

## Information Integration and Deep Mining Strategies in News Editing: Postprint

**Authors:** Wang Hui

**Date:** 2025-07-09T15:34:16+00:00

### Abstract

**Objective:** This study aims to explore the application of information integration and in-depth mining strategies in news editing to enhance the quality and dissemination effectiveness of news content.

**Methods:** This paper employs theoretical and case analysis methods to outline the concept of information integration in news editing, elaborate on specific strategies for information integration, analyze the application of in-depth mining strategies in news editing, and propose corresponding solutions.

**Results:** Through information integration, news editors can systematically screen, classify, and integrate various types of information, making news content more organized and comprehensible, thereby enhancing its readability and dissemination effectiveness. Simultaneously, the application of in-depth mining strategies assists news editors in uncovering the underlying causes and impacts behind news events, increasing the depth and value of news, and satisfying audience demands for both depth and breadth of information.

**Conclusion:** News editors should attach great importance to the application of information integration and in-depth mining strategies, and through continuous optimization and improvement of these two strategies, enhance the overall quality of news content and meet the needs and expectations of audiences.

### Full Text

## Information Integration and Deep Mining Strategies in News Editing

**Author:** Wang Hui

**Affiliation:** Caoxian Converged Media Center (Caoxian Radio and Television Station), Caoxian, Shandong 274400

## Abstract

**Purpose:** This study explores the application of information integration and deep mining strategies in news editing to enhance news content quality and dissemination effectiveness.

**Method:** Through theoretical analysis and case studies, this paper outlines the concept of information integration in news editing, elaborates on specific strategies for information integration, analyzes the application of deep mining strategies, and proposes corresponding countermeasures.

**Results:** Through information integration, news editors can systematically screen, classify, and integrate various types of information, making news content more organized and comprehensible, thereby improving readability and dissemination effectiveness. Simultaneously, the application of deep mining strategies helps news editors uncover the underlying causes and impacts of news events, adding depth and value to news while meeting audience demands for both depth and breadth of information.

**Conclusion:** News editors should attach great importance to the application of information integration and deep mining strategies, continuously optimizing and refining these two approaches to improve overall news content quality and meet audience needs and expectations.

**Keywords:** news editing; information integration; deep mining; multimedia; data visualization

**CLC Number:** G201

**Document Code:** A

**Article ID:** 1671-0134(2025)05-36-04

**DOI:** 10.19483/j.cnki.11-4653/n.2025.05.006

**Citation Format:** Wang Hui. Information Integration and Deep Mining Strategies in News Editing[J]. China Media Technology, 2025, 32(5):

## Introduction

In the era of information explosion, the core task of news editors has shifted from mere information transmission to becoming information selectors, integrators, and deep miners. Through social media, online forums, expert interviews, and other channels, news editors obtain information [2]. Information integration and deep mining not only enhance the accuracy and authority of news reports, preventing the spread of false or one-sided information, but also strengthen the depth and appeal of news content by supplementing background materials, data analysis, and expert viewpoints. This approach meets the audience's demand for high-quality, multi-level information and ultimately enhances the social impact and credibility of news reports. Therefore, researching and discussing information integration and deep mining strategies in news editing is of great significance.

In today's information explosion era, the application of information integration in news editing has become increasingly widespread. News editors no longer

limit themselves to traditional news sources but actively expand information channels, utilizing social media, online forums, expert interviews, and other means to acquire information. Simultaneously, news editors place greater emphasis on information screening and integration, employing methods such as comparison, analysis, and synthesis to transform fragmented information into organic wholes, creating news reports with unique perspectives and depth. This current application status not only improves the quality and standards of news reporting but also satisfies readers' demands for diversified information.

## 2. Specific Strategies for Information Integration in News Editing

### 2.1 Multimedia Information Integration

**2.1.1 Integration of Image and Text Information** In news reporting, the combination of images and text serves as a crucial means of conveying information and telling stories. Images, with their intuitive and vivid characteristics, can instantly capture readers' attention, preserving the atmosphere of news scenes, the emotions of individuals, and key moments of events. Text, with its in-depth and detailed descriptive capacity, provides readers with background, causes, impacts, and other deep-level information about events. When integrating image and text information, news editors must carefully select the most representative images that accurately reflect the core content of news events while stimulating reader interest. The accompanying text should be accurate and concise, supplementing details not shown in the images while avoiding lengthy, complex narratives to ensure accurate information transmission [3].

**2.1.2 Embedding of Video and Audio Information** With the rapid development of network technology, video and audio have become indispensable elements in news reporting. Video, through its dynamic and continuous visuals, can vividly demonstrate the entire process of news events, allowing readers to experience the on-site atmosphere immersively. Audio, such as on-site interviews and expert interpretations, provides richer and more three-dimensional information through its authenticity and immediacy. When embedding video and audio information into text reports, news editors must skillfully design to ensure these multimedia elements are closely related to and complement the text content, jointly constituting a complete news report [7]. Simultaneously, editors must avoid information redundancy or conflicts, ensuring each element plays its maximum role in its appropriate position.

### 2.2 Data-Driven Information Integration

**2.2.1 Big Data Mining and Analysis** In the age of information explosion, news editors should fully utilize data mining technology to screen valuable information from massive and complex datasets. This information may be hidden in social media user comments, reflected in e-commerce platform consumption

data, or found in search engine query records. Through deep mining, news editors can obtain valuable insights into social trends, public opinions, and market dynamics.

**2.2.2 Data Visualization Presentation** Data visualization is an essential component of data-driven information integration. Faced with complex and abstract data information, readers often struggle to directly understand and digest it [5]. Therefore, news editors need to transform this data into visual forms such as charts and graphs, enabling readers to grasp data meanings at a glance. For example, using bar charts to display sales changes, line charts to depict temperature trends, and pie charts to present market share distribution. Meanwhile, charts and graphic elements should coordinate with the overall style of news reports, with reasonable color schemes and clear layouts.

### 2.3 Cross-Media Platform Information Integration

**2.3.1 Cross-Media Platform Information Integration** In today's era of information diversification, news editors face massive amounts of information from different media platforms. To more comprehensively meet readers' information needs, news editors should fully utilize resources from newspapers, television, networks, and other media platforms to achieve cross-media information integration [6]. This means news editors must not only pay attention to in-depth reporting and authoritative information from traditional media but also absorb the immediacy and interactive advantages of online media. By integrating reporting content, forms, and styles from different media platforms, news editors can construct a diversified news reporting system.

**2.3.2 Integration of Social Media Information** Social media has become an indispensable part of people's daily lives and an important channel for obtaining and disseminating information. News editors should closely monitor hot topics and public opinions on social media, timely integrating them into news reports. This approach not only enhances the timeliness and interactivity of reports but also makes them more relevant to readers, reflecting authentic social voices. However, information on social media is complex and mixed with truth and falsehood. News editors must conduct strict screening and verification when integrating social media information to ensure authenticity and accuracy [8].

## 3. Application of Deep Mining Strategies in News Editing

### 3.1 In-Depth Investigation and Analysis

**3.1.1 Multi-Channel Information Collection** In news editing work, multi-channel information collection is a crucial aspect of deep mining strategies. News events often involve multiple aspects, and a single information channel cannot fully reflect the truth of events. Therefore, news editors need to utilize various channels, including official releases, social media, and on-site interviews,

to collect relevant information comprehensively and from multiple angles. Official releases typically provide the basic framework and official stance of events, social media can rapidly disseminate on-site images, videos, and eyewitness testimonies, adding vividness and immediacy to reports. On-site interviews are important ways to obtain first-hand materials and deeply understand event details. Through cross-verification of information from different channels, news editors can ensure the accuracy and reliability of reports, avoiding misleading readers or spreading false information.

Meticulous on-site investigation is another key to deep mining strategies in news editing. Relying solely on second-hand materials or official announcements often makes it difficult to reveal the complete truth of news events. Therefore, news editors need to personally visit news scenes, observe every detail, and conduct face-to-face communication with parties involved and eyewitnesses. On-site, editors can witness the occurrence of events, feel the atmosphere and emotions of the scene, and thus more accurately grasp the essence of events [9]. Simultaneously, communication with parties and eyewitnesses can provide rich personal stories and detailed descriptions for reports, making them more vivid and specific.

## **3.2 Exploring Event Roots and Background**

**3.2.1 Exploring Event Roots and Background** When reporting news events, news editors are not satisfied with merely presenting surface phenomena but are committed to deeply exploring the underlying causes, historical background, and social impacts [10]. Every news event is driven by complex social trends and historical contexts. News editors restore the specific environment and background of events by consulting extensive historical materials, relevant research reports, and interviewing experts and scholars related to the events. They carefully sort out the causes, development processes, and consequences of events.

**3.2.2 Focusing on Personal Destiny and Emotions** In news events, people are often the core and soul of stories. When reporting, news editors pay special attention to key figures in events, showcasing the brilliance and complexity of human nature by telling their stories and experiences. Editors go deep into news scenes, conduct face-to-face communication with parties involved, listen to their narratives, observe their expressions and movements, and capture subtle changes in their inner worlds. They focus not only on the roles and behaviors of figures in events but also on their life experiences, family backgrounds, personality traits, and other aspects [11]. Through these detailed depictions, news editors can create vivid character images, making readers feel as if they are on the scene, experiencing the joys and sorrows of the figures.

**3.2.3 Revealing Social Significance and Value** News events are not merely objective facts but also contain profound social significance and value.

When reporting, news editors deeply analyze the impact and significance of news events on society, exploring the social values and moral concepts behind them. They consider the effects of events on various fields such as politics, economy, and culture from multiple perspectives, as well as the social problems and trends reflected by events [12]. For example, an environmental pollution incident is not just an environmental accident but may also reflect deeper issues such as the lack of local environmental protection policies and inadequate implementation of corporate environmental responsibilities. Through these analyses, news editors reveal the social significance and value behind events, guiding the public to think more deeply about and discuss news events.

### 3.3 Innovative Reporting Angles and Forms

**3.3.1 Innovative Reporting Angles and Forms** In news editing work, innovating reporting angles and forms is an important driving force for the continuous evolution of news reporting. Traditional reporting methods often focus on direct description of events, while modern news editors pay more attention to exploring multiple perspectives and deep meanings of events. They attempt to analyze news events from different reporting angles, such as social impact, human nature exploration, and technological application, providing readers with more comprehensive and in-depth understanding [13]. Simultaneously, news editors actively employ innovative reporting forms such as data visualization, interactive reporting, and multimedia integration to present complex information to readers in intuitive and vivid ways. Data visualization transforms abstract data into easily understandable visual information through charts, images, and other forms, helping readers quickly grasp the core points of news. Interactive reporting allows readers to participate in news reporting through clicking, sliding, and other operations, experiencing the occurrence process of news events firsthand, enhancing the interest and interactivity of reports.

**3.3.2 Highlighting Personalized Style and Characteristics** On the basis of following news norms, news editors also focus on highlighting personalized style and characteristics, making reports more unique and recognizable. Each news editor has their own unique way of thinking and expression habits, and these personal styles are reflected in news reports, making them more vivid and interesting. Some editors are good at deeply analyzing the causes and impacts behind events, and their reports are often logically clear and have distinct viewpoints; some editors are skilled at capturing the emotions and details of figures, and their reports are more touching and fascinating [14].

**3.3.3 Focusing on Reader Needs and Feedback** While focusing on innovation and personalization, news editors also pay close attention to reader needs and feedback. They deeply understand readers' information needs and reading habits, mastering readers' preferences and expectations for news reporting through market research and reader surveys. On this basis, news editors adjust the content and form of reports to meet readers' personalized needs. For

example, for younger reader groups, they may pay more attention to the fashionability and entertainment of reports; while for professional reader groups, they may pay more attention to the professionalism and depth of reports. Simultaneously, news editors actively collect reader feedback, continuously optimizing report quality and improving readers' reading experience through readers' comments and suggestions.

### 3.4 Mining Detailed Information and Expanding Related Fields

**3.4.1 Mining Detailed Information to Explore Deep Event Truth** Mining detailed information is the primary link in deep mining strategies. News events often contain many details, which may be key clues to event development or important information revealing the essence of events [15]. When processing news, editors should be like detectives, conducting in-depth exploration of every detail, not missing any information points that may be overlooked. By mining these details, they can restore the truth of events, enhance the depth and breadth of reports, and enable readers to have a more comprehensive and in-depth understanding of events. Simultaneously, detailed mining can also increase the interest and readability of reports, attracting more readers' attention.

**3.4.2 Expanding Related Information Fields to Create Comprehensive Information Services** Expanding related information fields is another important aspect of deep mining strategies. News events are often not isolated; they may have countless connections with many other fields. When reporting news, editors should incorporate information from these related fields into the reporting scope, providing readers with more comprehensive information services. For example, when reporting an economic crime case, in addition to introducing the case itself, editors can also expand to related fields such as economic regulations and financial supervision, helping readers better understand the background and causes of the case.

## 4. Challenges and Countermeasures for Information Integration and Deep Mining Strategies

Although information integration and deep mining strategies add more depth and breadth to news reporting, enabling readers to more comprehensively understand the truth and impact behind events, news editors also face many challenges with the rapid development of the information age.

### 4.1 Information Overload and Screening Difficulty

In the information age, news resources emerge endlessly, with social media, news websites, blogs, forums, and other platforms continuously generating new content. This phenomenon of information overload not only makes news editors feel overwhelmed but also greatly increases the difficulty of screening and integrating effective information. With the slightest carelessness, important news

may be buried in the ocean of information.

To address this challenge, news editors must continuously improve their information screening and integration capabilities. First, they need to learn to utilize modern technological tools such as news aggregation tools and intelligent screening algorithms to quickly filter out irrelevant information. These tools can help editors rapidly identify potential news hotspots and improve work efficiency. Second, news editors also need to cultivate keen news intuition and judgment. Among massive amounts of information, only those contents with news value that can arouse public interest are worth reporting.

#### **4.2 Technology Updates and Capability Enhancement**

With the rapid development of new media technology, the working methods of news editors are also undergoing profound changes. Editing of text, video, images, and other content alone is increasingly difficult to meet the needs of modern news communication. News editors need to master more new media technologies, such as video editing, audio processing, and data analysis [16]. However, the speed of technological updates is so fast that many news editors feel overwhelmed, making capability enhancement an urgent problem to be solved.

News editors should regularly participate in technology training courses, actively inviting industry experts to teach them new technologies and knowledge. These training courses should cover various aspects of new media technology to help news editors comprehensively improve their skill levels. Second, news editors should actively respond to the encouragement of news organizations to participate in external training and seminars, exchanging experiences with peers, broadening their horizons, and understanding the latest industry trends.

#### **4.3 Reader Demands and Reporting Innovation**

With the rapid development of society and the widespread dissemination of information, readers' demands are also constantly changing. They are no longer satisfied with existing news reporting methods but hope to obtain more diversified and personalized information services [17]. This change in demands puts forward higher requirements for news reporting, and news editors need to continuously innovate reporting methods and content to meet readers' expectations.

To meet readers' diverse and personalized needs, news editors need to actively explore new reporting methods and content forms. They can try to adopt novel forms such as data journalism and visual reporting, presenting complex information to readers in intuitive and understandable ways. At the same time, news editors can also pay attention to some emerging or marginal topics and fields, providing readers with more diversified information choices.

In news editing work, information integration and deep mining are key strategies for improving news reporting quality and value. Through effective information integration, news editors can efficiently screen and integrate massive amounts

of information, ensuring the accuracy and comprehensiveness of news reports. Deep mining strategies enable news reports to deeply explore the truth, causes, and impacts behind events, enhancing the depth and breadth of reports. Therefore, news editors should continuously refine their abilities in information integration and deep mining to adapt to the development needs of the information age, meet readers' expectations for high-quality, in-depth news reporting, and thus play a greater role in news communication.

## References

- [1] Teng Aiqin. Cultivating Integrated Skills: Innovative Strategies for News Editors in the Converged Media Era[J]. *News Culture Construction*, 2022(8): 81-83.
- [2] Wang Jinwei. How to Strengthen the Innovation and Integration Capabilities of News Journalists in the Context of Media Convergence[J]. *News Culture Construction*, 2021(2): 97-98.
- [3] Sun Aidong, Gao Yuanzhi. How News Reporting Can Properly Handle the “Four Relationships”—Taking the Reporting Practice of Ban Yue Tan as an Example[J]. *Chinese Journalist*, 2021(11): 92-94.
- [4] Hou Jianjun. Strategies for Enhancing the Innovative Consciousness and Integration Capabilities of News Editors in the Media Convergence Era[J]. *Journalist Observation*, 2023(18): 40-42.
- [5] Gao Feng. Promoting Digital Transformation and Enhancing the “Intelligent Manufacturing” Level of Content Production—Taking the Innovative Practice of Shaanxi Radio and Television Media Group as an Example[J]. *News Front*, 2022(24): 95-97.
- [6] Li Chaomin. Discussion on the Innovation and Integration Capabilities of TV News Editors in the Media Convergence Era[J]. *Journalist Observation*, 2020(36): 46-47.
- [7] Wang Rui. Analysis of Innovative Paths for Radio and Television News Editing Work in the Context of Media Convergence[J]. *News Research Guide*, 2023, 14(19): 136-139.
- [8] Qian Zhenying. Innovation in Radio and Television News Editing Work in the Context of Media Convergence[J]. *Journalist Observation*, 2023(21): 60-62.
- [9] Yang Kaiyan. Innovative Strategies for Traditional Media News Editing Work in the Context of Media Convergence[J]. *Journalist Observation*, 2023(11): 145-147.
- [10] Xing Liang. On the “Changes” and “Unchanges” of Radio News Editing in the Context of Media Convergence[J]. *West China Broadcasting TV*, 2022, 43(14): 179-181.
- [11] Chen Xiao. Discussion on the Innovation and Development of TV News Editing in the Context of Media Convergence[J]. *Cultural Industry*, 2023(7): 1-3.
- [12] Yue Feng, Han Ying, Feng Liping. Analysis of the Transformation of Radio News Editing in the Context of Media Convergence[J]. *China Newspaper Industry*, 2023(16): 26-29.

- [13] Tang Zhaoyong. Research on the Enhancement of TV News Editors' Integration Capabilities[J]. Media Forum, 2019(2): 57, 59.
- [14] Mao Qingze. Research on Enhancing the Integration Capabilities of TV News Editors in the Converged Media Era[J]. Research on Transmission Competence, 2022, 6(25): 110-113.
- [15] Zhang Zihan. Paths for Strengthening News Editors' Integration Capabilities in the Media Convergence Development Environment[J]. Chinese Information, 2022(10): 290-292.
- [16] Xie Fangqin. Paths for Strengthening TV News Editors' Integration Capabilities in the Converged Media Environment[J]. Heilongjiang Pictorial, 2021(24): 143-145.
- [17] Fan Na. Analysis of Strategies for News Editors to Enhance Innovative Thinking and Integration Capabilities[J]. Research on Transmission Competence, 2023, 7(3): 46-50.

**Author Introduction:** Wang Hui (1974—), female, from Caoxian, Shandong, bachelor's degree, senior editor, research direction: news gathering and editing.

**(Responsible Editor: Li Yansong)**

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

*Source: ChinaXiv — Machine translation. Verify with original.*