherent survival models that are widely accepted by audiences. Moreover, traditional media's credibility, authority, and audience loyalty represent its inherent advantages. To avoid being replaced in the short term, traditional media must fully realize its value through convergence with new media. This is primarily manifested in traditional media platforms continuously launching official WeChat, Weibo, and website platforms, and independently creating news information apps to strengthen the promotion and dissemination of their content, thereby fully leveraging traditional media's value.

### **2.1 Complementary Advantages**

The convergence of traditional and new media creates complementary advantages that foster mutual promotion and development. Traditional media provides authoritative information and materials, while new media's original content creation offers new resources for traditional media platforms. New media's effectiveness in obtaining audience feedback, expanding the reach of traditional media content, and improving dissemination speed enables traditional media to better create content based on this feedback, ensuring that traditional media content better meets audience needs. This complementary advantage drives the beneficial development of the media industry.

## 2.2 Media Culture Integration

The application of new media technology has expanded the quantity and scope of media information accessible to audiences, granting them greater autonomy when faced with abundant information. New media culture reflects the fast-paced social lifestyle and the complexity and diversity of information. Traditional media, meanwhile, emphasizes stable development and improving content quality, striving to gather first-hand, authentic, and effective information for audiences, and demonstrating greater propaganda effectiveness in reporting national affairs. This represents the cultural characteristic of traditional media. The integration of traditional and new media achieves cultural convergence, with both promoting each other toward better development.

## 2.3 Aligning with Future Media Development Trends

The convergence of traditional and new media better aligns with future media development trends. Currently, audiences are accustomed to accessing information through mobile phones, computers, and other terminal devices. The development of digital television that connects to the internet for media resources further demonstrates that traditional and new media convergence is becoming increasingly profound. Only by grasping this developmental characteristic and continuously innovating to maintain their complementary relationship can media better meet future development needs.

## 3.1 Precise Positioning to Meet Audience Information Needs

In the big data context, the convergence development of traditional and new media requires grasping their positioning to achieve more precise integration that better satisfies audience needs in communication work. This positioning should be developed from several dimensions. At the social environment level, traditional media should identify its media positioning within the macro environment, effectively supplementing irreplaceable communication functions and gaps in social communication. In the big data era, traditional media's positioning in the new era remains unclear, affecting its content creation, communication channels, and efficiency, making it urgent to clarify its position to better serve society through media communication.

At the audience level, big data should be used to analyze and predict current audience attitudes, psychology, and expectations toward media convergence. Traditional media content should be reasonably created from the perspective of audience needs, effectively integrating traditional and new media to ensure that jointly created content efficiently meets audience demands and achieves precise convergence. As the main recipients of media information in the social environment, audiences have diverse needs. However, during this period of active new media technology application, audience recognition of traditional media's authority can still serve as a positioning foundation for its development.

### **3.2 Institutional Management: Perfecting Media Convergence Standards**

The convergence of traditional and new media in the big data era also requires strengthening institutional management to reasonably regulate operations and development, including establishing industry standards and performance evaluation systems to ensure effective development within legal and regulatory frameworks.

First, a clear supervision and management system must be formulated to supervise and manage the content and behavior of both traditional and new media. Traditional media requires absolute authenticity in content creation, with comprehensive coverage to provide audiences with relatively complete news information. When social public opinion intensifies, traditional media's content creation can effectively clarify issues and provide positive guidance. The supervision and management of new media should ensure content authenticity while also guaranteeing that it meets value requirements. Media convergence should be actively utilized to enhance traditional media's influence, including its capacity for positive social opinion guidance and official communication.

Second, industry standards should be established with clear criteria for the operation and development of traditional and new media. Traditional media should be required to strengthen innovation in content, form, and channels to maintain vitality and accelerate convergence development. New media should be required to actively innovate its communication forms, follow traditional media's communication pace, and continuously enhance its social value.

Finally, a clear performance evaluation and assessment system should be created. Based on industry norms and standards for media convergence, reasonable performance measures should be developed. For example, new media platforms must produce a sufficient number of original articles monthly, while new media platforms created by traditional media must fully comply with traditional media's standards of accuracy, rigor, and completeness.

### **3.3 Cooperation and Exchange: Promoting Active Media Development**

Strengthening cooperation and exchange between traditional and new media fosters their mutual promotion and drives active development of converged media. Traditional media should break away from traditional development concepts, transform communication forms, and establish a development model with traditional media communication as the primary focus and new media communication as a supplement, rationally utilizing new media to promote its own content.

For example, television programs and news content created by traditional media platforms can be quickly released and promoted through new media platforms, allowing more people to learn about traditional media content creation through

new media and directing new media audiences to traditional media platforms for comprehensive understanding. Currently, traditional media have actively created official new media platforms. For instance, *People's Daily*, as traditional media, has established official Weibo and WeChat platforms for effective content creation. The *People's Daily* WeChat public account, as a classic new media platform, has now achieved absolute credibility among audiences. Leveraging traditional media's official resources, it rapidly investigates and reports on major social events, providing correct public opinion guidance. Additionally, the *People's Daily* WeChat public account possesses unique new media characteristics, effectively utilizing new media and big data technologies to integrate various types of information and create relatively complete communication content. This cooperation and exchange have attracted more attention to traditional media while providing technical and financial support. Driven by converged media, new media continuously enhances its social status and value orientation. In recent years, new media has shown a trend of reverse convergence, gradually seeking cooperation opportunities with traditional media to enhance its reputation and influence. Under the impetus of media convergence, traditional and new media promote each other toward more positive development.

### 3.4 Interactive Analysis: Fully Mining Audience Data

In the big data context, traditional media should strengthen the application of new media's interactive features, reasonably utilizing interactivity to study audience needs and improve the quality and level of traditional media content creation. Based on new media platforms, traditional media can reasonably create communication platforms for audience interaction, effectively guiding audience discussions on communication content and cultural topics. These platforms provide timely feedback mechanisms, promoting cultural dissemination and development under cultural exchange backgrounds and enabling media convergence to fulfill its role in promoting cultural exchange.

Furthermore, traditional media can conduct big data analysis based on audience attention to content dissemination on new media platforms. For example, by integrating and statistically analyzing the types of content disseminated on new media platforms over a year, corresponding audience click volumes, forwarding numbers, and likes can be compared to analyze the attractiveness of different content types and adjust content selection accordingly. Alternatively, by comparing audience readership across different communication forms—such as full text, text-image combination, or video—traditional media can observe audience acceptance of different formats and select methods that better meet viewing needs, greatly improving communication efficiency and effectiveness.

In the big data environment, new media platforms can collect, statistically analyze, and evaluate user behavior and comments to select content creation forms and communication channels that better meet social and audience needs, fully mining and applying audience data to enhance the efficiency of traditional and new media convergence.

### 3.5 Strengthening Innovation: Developing Diversified Business Models

The convergence of traditional and new media not only enhances the effectiveness of traditional media's social communication content but also provides diversified business models, primarily including the following:

First, advertising marketing. Traditional media's promotion on new media platforms increases communication channels, and the creation of different new media platform themes provides clearer subjects and directions for advertising placement, making advertising more precise. Traditional media can reasonably design advertising prices and distribution methods according to its needs to attract more enterprises and businesses to advertise on new media platforms, thereby obtaining funds through advertising placement.

Second, paid reading represents a new information dissemination form with two models: one involves payment before reading to access information content and understand its actual value; the other involves audience tipping after reading content published on new media platforms, with the amount determined by the audience. Regardless of the model, the healthy development of paid reading must be ensured, resolutely resisting its use for fraud and protecting audience interests. However, paid reading should be established on the premise of relatively high audience income levels and strong new media credibility, making it relatively passive in practice and difficult for traditional media to effectively control and manage.

Third, social service-oriented operations. New media platforms can provide certain social services to audiences based on their service capabilities or engage in in-depth business interactions with society. By fully utilizing the mutual dissemination nature of traditional and new media, services meeting social needs can be created to continuously increase media influence and encourage more social forces to participate in cooperation, jointly promoting audience-oriented social services.

### 3.6 Quality Improvement: Upholding Content as King

In the process of traditional and new media convergence, media professionals' competence significantly impacts integration development. Media professionals must not only possess absolute proficiency in operating and applying new media and big data technologies but also have strong data analysis and application capabilities to effectively summarize various audience needs and innovatively reflect them in traditional media's content creation and forms, upholding content as king in information dissemination.

When using new media to promote traditional media information, the focus should be on identifying key points and highlights of traditional media communication, emphasizing the editing of various key points in content creation to fully attract audiences and encourage their continued attention to such informa-

tion on traditional media platforms. In the big data environment, traditional media must strictly control its information quality, consistently upholding content as king.

In summary, the convergence of traditional and new media under the big data background is necessitated by the transformation and development of traditional media and the need to leverage traditional media' s value. It holds significant importance in terms of complementary advantages, media culture integration, and alignment with future media development trends. Through strategies such as precise positioning to meet audience information needs, institutional management to perfect media convergence standards, cooperation and exchange to promote active media development, interactive analysis to fully mine audience data, strengthening innovation to develop diversified business models, and quality improvement to uphold content as king, media convergence can more efficiently utilize big data and contribute to China' s socio-economic and cultural development.

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

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