

The Convergence Development of Traditional Media under Internet Thinking (Post-print)

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Abstract

With the advent of the Internet era, our lives are being transformed imperceptibly. In the media industry, the emergence of new media, powered by the application of Internet technology, represents a monumental shift. The rapid development of new media has compelled traditional media to adjust their development strategies. The Party and the state have explicitly stated that traditional media should integrate and develop in convergence with new media, thereby achieving a superior state of media development. This paper investigates the current status of traditional media and explores pathways for its integrative development under the Internet mindset.

Full Text

The Integration and Development of Traditional Media under Internet Thinking

Abstract: With the advent of the internet era, our lives are undergoing imperceptible transformations. In the media industry, the emergence of new media—enabled by internet technology—represents a monumental shift. New media has developed rapidly, compelling traditional media to adjust its developmental trajectory. The Party and the state have explicitly directed that traditional media must integrate with new media to achieve optimal development. This paper investigates the current state of traditional media and explores pathways for its integration and development under internet thinking.

Keywords: traditional media; internet thinking; integrated development

With technological advancement and the arrival of the information age, new media born from diverse digital thinking models has won deep public favor. These new media forms continuously emerge and influence people's lives, delivering tremendous convenience through the mutual penetration and sharing of knowledge, thereby facilitating public access to and use of information. In this

context, traditional media must transform its thinking mode and explore how to achieve sustained, healthy development amid the rapid expansion of new media, as this is the only viable path forward.

1. Internet Thinking and Its Impact on Traditional Media

Internet thinking is not merely about utilizing networks, but rather a mindset of serving the public supported by internet technology. This thinking mode is actually common in daily life: under the support of internet technology, people can freely access vast amounts of information or obtain numerous free services online. Users can first experience these services for free via internet support before making purchases, gradually altering their consumption habits and establishing new patterns. These new patterns involve relying on internet technology to receive convenient services in advance. The characteristics of internet thinking are threefold: First, regarding service objects, it upholds a user-first philosophy, ensuring that all users receive adequate care and service. Product purchasers enjoy superior and convenient service from selection through purchase, while non-purchasers can access other free services through internet technology. This establishes a long-term relationship between service providers, product sellers, and users. Second, regarding user experience, supported by internet information technology, users can enjoy free experiences. Internet technology provides product and process understanding from the user's perspective, allowing users to deeply perceive the value of these services and gradually develop dependency, forming consumption habits. Third, regarding cost, this service model is free.

The impact of internet thinking on traditional media is substantial. As life accelerates, the public increasingly favors convenient and fast lifestyles. New media, which thrives under the internet thinking mode, has gained widespread public affection. In other words, traditional media can no longer satisfy public demands. Under internet thinking, traditional media's development has been seriously affected. This does not mean traditional media lacks advantages, but rather that these advantages can only be fully realized through integration with new media. New media excels in user experience and leverages its advantage of rapid information dissemination to develop swiftly in public life. Under current information technology, new media serves active and dispersed users who can gather based on personal interests and interact via the internet—something traditional media cannot achieve. Traditional media's audience passively waits for content, unable to meet modern users' needs for expression and interaction. Consequently, traditional media must undergo certain reforms and innovations under internet thinking.

2. Problems in Traditional Media Integration Development

2.1 Lack of Internet Products, Unable to Meet New Media Content Dissemination Needs

Traditional media typically disseminates information through published reports, journals, or recorded programs, merely releasing this content via the internet. This approach uses the internet only as a distribution tool rather than integrating it into media operations, resulting in limited information for users. Additionally, although traditional media pushes various media information through multiple channels such as Weibo, WeChat, mobile newspapers, and mobile clients, the content remains uniform across platforms, failing to attract users. This represents a fundamental problem: traditional media cannot provide information products that meet user needs. Users passively receive information conveyed by media and cannot express their ideas promptly. Furthermore, traditional media's dissemination consumes time, money, and manpower, all of which limit the expansion of information volume and thus fail to meet new media content dissemination needs.

2.2 Lack of User Data Analysis and Mining, Insufficient User Interaction and Experience

In traditional media, information production and dissemination follow a closed model lacking user interaction. It unilaterally pushes media information to users without genuinely considering their needs, leaving users in a passive state. This results in insufficient deep understanding of user information—traditional media cannot comprehend what users need or want. Even when traditional media attempts to utilize internet technology to open major platforms for disseminating media information, it cannot establish long-term, sustained intimate relationships with users. This is the most critical difference between traditional and new media. Only through deep mining of user data can traditional media understand users' real needs and satisfy them. This requires building new dissemination platforms and changing traditional media dissemination methods to establish lasting interactive relationships with users.

2.3 Insufficient Intensification and Integration, Business Operation Models Require Innovation

Traditional media's operation models lack innovation, representing another developmental problem. To keep pace with the internet era, many traditional media have attempted integration with the internet, envisioning the use of internet technology and methods to develop traditional media. However, substantively, these traditional development models remain unchanged, still confined to separate, non-interfering development, never considering how to coordinate various small, dispersed media operation units for innovative development through mature application of internet technology. The resulting drawback is insufficient integration in traditional media development, lacking a unified development

mechanism that causes “integration” to remain superficial and prevents innovation in commercial operation models.

3. Development and Reflection

Traditional media must pay attention to numerous issues to achieve digital transformation. Under internet thinking, traditional media development can proceed from several aspects: First, regarding transformation of development models and thinking, correct conceptual support is needed to shift away from entrenched developmental thinking patterns. This requires traditional media to continuously strengthen internet awareness and employ internet thinking to make overall plans for development. In this process, traditional media can learn from new media’s development concepts, operation models, operational methods, and dissemination approaches, placing users in the most important position and introducing or cultivating talent that can contribute to media development, thereby laying a talent foundation for integrated development. Second, traditional media integration development requires technological construction and research. Traditional media needs to effectively utilize internet technology to build new platforms, broaden development channels, and enhance core competitiveness.

Additionally, traditional media development must address several drawbacks. First, establish user databases to understand user needs through massive data collection, thereby achieving precise user service. Second, increase internet product output while fully leveraging traditional media’s advantages of accurate, in-depth reporting and comprehensive analysis, combining user needs and preferences to push more excellent products, thereby enhancing public attention to traditional media. Regarding information push, we must emphasize the quality of disseminated content. To meet modern public demand for reading information, media content must be meticulously produced and convenient for dissemination. Utilizing information technology, pushed content must achieve higher quality in audio, visuals, and character representation. Of course, content themes must remain as in-depth as before—or even more so. Furthermore, information can be displayed from multiple perspectives and angles. Content compilation and post-production must satisfy user needs and preferences. In information dissemination, various channels can be used to accelerate dissemination speed and enrich dissemination forms. Regarding platform creation, we must ensure that created platforms can form good interactive relationships with users, treating users as the main body. On these platforms, users can not only obtain media information but also freely express their views and interact with like-minded individuals. Regarding resource integration, traditional media needs to develop toward integration, possessing team collaboration and innovation capabilities, breaking traditional closed thinking patterns, and achieving sharing of various information and technologies to enhance core competitiveness.

As the information age arrives, traditional media must appropriately integrate with new media. In the integration process, traditional media must leverage its

original advantages, combine new media development technologies, and enhance its competitiveness. Under internet thinking, solving the various problems encountered in traditional media development requires continuous exploration to promote digital transformation reforms in traditional media.

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