

Media Platform Reform—Post-print Digital Design Experience under Media Convergence

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Date: 2023-10-08T00:00:00+00:00

Abstract

As service-oriented media consciousness continues to emerge, the interaction between traditional and emerging media is increasingly favored by the media market, making media convergence an inevitable trend for future media development. Media platforms serve as crucial carriers for media information dissemination; as the trend of media convergence reform continues to expand, media organizations should actively implement digital media platform reforms under media convergence to keep pace with the times, enhance their market competitiveness, and satisfy users' personalized information needs. This paper analyzes the necessity of media platform reform under media convergence and proposes strategies for media platform reform based on digital design within the context of media convergence.

Full Text

Reform of Media Platforms: Digital Design Experience Under Media Convergence

Abstract: With the continuous rise of service-oriented media consciousness, the interaction between traditional and emerging media has gained increasing favor in the media market, making media convergence an inevitable trend for future media development. Media platforms serve as crucial carriers for information dissemination. As the trend of media convergence reform continues to expand, all media organizations should actively implement digital media platform reforms under media convergence to keep pace with the times, enhance market competitiveness, and meet users' personalized information needs. This paper analyzes the necessity of media platform reform under media convergence and proposes reform strategies for digital design of media platforms within this context.

Keywords: media platform; media convergence; media; digital design experience

Classification Number: G206

Document Code: A

Article ID: 1671-0134(2017)12-057-02

DOI: 10.19483/j.cnki.11-4653/n.2017.01.008

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In recent years, due to the rapid development of internet technology, the media economy has grown swiftly. Coupled with new media emerging rapidly, the media economy has forged its unique development path under the influence of media convergence. The so-called “media” refers to platforms that provide publicity channels for information, serving as transmission media for information dissemination. Such publicity platforms are media platforms, which are essentially collections of media organizations. Media convergence represents further development between new media and traditional media, driving media functions toward greater diversification.

Media convergence refers to the integration of various media forms, which can be broadly viewed as the sum of advantages from both new and traditional media. Traditional media such as journals and television have relatively singular information dissemination forms, whereas new media, based on internet information transmission channels, offer more diverse forms of information propagation. New media utilizes text, sound, images, and video to enrich information content and stimulate users’ senses more diversely to meet different needs. Relying on internet technology, new media’s most distinctive service is its interactive function, allowing users to express their views and communicate with others on media platforms, transforming information dissemination from traditional one-way to two-way communication. Today, media economy has deeply penetrated people’s lives, with both new and traditional media platforms developing toward diversification. Therefore, media platforms have broad development prospects in the direction of media convergence, representing an inevitable trend.

1. Innovating Platforms, Upgrading User Experience, and Enhancing Core Competitiveness

Users’ personalized demands for media platform functions continue to increase. Traditional internet media platforms only address users’ targeted content requirements; in reality, factors such as quality, precision, and convenience are all key elements of user experience quality on media platforms. Therefore, in reforming new media platforms, platforms should adhere to the development principles of media convergence, prioritize user experience, emphasize the integration and interaction between online and offline media, upgrade platform forms and functions, and consistently provide high-quality, multi-level, personalized information content to enhance the core competitiveness of media platforms.

First, media platforms should enrich platform forms according to the characteristics of their target user groups, improving the diversity of media carriers. For example, platforms can develop multiple self-media client applications. On the basis of creating digital television stations and internet websites, they should develop mobile client terminals. Additionally, when creating digital media platforms, attention must be paid to the user experience effects of information presentation forms. Taking plain text information as an example, commonly used text storage formats include HTML and PDF. HTML facilitates text acquisition and modification during reading, while PDF can directly display traditional texts with convenient page adjustment and better reading experience. Nowadays, much text information is also available in MP3 format, allowing users to access information through audio. Other media forms such as images and videos further enrich information transmission methods, and media platforms should expand various multimedia information transmission channels.

Furthermore, digital media platforms should pay attention to format compatibility issues during the improvement process. Currently, many media platform mobile terminals have incompatible information formats, such as tables and musical scores, which bring poor reading experiences to users. Therefore, media platforms should introduce better typesetting technologies to enhance their reading experience.

2. Enhancing Media Platform Openness, Interactivity, and Convenience to Bridge Platforms and Users

Media convergence is not merely the digitization of traditional media or the weakening of new media; it is a new media reform based on improving user experience, focusing more on transforming service concepts in information acquisition, interaction, and dissemination rather than simple online-offline media integration. With the development of a service-oriented society, the media industry increasingly emphasizes user experience, and the selection of media information dissemination forms largely depends on user satisfaction. According to surveys, user experience on media platforms is gradually developing toward diversification, precision, interactivity, and convenience. Therefore, media should reform media platforms from aspects such as openness, interactivity, and convenience to bridge the gap between platforms and users and provide higher-quality digital services.

Additionally, practice has shown that highly interactive media platforms are more effective at attracting and retaining users. Therefore, the improvement and reform of media platforms must focus on building platform interactivity. Media organizations can build their own digital media platforms as the primary channel for media information dissemination, then promote these self-built platforms through other internet media platforms or directly establish micro-media platforms on other media platforms. For example, traditional media can build their own journal websites with community and comment functions. Websites disseminate information through announcements, columns, and news, while users

interact with the website through communities and comments. Such websites can provide users with journal databases, digital journal reading services, and community interaction services. Websites can also regularly organize user activities to enhance platform activity and win more customers.

Beyond building self-owned media platforms, media organizations must also effectively utilize well-developed domestic media platforms with large user bases, such as Weibo and WeChat, to build sub-platforms that broaden information dissemination channels and make information acquisition more convenient for users. Simultaneously, such platforms are effective channels for enhancing media interactivity. Media can use these platforms to release their latest information, monitor user feedback, and promptly adjust self-built platforms to improve quality. Users can utilize these media platforms to participate in various activities organized by media, such as public welfare initiatives and prize-winning quizzes, while also accessing various convenient service information pushed by media, thereby enhancing media practicality and bridging the gap between media and users.

3. Expanding Channels, Providing Value-Added Services, and Enhancing User Satisfaction

The fundamental purpose of reforming media platforms under the guidance of media convergence is to broaden market reach and create more economic benefits. Media operation under media convergence actually represents a transformation in business thinking, shifting from traditional media product operation to customer operation. If a media organization's business scope is limited to providing news information to customers, the singular and simple user experience may lead to significant user loss. Media operation under media convergence should emphasize user experience, develop media platforms toward community orientation, and make providing more diversified and humanized functional needs the core of construction. Media convergence can be viewed as a media empire built by an organization through integrating traditional and new media forms. Therefore, this media convergence-centered platform reform requires maximizing the integration of business structure and commercial structure, adding value-added services to media platforms, expanding information dissemination channels, and enhancing user satisfaction.

To this end, media platforms can develop characteristic value-added services based on specific service features. For instance, by strengthening the openness of information sources, media platforms can not only use original information collected by their own media but also selectively employ excellent user contributions for a fee, enabling users to participate in news information publication and achieving universal information publication. This enhances both the quality and efficiency of media information publication while strengthening users' sense of use and participation in media platforms, thereby increasing user stickiness.

Value-added service options can also start from convenient services, combined

with offline media to enhance user stickiness. For example, media platforms can add job search services, providing excellent employment opportunities for users seeking jobs and instant recruitment information for those seeking part-time work. Alternatively, they can provide fashion shopping services, hiring fashion editors to offer shopping guidance on current fashion trends and styling. Unlike traditional media, digital media platforms can provide not only product recommendations but also global purchasing agency services, allowing users to directly purchase needed products on the platform, thus offering more convenient shopping guidance services.

4. Conclusion

Media convergence is an expression of resource optimization allocation and a business reform concept for the media industry. It can not only reduce media operation costs but also greatly demonstrate operational advantages, thereby forming economies of scale and scope adapted to the market. In summary, media convergence is an inevitable trend in media development. Digital media platform reform centered on media convergence should utilize the convenient service characteristics of digital information dissemination, leverage modern information technology to create more possibilities, provide users with more convenient services, enhance user experience, and strengthen user stickiness to media platforms.

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