

# The Impact of New Media Technology on Traditional Media Credibility: Postprint

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## Abstract

Credibility constitutes a necessary condition for media survival in modern society. The advent of modern new media technologies has exerted a certain degree of impact on the credibility of traditional media. New media not only attenuates the “gatekeeper” role of traditional media but also challenges their operational models. This paper offers a concise introduction to new media technology, thoroughly examines its technical connotations and advantages, analyzes the underlying reasons for new media’s impact on traditional media credibility, and proposes targeted pathways for traditional media to enhance their credibility, thereby furnishing viable solutions for contemporary traditional media.

## Full Text

### Technology and Art · Research

#### 1. The Basic Meaning of New Media Technology

New media employs novel mediums compared to traditional media. Distinguishing new media from traditional media involves more than simple chronological order; it encompasses the sophistication of management concepts and technologies. As entities in constant development and transformation, new media represents the normal evolutionary process of the media industry—a natural succession from old to new. The media industry has always occupied a vanguard position in the era’s progression, making the emergence of new media particularly frequent. New media development consistently integrates with technology, representing both the market direction and contemporary trend of the media industry, as well as media forms arising from modern information technology. In a certain sense, new media technology and new media can be considered synonymous concepts. Currently, new media primarily includes broadcast media, print media, mobile media, online media, and others.

With the continuous maturation of digital technology and network technology applications in modern society, new media has become an essential component of the current landscape. Market analysis indicates that new media's output value continues to rise in the contemporary era, with online media and mobile media serving as critical growth drivers within the industry. Digital technology forms the foundation for new media technology development. Only through the continuous advancement of digital technology and the expanding breadth of its applications can devices such as mobile phones and televisions achieve networked functionality. Therefore, digitization constitutes both the foundation of new media technology development and its technical support throughout the evolution process. Precisely for this reason, new media technology is also referred to as digital new media.

### **1.1.1 Large Information Storage Capacity**

The development of the era has accelerated the frequency of new media emergence. Modern society's new media is characterized by its substantial information storage capacity, offering significant advantages over traditional media's storage methods. This has enabled new media to continuously expand its market share since its inception. Traditional media primarily relies on paper and books as storage carriers, which not only have limited capacity and occupy substantial physical space, but also present considerable maintenance challenges, resulting in excessively high information storage costs—clearly unsuitable for today's information explosion era. In contrast, digital technology-based new media offers virtually unlimited expandable storage space at considerably lower costs compared to traditional media.

### **1.1.2 Fast and Convenient**

New media dissemination occurs primarily through networks, making its propagation exceptionally fast and convenient.

A key characteristic of new media is high interactivity, a distinctive feature that differentiates it from traditional media. Traditional media communication follows a one-way flow without reverse communication, whereas new media makes two-way communication a reality. Through new media, users can not only receive information but also engage in reverse communication, making information circulation more personalized and interactive, which greatly enhances the rate of information flow. New media enables simultaneous information delivery to diverse audiences, allowing both participants and observers to receive and evaluate information. Information recipients can exchange ideas through new media technology, freely expressing their opinions with autonomous control over timing, content, and method of communication. This technological development allows traditional media's published information to receive feedback from audiences, providing a degree of oversight for traditional media's credibility.

### 3. How Traditional Media Can Rebuild Credibility in the New Media Context

In the new media environment, fake news phenomena have also caused adverse effects in journalism. Factual accuracy in news reporting represents a fundamental principle that journalists must adhere to. When providing known information, audiences should be clearly informed of the sources for conclusions. This demonstrates concern for truth, requiring journalists to exercise careful discernment before making assertions about veracity, avoiding speculation and refraining from injecting excessive personal emotional color into news reports. Enhancing news transparency helps news media maintain their original position in the new era's trends. Increasing oversight channels for journalists will become the first line of defense against false information and audience deception. The establishment of transparency principles can be considered an indispensable component in building media credibility.

In the new media era, individuals from all industries can participate in information creation and dissemination processes, with everyone becoming both information recipients and disseminators. People can express their viewpoints and opinions through online newsgroups, forums, and bulletin boards, acquiring information according to their needs. In today's rapidly developing new media landscape, news acquisition is no longer the exclusive right of journalists. New media technology's continuous development has elevated people's information demands, particularly regarding timeliness. The widespread application of blog technology has significantly enhanced information dissemination methods.

The continuous development of communication and network technologies has greatly enriched audiences' information reception channels, reducing dependence on traditional media transmission mediums. This reduced dependence further diminishes media credibility. Just as television's emergence in the 1950s-60s caused a noticeable decline in newspaper credibility, and internet technology development in the 1990s made the internet a primary information circulation method, leading to television credibility decline. According to data, the three major American television systems have experienced declining prime-time viewership over time, indicating diminishing television credibility.

New media's market penetration continues to rise. According to relevant data, young people under 35 in China basically lack newspaper-reading habits, with people accessing current information through diverse channels. For instance, during the 2008 Wenchuan earthquake, some learned about disaster information through television, while others accessed it through bulletin boards and forums. QQ became an important information dissemination platform for netizens to exchange safety greetings and transmit disaster area information after the earthquake, with many television reporters using QQ to report from the disaster area in real-time. A survey report indicates that current college students' most frequently used media are, in order: internet, television, and radio. The continuous development of the internet era has made the network the primary

source for current information acquisition.

Based on these actual circumstances, new media technology development has not only changed traditional media's "gatekeeper" role, but network technology's continuous advancement has also challenged traditional media management. All these factors directly impact traditional media's credibility.

#### 4. Conclusion

This paper elaborates on new media's connotation and primary reasons for its current development, enabling traditional media professionals to gain deeper understanding of new media. Traditional media's declining credibility mainly results from audiences' diversified information reception channels and lower information storage costs, among other reasons. Traditional media must undergo certain transformations to adapt to current era development. This paper concludes by providing recommendations for how traditional media can rebuild credibility. In today's information society, only through continuous adaptation to era development trends and implementing self-transformation can media achieve substantial development in subsequent evolution.

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