

## Media Convergence Innovation and Development in the Context of Big Data: Postprint

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### Abstract

Against the backdrop of continuous global economic development, information technology is advancing at an exceptionally rapid pace. New media represents an emerging media form that arises from the development of information technology. Due to the influence of various factors and the fundamental characteristic of diversity in information technology, China has yet to formulate an explicit definition for new media; nevertheless, as its application becomes increasingly widespread in daily life, it has attracted considerable attention from all sectors of society. This article conducts a meticulous analysis of specific strategies for media convergence and development under the big data context, providing a reference for consideration.

### Full Text

### Preamble

**Media Convergence Innovation and Development in the Big Data Era**  
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**Abstract:** Against the backdrop of continuous global economic development, information technology is advancing at an unprecedented pace. New media represents an emerging form of media that leverages information technology. Due to various influencing factors and the diverse characteristics of information technology, China has yet to establish a precise definition for new media. Nevertheless, as new media becomes widely integrated into daily life, it has garnered significant attention across all sectors of society. This paper carefully analyzes specific strategies for media convergence and development under the big data context to provide valuable references.

**Keywords:** big data; context; media convergence; innovation; development

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## 1.1 Changing Traditional Development Concepts and Strengthening Network Awareness

Media convergence is a relatively complex process that extends far beyond simply establishing WeChat public accounts, Weibo accounts, online comment sections, or mobile applications. Traditional and emerging media exhibit significant gaps across multiple dimensions, particularly in their modes of thinking regarding construction and development. To effectively integrate these two forms of media, it is essential to adapt development concepts to actual conditions, strengthen network awareness, and thoroughly break away from traditional patterns of thinking. This involves harnessing the power of networks to facilitate effective integration between traditional and emerging media. Network thinking, in the context of rapidly developing network technology, requires careful examination of the development, convergence, and operation of both traditional and emerging media. Its core content centers on meeting users' actual needs to the greatest extent possible, opening up effective resources for sharing, and enhancing cooperative exchanges among different media [1]. From a practical perspective, this primarily includes television, newspapers, and broadcasting. Currently, platforms based on network technology and digital technology can integrate traditional and emerging media, combining web versions, smartphone terminal systems, and print editions into a unified whole. To strengthen understanding of emerging media, media professionals must study various aspects of new media development models, communication channels, and marketing strategies.

## 1.2 Optimizing Resources and Developing Diversified Business Models

The big data era is characterized by massive volumes of information, with vast amounts of data generated daily that can be leveraged by all sectors of society to promote development. In this context, individuals' activities and other aspects of life exist in the form of data. The emergence of big data has impacted numerous industries, particularly traditional media, which faces significant challenges. In the big data environment, promoting the integration of new and traditional media requires adopting appropriate methods based on modern social development conditions to avoid hindering innovation in media convergence. Media convergence, simply put, involves combining traditional and emerging media. In this process, optimizing media resources represents a crucial component that cannot be ignored. Through resource optimization, the respective advantages of traditional and emerging media can be highlighted,

effectively compensating for existing problems between them, absorbing excellent resources, and promoting their integration. Traditional media holds certain advantages in content construction, while emerging media excels in technology. Only by combining these two forms of media can overall effectiveness be enhanced. Simultaneously, it is essential to address the overly monolithic nature of traditional news dissemination methods by developing diversified business models. First, appropriate advertising should be deployed. In the big data context, where the communication environment has changed, advertising operation methods must be adjusted, with active exploration of questions related to advertising distribution, positioning, and organization. Second, a paid reading model should be developed to carefully excavate the potential value of news and its commercial substance, promoting this model to increase media workers' salaries and fundamentally achieve a healthy operational cycle. Finally, social service activities should be organized. By rationally utilizing various advantages under the big data background—such as information technology, communication platforms, and resource information—media organizations can actively conduct social service activities that meet fundamental social development requirements and strengthen media influence across all dimensions.

### 1.3 Creating Appropriate Media Platforms

It is well known that traditional media platforms lack diversity and remain relatively monotonical. In the new media environment, the optimal approach to enhancing market competitiveness is to replace “content suppliers” with “platform-based media.” This “platform-based media” not only possesses the authority and professionalism of traditional media but also remains open to all users, realizing the platform’s useful value. This allows different types of media to build their own brands during dissemination, improve communication effects, and demonstrate their individuality [2]. However, many media organizations have not established fixed patterns for using and creating platforms. Regardless of the terminal or platform, it must not only possess the media’s own operational value characteristics but also satisfy the reading preferences of different audience groups during media operation. Typically, when creating platforms, it is essential to combine the media’s overall situation and operational methods. The media platform serves as an important tool for enhancing social influence and a primary technical terminal ensuring normal media operation. The entire process invisibly forms reading habits toward a particular media platform. Currently, network technology and digital technology serve as the foundation for emerging technologies that integrate traditional and emerging media, combining web versions, smartphone terminals, and print editions into a cohesive whole.

### 1.4 Identifying Positioning and Grasping the Essence of Traditional Media

In the big data context, new media is developing extremely rapidly and exerting significant influence on people’s daily lives. Under these circumstances, media

professionals must promptly identify their positioning and grasp the essence of traditional media to ensure perfect integration with new media. First, systematic thinking should be applied to analyze traditional media from a visual perspective. Systematic thinking requires consideration of all-media trends, identifying appropriate media positioning based on modern social characteristics from a macro perspective to guide traditional media's transformation process [3]. Simultaneously, systematic thinking must be fundamentally oriented toward meeting the information needs of broad audiences to correctly guide traditional media's transition. To ensure positioning aligns with media requirements, practitioners must consider audiences' actual needs and never become disconnected from their audience base.

### **1.5 Establishing Different Business Models and Effectively Utilizing Traditional Media Resources**

Although new media has not yet completely replaced traditional media, it has generated strong impact and influence. For traditional media to develop more effectively, it must establish different business models based on actual conditions to achieve diversification. New media business models are not monolithic but rather diversified, as all audience members can become creators of new media content, providing broader consumer markets for new media. Comparing new media with traditional media helps leverage traditional media resources. Traditional media possesses unique advantages that new media lacks, such as absolute authority and completeness in its resources. If traditional media can fully utilize these advantages, diversify its communication channels, and identify correct development directions and fixed audience groups by combining network technology and big data-displayed information, it can increase both economic and social benefits and achieve better development.

### **1.6 Changing Communication Methods and Actively Developing Audience Groups**

Currently, China's traditional media primarily relies on television, broadcasting, newspapers, and radio, with audiences consisting mainly of listeners and readers whose information reception status is unstable and fluctuating. Therefore, developing new media communication methods in the big data context highlights the relative backwardness of traditional media communication methods, creating significant pressure and challenges for traditional media. To achieve integration between new and traditional media in the big data era, traditional media must appropriately adjust its communication methods and continuously expand its audience scope. Traditional media can utilize new media's advanced technology to enhance its own technical capabilities and develop more communication methods. For example, newspapers should not limit themselves to print distribution but can establish their own website platforms for real-time news publication, utilize WeChat public accounts for information dissemination, and employ Weibo accounts to release important news and communicate with ne-

tizens. Overall, in the big data context, traditional media must adapt to new media's communication context within a short timeframe and satisfy various audience requirements to the greatest extent possible, as this forms the foundation for new and traditional media integration.

### **1.7 Leveraging Traditional Media Characteristics and Establishing Unique Advantages**

Compared with new media, traditional media lags behind in multiple aspects, particularly in communication methods, as new media offers diversified approaches while traditional media remains relatively monolithic [5]. However, traditional media possesses certain irreplaceable advantages. According to relevant data, although traditional media's methods are singular, this singular approach has strong targeting capabilities that can satisfy the requirements of most listeners and readers. Furthermore, through new media website platforms, traditional media can continuously expand its communication reach, enabling more audiences to understand traditional media's advantages and accelerating the integration of traditional and new media.

### **1.8 Achieving Resource Sharing and Building Traditional Industry Chains**

With the continuous development of new media, network technology and the Internet of Things are advancing rapidly, bringing people closer together and strengthening relationships. The audience serves as the primary subject responsible for traditional media information, which is why new media attaches great importance to interactivity. Through all-media formats, every audience member can use new media to disseminate their observations and experiences in real-time to media platforms, promoting diversified development in new media communication [6]. Leveraging the big data context, all sectors of society utilize new media platforms to release information. In media convergence, continuous innovation and improvement are necessary, actively employing new methods, ideas, and measures to increase integration approaches between new and traditional media. Beyond images, text, and video, 4D models can be created to provide audiences with a novel multi-sensory experience, ensuring that while receiving various types of information, every audience member can also publish information. In its development process, traditional media can leverage new media's communication characteristics to promote its own better development. The key to new and traditional media integration in the big data context lies in data value. For traditional media to develop, it must rationally utilize effective resources, promptly identify accurate positioning, leverage its own advantages, and actively integrate with new media to achieve the ultimate goal of common development.

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

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