

The Impact of Computer Network Technology Development on Internet New Media Postprint

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Abstract

In recent years, network technology has witnessed rapid development and widespread adoption, and our nation has now entered the mobile Internet era. Accessing required information through networks has become the primary means of information acquisition for the populace. Computer network technology has profoundly transformed people's lifestyles and has likewise rapidly altered communication media. The influence of computer network technology development on Internet-based new media is manifest. At present, it is imperative to analyze the impact of computer network technology on new media by examining the connotation and characteristics of network new media, thereby seeking more scientific development strategies.

Full Text

The Impact of Computer Network Technology Development on Internet New Media

Abstract: In recent years, network technology has experienced rapid development and widespread adoption, and China has now entered the era of mobile Internet. Obtaining information through networks has become the primary means for people to access information. Computer network technology has profoundly transformed people's lifestyles and rapidly changed communication media. The impact of computer network technology development on Internet new media is evident. It is currently necessary to analyze the influence of computer network technology on new media by examining its connotation and characteristics, in order to seek more scientific development strategies.

Keywords: computer; network technology; communication; Internet; new media

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With the continuous development and renewal of Internet technology, networks have exerted increasing attraction and influence on people, and the application of new media has gradually permeated every aspect of people's lives. At the same time, as connections with people's lives become closer and information services become more targeted, the diversification of network new media forms has become an inevitable trend. The recent development of mobile Internet has attracted worldwide attention, indirectly promoting the emergence, progress, and development of Internet new media. New media communication methods have effectively facilitated how people obtain information, exchange information, and consume, thereby improving the lifestyles of the general public and enriching the content of people's lives. Throughout this process, the role and contributions of computer network technology and mobile Internet technology cannot be overlooked. Thus, it is evident that computer network technology plays a crucial role in the development of new media.

1.1 Connotation of Internet New Media

Internet new media utilizes networks as the primary platform for information resource dissemination, employing digital technology to provide services and disseminate information to the public through terminals such as the Internet, computers, and mobile phones [1]. It differs significantly from traditional media, transforming the unidirectional communication pattern of traditional media into an interactive, bidirectional communication model. Internet new media can truly integrate information, technology, and media, thereby broadening information dissemination channels and perfectly combining images, sound, and text. This undoubtedly constitutes an effective innovation over traditional Internet media.

1.2.2 Development Integration

Currently, the development of network new media exhibits characteristics of integration. The involvement of other media such as broadband has accelerated the development pace of network new media [2]. As people's spiritual and cultural living standards continue to improve, the demand for broadband and mobile phone usage has become increasingly widespread. People have begun to utilize Internet new media to engage in various activities, including shopping, information retrieval, and expressing their opinions or ideas. The deployment of 4G mobile networks has, to a certain extent, accelerated the integration of network resources. Consequently, more users have chosen to adopt mobile Internet and network new media, which has also led to higher utilization rates of network resources. Applications such as Weibo and WeChat have become more extensive and convenient as new media platforms.

1.2.3 Popularization of Use

In recent years, alongside the rapid development of Internet technology, an increasing number of people have begun using the Internet, and the development of Internet new media technology has attracted widespread public attention. To enrich users' Internet experience, the pace of updates and development has accelerated, and Internet new media technology is being adopted by an ever-growing number of users, demonstrating a trend toward universalization. In particular, competition among major domestic network operators has become increasingly fierce, and they continuously employ new promotional strategies to create favorable conditions for users to adopt network new media technology [3]. This has not only effectively expanded the scope of Internet new media technology usage but also contributed to the universalization characteristic of Internet new media adoption.

2. Analysis of the Impact of Computer Network Technology Development on Internet New Media

2.1 Impact on Information Content Structure

Several years ago, Internet information dissemination relied primarily on text-based communication, during which the role of Internet media had not yet become apparent. With the increasingly widespread application of computer network technology, network video technology, particularly online video technology, has also developed more rapidly. Network information dissemination methods have become more oriented toward live broadcasting, visualization, and audio integration. This has significantly impacted the structure of information dissemination content, fundamentally transforming it. Among these changes, video technology has undergone the most substantial transformation, having now fully achieved online live streaming. Online live streaming can encompass various content, including cultural performances, sports events, and more. Individuals can also utilize the online video functions of new media platforms such as QQ and WeChat to conduct personal live broadcasts. Current instant messaging software has become highly sophisticated, enabling users to achieve video live streaming functionality through these applications. Moreover, online video live streaming offers greater advantages compared to peer-to-peer video communication, featuring higher clarity, even enabling ultra-high-definition streaming, and exceptionally fast transmission speeds. The process from information generation to dissemination often takes only a few seconds, representing an unparalleled transmission speed at present. Furthermore, new media dissemination has expanded in terms of content structure to cover various domains, including news, current affairs, and more. Users can also upload self-recorded videos to websites, which has, to a certain extent, increased the information capacity of Internet new media [4]. Additionally, Internet new media services have become more targeted. When searching for information, users can simply input keywords to retrieve desired information, greatly saving search time and providing

more professional information services.

2.2 Impact on Information Carriers

Nowadays, communication networks have continued to advance, with 3G and 4G networks having been successively constructed and deployed, demonstrating China's rapid acceleration in integrating communication networks with the Internet. This has effectively expanded the application scope of Internet new media. Mobile phones have now become essential items in people's lives. With advancements in mobile phone technology, smartphones have entered the public consciousness and are favored for their lightweight and convenient nature. Mobile technology has continuously developed alongside communication technology in recent years. Some smartphones now rival or even surpass other communication devices in terms of functionality and operating speed, enabling users to browse information, express opinions, and follow hot topics directly on their phones. Therefore, using mobile phones to access information via the Internet has become the preferred choice for many young people. Particularly with the rapid development of mobile networks, the advantages of mobile phone usage have become even more pronounced. Consequently, mobile phones have, to a certain extent, influenced the development of new media technology. They are increasingly integrated into people's daily lives, serving various purposes such as facilitating communication and information sharing, accessing helpful information, and staying informed about social dynamics. Meanwhile, major software developers have seized market opportunities, continuously providing smartphone users with diverse and increasingly sophisticated applications. The emergence and adoption of these applications have also increased the frequency of mobile phone usage in daily life [5]. It can be said that the future will be an era of mobile Internet and information access, and the connection between Internet new media and mobile applications will inevitably become even closer.

2.3 Impact on Public Information Access Methods

Currently, with the rapid development of computer network technology, communication channels have undergone significant changes that affect people's lives. Compared to the early days of the Internet, the ways in which people receive and disseminate information have transformed dramatically. Previously, the Internet was primarily website-based, with certain limitations on communication locations and scope. Under such circumstances, information dissemination was sometimes unidirectional, and interaction was limited. Subsequently, the emergence of Tencent QQ gained widespread popularity among young people, and its instant messaging function became an important form of interaction and information exchange. Meanwhile, online forums also emerged as another important form of information dissemination, quickly capturing the communication market and becoming increasingly integrated with people's lives. People utilize these platforms for greater communication and interaction, expressing their viewpoints and suggestions while providing feedback to one another. With the

extensive development and widespread application of mobile Internet, new media forms such as Weibo and WeChat have emerged as entirely new information dissemination methods. Their appearance has expanded the range of choices for instant communication tools, and they have gained universal adoption since their introduction. Their convenient and instantaneous response features have brought considerable convenience to people's lives. Currently, the usage scope of Weibo and WeChat has become even broader, as they effectively participate in areas such as political participation and public services. The application of Weibo and WeChat has become a new social trend.

3. Conclusion

In summary, the development of computer network technology determines the development speed of Internet new media. For Internet new media, the advancement of computer network technology not only helps break through the spatial and temporal constraints of information dissemination but also facilitates the expansion of information dissemination channels and enriches the carriers of information communication services, thereby creating substantial technical support and demand space for people's use of new media. The development of computer network technology and its promotion of Internet new media align with contemporary social development trends and will undoubtedly continue to exert tremendous and sustained driving force in the future.

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