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A Brief Discussion on Post-Prints of New Media Convergence in the Big Data Era

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Abstract

The advent of the big data era has witnessed increasingly dense social networks and the convergence of new media entering a new developmental stage, establishing itself as the mainstream of media industry development. New media convergence facilitates the full exertion of media's influence in guiding public opinion, fosters robust interactive mechanisms with audiences, and expands developmental platforms for traditional media. Currently, new media development is principally characterized by diversified visual communication, customized information dissemination, high mobility, and strong social interactivity. To propel new media convergence, it is imperative to transform mindsets toward big data thinking, cultivate interdisciplinary editorial talent, and integrate marketing strategies, thereby better embracing the informatized and data-driven all-media era.

Full Text

On New Media Convergence in the Big Data Era

Abstract: With the advent of the big data era, social networks have become increasingly dense, and new media convergence has entered a new developmental stage, emerging as the mainstream trajectory of the media industry. New media convergence helps to fully leverage media's influence in guiding public opinion, establish effective interaction mechanisms with audiences, and expand development platforms for traditional media. Currently, new media development is characterized primarily by diversified visual communication, customized information dissemination, high mobility, and strong social interactivity. To promote new media convergence, it is necessary to transform big data thinking, cultivate composite editorial talent, and integrate marketing strategies, thereby better embracing the informatized and data-driven all-media era.

Keywords: new media; big data; new media convergence

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Introduction

Under the influence of the big data era, the convergence of new media and traditional media has become imperative. The application of big data has transformed traditional information transmission methods while improving communication efficiency, making the process and trends of new media convergence a focal point of academic attention. Zhang Suqiu and Gu Jiang [1] point out that new media convergence is manifested primarily in content convergence, channel convergence, and operational mechanism convergence. Hu Zhanfan [2] notes that media convergence involves the sharing and integration of information content, technological applications, platform terminals, and talent teams, representing a stock reform and profound transformation involving deep-seated issues such as institutional mechanisms and interest adjustments, requiring comprehensive innovation in framework structure, system design, operational modes, and product presentation channels. Chen Shoufu [3], from the perspective of refined positioning, suggests that new media convergence strategies should emphasize systematic thinking, clearly define target audiences, carefully calculate costs, and release the distinctive qualities of new media. Mei Ninghua and Zhi Tingrong [4] identify several remaining problems in media convergence development, including immature construction of some converged media platforms, weak integration between platforms, obvious boundaries and contradictions between different communication media within platforms, and delayed institutional reforms. Building upon previous research, this paper examines the advantages and current state of new media convergence, along with corresponding countermeasures and recommendations, aiming to contribute feasible insights.

1. The Concept and Characteristics of Big Data

1.1 Concept

Big data refers to massive, high-growth, and diversified information assets that cannot be captured, managed, or processed by conventional software tools within a certain time frame, requiring new processing models to achieve stronger decision-making power, insight discovery, and process optimization capabilities. Big data is neither a product nor a technology, but more importantly, a phenomenon. In the Internet era, users continuously inject data into information repositories, and this accumulation forms massive information resources. Based on Internet platforms, data is constantly utilized by humans to summarize relevant patterns, making it a valuable information resource. This paper examines

new media convergence in the big data era, where new media caters to user demands and impacts traditional media, making the convergence of new and traditional media an inevitable trend.

1.2 Characteristics

The most prominent feature of the big data era is the increase in data volume. The use of various tools and mobile client applications has made data generation and collection more convenient than ever before, and new media development has continuously improved alongside efficient information collection. Data types have become more diverse, encompassing not only text but also audio, video, images, and more, all constituting big data. Circulation speed has accelerated, and the speed of data storage, mining, and effective information retrieval has become more convenient thanks to improvements in tool intelligence. However, the value density of data has decreased; as data quantity increases, information value does not proportionally increase, and the mixture of genuine and false information poses significant challenges for new media development.

2. Advantages of New Media Convergence

2.1 Enhancing Media Influence on Public Opinion Guidance

With the continuous development of the Internet, both the speed and methods of information dissemination have undergone tremendous changes. Leveraging mobile client applications, new media continuously expands its coverage of information transmission channels. As users have become accustomed to fragmented, fast-paced reading, new media captures a larger share of the user market compared to traditional media. New media information dissemination emphasizes timeliness, and every user can become an information disseminator, which affects the authenticity and authority of information. Traditional media, governed by the State Administration of Radio and Film during long-term news communication processes, has earned user recognition for its authoritative content. Promoting new media convergence can further stimulate the dominant position of traditional media in information dissemination while integrating the efficient and convenient advantages of new media to better guide social public opinion.

2.2 Establishing Effective Audience Interaction Mechanisms

Traditional media's information dissemination process is unidirectional, merely transmitting information to users while remaining closed to user needs and audience feedback, resulting in minimal interaction. New media information transmission, more importantly, forms a closed loop of communication. New media convergence maintains the primary function of traditional media information transmission while integrating audience needs and program interaction to establish effective interaction mechanisms. Audiences can express their opinions and insights through new media platforms, participate in program processes,

enliven program atmosphere, and improve program ratings. By breaking the limitation of single information sources in traditional media, new media development enables every user to become an information collector, expanding information source channels.

2.3 Expanding Development Platforms

New media represented by “two micros and one end” (WeChat, Weibo, and client applications) has become the mainstream of current media development, with an increasing number of media outlets continuously expanding their development platforms through these channels. Traditional media development has been limited to television broadcasting; however, the proliferation of mobile devices has gradually replaced television functions, playing a more flexible role. Only by converging with new media and leveraging mobile client applications to deliver concise information—integrating images, text, and video within shorter formats—can traditional media adapt to contemporary audience demands for efficiency and fast-paced lifestyles, win more users, innovate information dissemination methods, and expand development platforms.

3. Current State of New Media Development

3.1 Diversified Visual Communication

Visual communication constitutes the primary method of information dissemination for media. In the big data era, new media continuously updates and integrates its communication methods through the Internet. During information dissemination, images, text, and video merge into a unified whole. Based on audience dependence on visual content, the proportion of visual communication gradually increases, with more vivid and graphic imagery attracting audience interest. Some media outlets have introduced 3D animation and other special effects using new technologies, creating more realistic visual effects and greater visual impact. The use of three-dimensional technology to restore the original appearance of things, virtual reality technology leading audiences to explore future spaces, and the emergence of science fiction works all maximize the utilization of visual communication to find media focal points.

3.2 Customized Information Dissemination

Traditional media communication primarily adopts a single, mass-oriented dissemination approach. Even when different television programs are produced for different audiences, customized information dissemination remains imprecise, audience targeting is unclear, affecting communication effectiveness and diminishing audience experience. New media, based on big data platforms, understands user preferences and needs through their search records, enabling targeted and customized information dissemination for individual users. When users search again, the media system automatically recommends selectable topics, satisfying user needs and developing personalized information dissemination.

Catering to user needs and continuously adapting accordingly forms the foundation of media development.

3.3 High Degree of Mobility

Today, with the proliferation of mobile electronic devices, changes in information transmission carriers have affected the forms of information dissemination. For example, in 2015, Tencent launched an interactive live broadcast for the September 3rd military parade, with data showing that over 5 million netizens watched the ceremony online that day, nearly four-fifths of whom used mobile devices [5]. The rise of various mobile devices has led audiences to demand greater convenience and accessibility in information acquisition, catering to the need for fragmented reading. Consequently, new media information dissemination forms emphasize conciseness and clarity, combining multiple formats to create cohesive news themes. However, the undeniable existence of sensationalist headlines designed to attract attention through clickbait disrupts public perception and affects the authoritative status and information authenticity of the media industry.

3.4 Strong Social Interaction

New media development places greater emphasis on the interconnection of interpersonal relationships, from liking posts in social circles to sharing real-time news, with users gradually participating in the entire process of new media development. On traditional media client applications, users can rate and evaluate their experience, allowing media to make improvements based on user feedback, eliminate information asymmetry, and facilitate smoother information transmission channels. Through new media, users can disseminate information online at any time, and the diverse needs and value orientations of different users can influence and integrate social public opinion guidance, forming a positive interaction mechanism. The public's use of new media to promote information sharing and strengthen connections contributes to building a harmonious socialist society.

4. Strategies for Promoting New Media Convergence

4.1 Transforming Big Data Thinking

In the big data era, new media convergence must first clarify the guiding role of Internet development and rationally utilize big data platforms. The development of big data provides media with quantifiable and visualized information regarding media development, viewing effects, user needs, and competitor intelligence from a quantitative perspective. New media convergence must establish clear big data thinking, making scientific decisions in program production and information dissemination supported by data. Transforming big data thinking requires emphasizing the diversity of information acquisition and carefully deliberating different information sources.

4.2 Cultivating Composite Editorial Talent

Faced with massive amounts of data and information, new media must continuously cultivate high-quality editorial talent with strong abilities in information screening and collection. To cultivate composite editorial talent, new media must, on the one hand, be skilled at organizing language and grasping the psychological changes of audiences in the big data era; on the other hand, be adept at leveraging big data to extract effective information from public information releases, verifying and conducting in-depth investigation before reporting to improve information collection and editing efficiency. Composite editorial talent must be proficient in managing media public relations across “two micros and one end” platforms, creating a positive organizational image, gaining public psychological identification, and establishing media credibility from the ground up.

4.3 Integrating Marketing Strategies

Traditional media profits primarily rely on ratings and advertising revenue. Under the new media convergence model, it is essential to integrate different marketing channels, including advertising promotion models and related product recommendations, all of which must adopt entirely new approaches. Currently, WeChat advertising employs embedded soft advertising methods, with promotional content presented in dedicated articles that create strong immersive scenarios. Leveraging the personal influence of online celebrities creates a celebrity effect for media promotion. Marketing strategy integration also involves close cooperation with multiple media outlets, sharing information between parties to reduce information acquisition costs and promote rapid new media development. By utilizing Internet technology to continuously update media communication methods, the transformation of the media industry can be advanced.

Conclusion

Currently, big data is widely applied across various industries and fields, continuously transforming people’s production and lifestyles. In the process of new media convergence, big data serves as a valuable information resource, continuously providing pathways and insights for new media integration. It is essential to transform big data thinking, align with the trends of the era, seize opportunities, and create a new landscape for new media development.

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

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