

Mobile-First: From Fusion Matrix to Micro-Matrix Postprint

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Abstract

With the rapid development of mobile Internet, mobile-first has increasingly become a consensus among media, with mobile versions featuring client applications being launched and upgraded. Convergent communication represents the Internetization of mainstream media, while “mobilization is the inevitable trend in the development of Internet applications.” At present, the conditions for mobile communication development have matured, and it is moving toward personalized customization services.

Full Text

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Abstract: With the rapid development of mobile internet, mobile-first has increasingly become the consensus among media organizations, with mobile versions centered on client applications being launched and upgraded. Integrated communication represents the internetization of mainstream media, and “mobilization is the inevitable trend of internet application development.” From the current perspective, the conditions for mobile communication development are mature, and the trend is moving toward personalized customization.

Keywords: internet; mobile-first; all-media talent; convergence matrix; micro-matrix

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In the process of advancing media convergence and accelerating integrated communication, achieving mobile-first requires first and foremost unified thinking among media practitioners, who need to develop a mobile-first, all-media communication mindset. Currently, most journalists and editors working on mobile news platforms have transitioned from traditional media backgrounds. Some still straddle both traditional and new media, having not yet fully embraced an

internet mindset or strong all-media awareness. During this transition, there are also technological gaps, as some traditional media practitioners require further training in new media technology applications. Beyond self-learning through daily work, specialized training should be provided by professional new media practitioners through thematic workshops, business seminars, and observation exchanges to facilitate the transition. Additionally, guiding this transformation requires establishing cooperative talent cultivation models with journalism departments in domestic universities.

In the internet era, traditional media practitioners must maintain an all-media mindset and mobile-first perspective in their daily work, including topic planning, reporting, and editing. For instance, when planning topics, they should consider that different platforms—print, web, micro (WeChat), and app—each require distinct reporting angles. When completing assignments and interviews, journalists should not only record text but also capture multiple photographs and even shoot short videos on their phones. During the editing process, each distribution port should process and edit different materials according to its specific needs, ultimately creating products suitable for each platform.

1. Strengthening Mobile-First Awareness and Cultivating All-Media Talent

Implementing mobile-first requires more than training; it demands institutional and systemic guarantees. All-media performance evaluation systems should be implemented, prioritizing mobile and new media platforms. Following news communication principles, assessments should be multi-dimensional, incorporating click-through rates, dissemination indices, and user experience. For example, all-media journalists and editors should receive higher performance ratings than their traditional counterparts. When evaluating journalists' workload, both the quantity and quality of their contributions should account for multi-platform distribution across print, web, micro, and app channels. In performance allocation, a single topic should be published across multiple platforms, with clear performance ratios designated for each port. Corresponding reward and penalty systems should be established—for instance, failing to publish on one port should result in deduction of the corresponding performance bonus. Only through such all-media performance systems can all-media awareness be quickly cultivated and mobile-first achieved. Editors should also be evaluated under all-media criteria, with the ability to plan topics and edit releases according to each platform's characteristics, earning performance-based rewards for completed work on each port. Only by implementing all-media performance evaluation mechanisms can an all-media journalist and editor workforce be built to realize mobile-first.

Implementing mobile-first is a key focus for all departments in media organizations; only when every department strengthens mobile-first can this work be advanced. Building mobile-first capabilities and cultivating all-media talent requires reasonable incentive mechanisms to mobilize and stimulate the enthu-

siasm, initiative, and creativity of editorial staff, breaking existing internal interest structures. Resources should be allocated according to mobile internet principles, with funding, technology, and talent 倾斜 toward mobile terminals.

2. Institutional Mechanisms as the Key to Mobile-First Strategy

In advancing media convergence, building all-media groups, and achieving mobile-first, *Science and Technology Daily* leverages its strengths in science and technology, implementing a differentiated development strategy centered on platform construction that integrates information, platforms, and think tanks.

The newspaper strengthens platform thinking. While continuously advancing its “one database, three platforms” construction, it explores and develops new platform-based products around national priorities, gradually expanding from “one database, three platforms” to “one database, N platforms.” Implementing the spirit of innovation-driven development with two wings—scientific and technological innovation and science popularization—it promotes the construction of the China Science and Technology Information Database.

Since its launch on June 1, 2016, *Science and Technology Daily*’s official WeChat account has adhered to the principles of “content is king” and “mobile-first,” employing various new media methods including text, images, video, AI voice broadcasting, GIFs, and H5 to continuously deliver high-quality content to mobile users. As the official government new media platform for the Ministry of Science and Technology, the “Ruikeji” WeChat public account serves as the premier platform for national science and technology policy, authoritatively releasing and exclusively interpreting the latest national S&T policies and serving technological innovation. It has become an important bridge connecting government S&T management departments with scientific and technical workers, accumulating hundreds of thousands of followers and strong brand influence. The newspaper’s research project service platform “Ruidongyuan” focuses on serving scientific researchers, specializing in interpreting S&T policies, providing full-process services for research projects, and promoting the transformation and transaction of scientific achievements. Through models such as “policy analysis + consulting guidance,” “website information integration + policy release + online Q&A,” and “all-media communication + policy interpretation + media promotion,” it provides systematic publicity solutions for project and fund management, creating significant impact.

Using big data and cloud computing technologies, the newspaper independently developed the “Innovation China” APP, which integrates information services, curated topics, achievements, and policies. Officially launched on October 18, 2017, the APP has established a science and technology public opinion monitoring and analysis system capable of promptly identifying opinion clues, tracking public opinion development trends in real time, and providing support for guiding public opinion. The APP features over 40 topics including artificial in-

telligence, 5G, and brain science, having already collected 130,000 data entries, with the basic framework of a 40+ topic news and information aggregation platform taking shape. The newspaper has also independently developed a news dissemination analysis system to quantify communication effectiveness.

Science and Technology Daily has built a science popularization all-media platform composed of *Popular Science Times*, China Popular Science Network, three micro platforms (Weibo, WeChat, micro-video), one mobile terminal, and Kemi Live. This platform serves as an authoritative government policy release platform for science popularization, an authoritative content release platform, an all-media science communication service platform, a science popularization content database, and a permanent classroom for public science education. It emphasizes the use of “micro” ports and new technologies such as VR, AR, and MR to innovate science communication methods, enrich expression forms, strengthen science content creation, and develop related products and services.

Simultaneously, the newspaper focuses on international cooperation and exchange of S&T information products, having signed S&T news and information exchange agreements with Russia’s Sputnik News Agency, *The Times of Israel*, and the Royal Society of the UK.

3. Implementing Mobile-First to Advance the China Science and Technology Information Database

The core characteristic of mobile communication is user experience, which can satisfy personalized information needs and achieve precise communication. Previously, information dissemination always targeted the “mass public”; now, mobilization emphasizes the “individual.” Such precise communication maximizes information dissemination efficiency.

Mobilization has created new distribution methods for information dissemination through big data analysis of each user’s needs. Only mobile terminals can provide completely personalized data, feeding back individual user clicks to the platform. With the continuous development of emerging technologies such as big data and blockchain, platforms can obtain personal information, while the expanding scale of mobile terminals provides the foundation for establishing “databases.”

Strengthening user awareness, optimizing user experience, achieving precise push, and maximizing user attraction, *Science and Technology Daily* segments users based on its multi-media channel convergence and media convergence matrix. According to user needs, the newspaper optimizes various mobile ports. For example, based on the needs of local S&T workers in various provinces and municipalities, it is aggregating each provincial and municipal S&T WeChat account to form a S&T micro-matrix. Each provincial and municipal official S&T WeChat account not only releases S&T information but also provides multiple services.

In improving the Innovation China APP, the newspaper has created local columns and industry topics according to the needs of the Ministry of Science and Technology, provincial and municipal S&T departments, and national high-tech zones. Based on feedback from local S&T users, it has further improved the local column interface by establishing management service modules such as “announcements,” “applications,” and “policies,” gradually perfecting the government information disclosure service functions of the Innovation China APP to enhance user stickiness. To facilitate user convenience, the “Innovation China” WeChat mini-program has been established, connecting China Science and Technology Network, the Innovation China APP, WeChat mini-programs, and public accounts to improve dissemination power, influence, and user experience.

4. Mobile Communication Focuses on User Experience to Achieve Precise Dissemination

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

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