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Applied Research on Display Information Communication Design in the New Media Era: Post-print

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Abstract

The advent of the new media era has transformed people's lifestyles, enabling individuals to obtain information through various applications, with mobile phones becoming indispensable in daily life. Mobile applications have constructed bridges for interpersonal communication, bringing remote transmission and exhibition design ever closer to people's daily lives. As novel technologies and concepts continuously emerge, the channels for information dissemination proliferate, prompting the question of how to render information dissemination design more efficient and more intimately connected to people's lives. This study focuses on information dissemination design and new media technology as its research priorities, analyzing the applications and future prospects of information dissemination within the new media context.

Full Text

Preamble

Title: Research on the Application of Display Information Communication Design in the Context of the New Media Era

Abstract: The advent of the new media era has transformed people's lifestyles. Individuals can now access information through various mobile applications, making smartphones an indispensable part of daily life. These applications bridge communication gaps, bringing remote transmission and display design closer to everyday experiences. As new technologies and concepts continuously emerge, information communication channels have multiplied. This raises the question of how to make information communication design more efficient and more closely aligned with people's lives. This paper focuses on information communication design and new media technology, analyzing future applications and prospects for information communication within the new media context.

Keywords: new media era; information communication; design; application

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The Internet has transformed every aspect of our lives. Previously, we received information primarily through television news and newspapers; today, we rely on various mobile applications such as Weibo, WeChat, and Toutiao. People can express their thoughts and opinions on these new media platforms, which has narrowed the distance between individuals. In these information communication designs, new media technology plays a crucial role. If we compare display information communication design in the new media context to a human being, then new media technology is the heart.

News, as a special human information activity, is an active, non-profit representation and dissemination of facts. It is a unique information communication activity of human society with strong social characteristics, so we cannot simply evaluate news value based on its form. If we examine and distinguish it from the perspective of the entire social environment, we can see that news value should refer to the social value contained within news, with its core being the social nature embedded in news. The so-called social nature refers to the attribute of how closely something is related to public interest. Generally speaking, the more closely something is associated with public interest, the greater its social nature; conversely, the weaker the association, the smaller its social nature. Therefore, the essence of news value lies in its attribute and degree of relevance to public interest. Correspondingly, the characteristic of news in communication that can directly satisfy audience psychology can be considered its use value, which naturally includes the media's use of it to obtain communication benefits. Whether an objective fact or event can be represented and disseminated by people should depend on two factors: first, the extent to which and the manner in which it is associated with public interest; and second, whether it can satisfy people's sensory needs. The public interest mentioned here includes not only economic interests but also social value interests such as security, justice, morality, honor, and aesthetics, while psychological and sensory needs refer to people's psychological satisfaction derived from curiosity and interest in things.

1. Definition of New Media

New media is the abbreviation for a new generation of media technology. Traditional media generally includes only television and newspapers. Now, due to developments in information technology, tremendous changes have occurred in the media field. Simply by opening our phones, we can see the latest news. The emergence of new media has changed previous information transmission methods—it is faster and simpler, and people can access information more con-

veniently. This represents how technology is gradually transforming life. On one hand, the advent of new media has enriched our lives; on the other hand, people are constantly innovating while embracing new media. Future high-tech products will be launched, and how they will change our lives remains unknown. However, the tide of the era continues to move forward and will never stop. In the past, the pace of life was slower because there were fewer channels for obtaining information. For instance, previously, if one wanted to read a magazine, a subscription was required. Now, there is no need for subscriptions—everything is accessible on mobile phones. Not only has the cost of obtaining information decreased, but it has also become much more convenient to access. Media is essentially a means of obtaining information through certain channels. After the emergence of mobile phones, we can see trending topics on Weibo and know what hot news and social events people are paying attention to. On WeChat Moments, we can constantly see the most popular articles, with everyone sharing them. Life is filled with information everywhere, leaving people overwhelmed. In this era of information explosion, there are increasingly more ways to communicate information, and people have more choices than ever. It is often said that this is both the best of times and the worst of times.

2.2 Innovating Information Communication Methods

With technological progress, information communication methods have become increasingly diverse. News can be published on major websites such as NetEase News, Tencent News, and Sina News. The information on these portal websites represents one form of information communication under new media technology. Even among traditional media, newspapers remain a method of information communication. However, traditional media continues to be impacted by the Internet, and its market share has now become very small. The emergence of new technologies has brought earth-shaking changes to the media field. There are more and more high-tech electronic products, such as smartphones, tablets, and smart bracelets. The emergence of these new materials has enriched our lives. In agriculture, these high-tech devices can accurately obtain information about crop growth and predict annual harvests. This not only reduces labor but also saves planting costs. Now, restaurants have also installed smart equipment to create “food safety on the tip of the tongue,” allowing customers to clearly see the production process of each dish. This not only reassures customers but also improves service quality. The emergence of shared bicycles has changed people’s traditional travel methods—they are not only economical but also green and environmentally friendly. As people’s living standards continue to improve, it will make people more equal. This equality is material equality and, more importantly, spiritual equality. The concept of sharing is about sharing—everyone has the right to share and the right to obtain shared resources. In the sharing economy era, the speed of information dissemination has accelerated. For example, the emergence of shared bicycles quickly became a trending topic on Weibo and a subject of national discussion. When people actually experience shared bicycles, they further promote the concept of shared bicycles.

2.1 Deeply Mining the Value of News

As technology advances, information communication methods have become increasingly numerous. The development of science and technology has brought innovation to the media and communication fields. In the past, information transmission was very slow, but we have experienced the transition from 3G to 4G and finally welcomed 5G. Information communication has become more convenient, and people can receive information more easily. The emergence of new media has shortened the distance between people and information, and between people and technology, ultimately making information communication design more humanized and convenient. Digital platforms have promoted media dissemination, and the emergence of the Internet has improved service quality. Everyone's information can be shared. However, this sharing also brings some negative issues. For instance, in the sharing era, people's privacy cannot be effectively protected. When sharing knowledge and entertainment, their privacy may also be unconsciously exposed. This is an undesirable social phenomenon that can cause certain negative impacts on the public. This also involves a legal issue—everyone can use legal weapons to protect their legitimate rights and interests. The state has formulated relevant policies, particularly concerning how to protect everyone's privacy with the development of the Internet.

2.3 Respecting Others' Privacy

In information communication design, traditional media such as television and newspapers used satellite transmission for news. Journalists would gather news in the field and then hand it over to editors for text processing. This efficiency was obviously low compared to today's standards. Now, with the development of science and technology applied to the media and communication fields, information transmission speed has greatly increased. The emergence of new media has made the distance between people and information, and between people and technology, increasingly shorter. Ultimately, this has made information communication design more humanized and facilitated. Digital platforms have driven media dissemination, and the Internet has improved service quality. Everyone's information can be shared, but this sharing also brings negative issues, such as the inability to effectively protect people's privacy in the sharing era. When sharing knowledge and entertainment, individuals may unconsciously expose their own privacy. This is a negative social phenomenon that can have adverse effects on the public. This also involves legal issues, and everyone can use legal means to safeguard their legitimate rights and interests. The state has formulated relevant policies, especially concerning how to protect individual privacy as the Internet develops.

3. Fully Utilizing Internet Technology to Improve Communication Efficiency

Previously, information communication was one-way and single-channel; now it is two-way and dual-channel. Advances in information technology have achieved a qualitative leap in information communication from quantity to quality. Improvements in server terminal technology enable multiple platforms to operate simultaneously while ensuring that all servers run together, greatly improving service efficiency. For example, Didi Dache has brought about a transformation in travel methods and improved service efficiency. People no longer waste time waiting for vehicles, saving time costs and thus promoting social progress. Our lifestyles are undergoing earth-shaking changes, from basic necessities like food, clothing, housing, and transportation to entertainment, all reflecting the service efficiency of the entire Internet system. This is an era of rapid change, and only through continuous learning can everyone keep pace with the times. We must establish the concept of lifelong learning—only then will we not be eliminated by society. As the saying goes, “A journey of a thousand miles begins with a single step.” Only by being down-to-earth and using technology to change people’s lives and improve living standards can we make progress. Internet technology has subverted traditional lifestyles and information communication concepts. Artists can use Internet technology to make their works more vivid and moving. Artwork transactions can be conducted directly online, which not only improves work efficiency but also makes works more perfect. The recent emergence of VR technology and advances in virtual reality allow people to have close contact with artworks and even immerse themselves in them. With these technologies, new media can indeed bring convenience to people’s lives, improve their way of living, and enable artworks to radiate greater charm. The sharing era has not only narrowed the distance between people but also promoted class equality.

The new media era has changed information transmission methods, accelerated information delivery speed, and improved people’s living standards. Technological breakthroughs have made information communication design more humanized and efficient. Information server systems have become increasingly efficient and stable, transforming how people live. We use the Internet and new media every moment. The realization of remote teaching and remote communication has promoted educational equity, which in turn promotes equality among people. The entire society is progressing in a positive direction, creating a virtuous cycle. These various innovations are driving social progress. Under the new media era, information communication has become more efficient and convenient. The continuous proposal of new technologies and concepts achieves technological innovation and subverts people’s views of traditional media. On one hand, resources are saved; on the other hand, efficiency is improved. These pioneers always adhere to a people-oriented scientific concept and will continue to move forward in the context of the new media era. The video field has also seen many innovations, with the emergence of numerous short video apps that

have innovated information communication methods. In the future, new media technology will continue to gradually change our lives and promote social progress.

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