
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01913

Providing high-quality public sphere is the social responsibility of new mainstream media platforms (postprint)

Authors:

Date: 2023-10-08T00:00:00+00:00

Abstract

Providing a High-Quality Public Sphere: The Social Responsibility of New Mainstream Media Platforms

Full Text

Special Topic: Media Watchtower

ChinaXiv Collaborative Journal

Providing a High-Quality Public Sphere: The Social Responsibility of New Mainstream Media Platforms

Song Jianwu, Professor, School of Journalism and Communication, Renmin University of China

The significance of the “People’s Daily Account” lies in its capacity to gather the strength of the people—a mission intimately connected to the Communist Party’s purpose and the fundamental value of media in society. Our purpose is to serve the people, and we must ensure their voices are heard. Therefore, media should provide a space where their thoughts, ideas, and created content can be fully expressed. But how can this be realized in the internet era, particularly as short videos become new arenas for public opinion? When traditional mainstream media encounters problems connecting with the public, what should be done?

We must first establish a mechanism to build such a platform, and the “People’s Daily Account” represents precisely such a mechanism. If the population is not on our platform, how can we guide public opinion? How can we promote justice? Possessing the platform is the first prerequisite. Second, we must embrace

internet logic—the platform must satisfy the multifaceted, multi-dimensional needs of the people.

The influence of internet platforms on social life, both in depth and breadth, will continue to strengthen. As various types of data further aggregate on these platforms, the more data we possess, the deeper our understanding of users' diverse needs, enabling increasingly precise methods of user satisfaction.

Regarding precise communication capabilities, we can draw upon communication theory to explain why users choose one media outlet over another. When people can obtain maximum information satisfaction with minimum effort, they will naturally select such a media platform. Evidently, precise distribution based on user needs analysis will constitute the greatest competitive advantage for converged media.

Third, mainstream internet platforms must be open platforms. Increasing evidence demonstrates this, particularly on Douyin, where we observe that many new information resources originate from users. Research conducted by Tsinghua University analyzing Douyin's data platform indicates that most positive city image dissemination comes from citizens themselves, who spread urban positive energy based on their personal experiences. This is precisely the situation we face today—on this platform, we are not performing solo, but rather singing in chorus with everyone. Providing a stage for performance and expression, such a platform must necessarily be open. Openness is both a fundamental principle and basic logic of the internet; therefore, our cyberspace should be an open space that provides a platform for expression to all.

A management architecture is required to ensure the safety and health of this space.

1. Connecting Mainstream Media with the People

As is well known, mainstream media provides substantial mainstream values, serving as society's anchor. However, our primary communication channels on the internet are commercial platforms, where mainstream media has lost its powerful transmission capacity. How to regain this capability is precisely the original intention of media convergence: constructing our new internet-based media platform.

Media convergence essentially represents the internetization of mainstream media. In short, the primary task we face today is how to build an internet-based mainstream media platform.

Authoritative mainstream media must establish broad connections with the people, requiring a new connection mechanism. This mechanism must follow internet communication and operational laws to construct an internet operations platform that gathers people's strength, voices, and wisdom. Such a platform must necessarily aggregate massive users and possess rich functional ecosystems. Just as large internet platforms are evolving toward ecological platforms,

we should enable users to fulfill almost all their needs on our platform.

2. Constructing the Public Sphere

According to Habermas, a public sphere should not be a space for merchants or experts to conduct purposeful promotion—that is, it should not become a purely commercial space. Research reveals that the rapid spread of misinformation on many platforms largely stems from excessive commercialization, which drives content producers to sacrifice basic ethical boundaries in pursuit of greater click-through rates.

A healthy public sphere is built upon equality and enables convenient participation by the public and individuals. From a long-term perspective, it networks the strength of the people and provides convenience for all.

How should management and media operators construct such a public sphere? First, we need open spaces, particularly open media supervision. Second, we must enable participation by the people and all sectors of society to gradually construct a healthy public sphere and a clear cyberspace. Finally, we must govern it—a management architecture is essential to maintain a healthy state.

Specifically, first, openness is a fundamental necessity for constructing a healthy public sphere. Second, we must recognize that new network platforms, especially those controlled by mainstream media, are nascent entities—our openness should match our control capabilities. Third, such spaces must resist excessive commercialization disguised as content entrepreneurship, which leads to various eye-catching content being widely pushed and disseminated. Fourth, healthy public discussion requires collective self-discipline. Fifth, can we provide a more relaxed environment for public sphere construction on new mainstream media platforms? With a responsible platform like People’s Daily gathering people’s voices and strength, this is crucial for achieving social consensus and healthy public discussion. However, nascent entities inevitably have various shortcomings, including limited effective review capacity and potentially inaccurate judgment on many issues. In such circumstances, including management layers should provide a more tolerant environment for healthy development, guided by the purpose of constructing a healthy public sphere.

Book Announcement

《安全通论》(General Theory of Security) Published

Synopsis:

This book establishes a unified foundational theory for cyberspace security. Within the scope of science and engineering (excluding psychology, sociology, economics, management, etc.) and under virtually no restrictions (e.g., not limited by devices, environments, or personnel), it reveals several fundamental laws of hacker offense-defense and security evolution. These laws are applicable

to major branches of cyberspace security. Specifically, this book discovers the universal existence of system security meridians, the discrete random variable nature of hackers, the core objective of red teams in maintaining security entropy, the achievable limits of red team vs. hacker confrontation under various scenarios (one-on-one, one-against-many, many-against-one, many-against-many, etc.), the mathematical characteristics of macroscopic and mesoscopic dynamic behaviors in security offense-defense, the evolutionary laws of direct and indirect confrontations between red teams and hackers, and the quantitative laws of ecological development in cyberspace security. Additionally, it reveals the diffusion dynamics of various software represented by computer viruses, discovers the laws of online rumor propagation and refutation, and reveals the precise evolution laws of online public opinion. Just as information theory serves as the unified foundational theory for the “Information and Communication Engineering” discipline, this book’s General Theory of Security aspires to become the unified foundational theory for the “Cyberspace Security” discipline, serving as a mandatory foundational course for all students and practitioners in related majors and disciplines such as “Information Security” and “Cyberspace Security.” This book can not only refresh readers’ security perspectives but also help overcome the current global security community’s “treating symptoms without addressing root causes, blind men touching an elephant” status quo, enabling readers to gain a bird’s-eye view of the entire cyberspace security landscape. Readers are encouraged not to be intimidated by the numerous mathematical formulas—if one assumes the correctness of the proofs, all security professionals can understand and benefit from this book.

Authors: Yang Yixian, Niu Xinqin

Publisher: China Industry and Information Technology Publishing Group, Electronic Industry Press

(Note: This book has been officially published by Electronic Industry Press and is now selling well on Dangdang and JD.com.)

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

Source: ChinaXiv — Machine translation. Verify with original.