

Research on the Influence of the New Media Era on the Rise and Development of Artificial Intelligence Technology

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Keywords: network new media era; artificial intelligence technology; machine learning; intelligent robot

Abstract: Artificial Intelligence (AI) is a new technology in the field of computer and intelligent terminal. It optimizes the neural network of deep memory on the program, and realizes the self-learning synthesis process by using many powerful CPU combinatorial operations. At this stage, the AI technology is still in the research and development stage, using the human brain simulation to improve the application level of its comprehensive ability. The influence of science and technology on mankind in the future is mainly reflected in the field of AI. This paper will introduce and focus on the research and application of AI in the new media era of network, and reveal its development under the new media background.

1. Introduction

The intelligence of human activity refers to the ability to manifest through mental labour in the practice of human cognition and transformation of the world [1]. Artificial intelligence as a combination of computers and information control theory, neurophysiology, psychological linguistics and philosophy comprehensive subject disciplines in one of the cross and frontier scientific value and has wide application, high attention in many fields of science and technology [2-3]. Although the academic circles have not yet formed a unified definition and argument for AI yet, its essence is to research and apply intelligent machines or systems to simulate human brain's intelligence activities, and then extend and expand the advanced science of human intelligence [4]. The development stage of artificial intelligence is shown in Figure 1. The research and application field of artificial intelligence, not only has specific application industry, but also can combine other industries perfectly to realize organic combination.

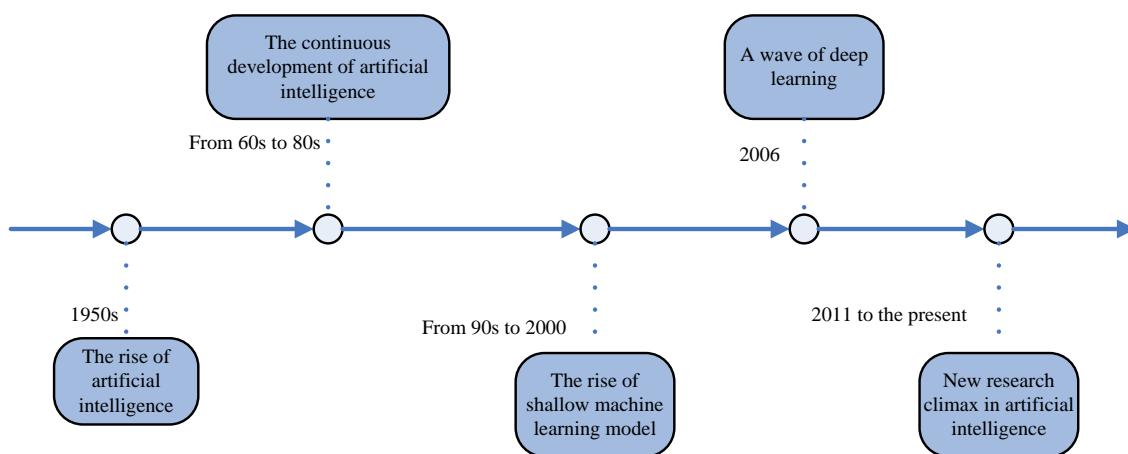


Figure 1. The development stage of artificial intelligence

2. The definition and characteristics of the new network media

The rapid development of digital technology has brought about new media, and the new media here is relative to the traditional media. New media is a new media form development in traditional media appears, the use of digital technology, network technology, through the Internet, wireless

communication network, satellite channels and computer, mobile phone, digital television and other forms of communication terminals, providing information and entertainment services to users. From many experts and scholars, the concept of new media is mostly defined as the new media from the aspect of communication [5]. It is also the new media's propagation characteristics, which has evolved many new media extensions. The form of the new media includes digital TV, new media, new outdoor media, new media and so on. Among them, the new media of the network is a black horse in the new media family. It is a new media with the most research characteristics in the form of new media.

The emergence of the network, to a great extent, has changed the way people live. The network not only has the support of technology, but also has evolved into a kind of information communication platform with media role in the process of social development [6]. It has become a media bridge connecting communicators and audiences, and has also evolved into a new media based on the development of digital technology and network technology.

Under the background of the 4G era, the emergence of new media is using a combination of Internet technology and digital technology, through the network and satellite communication channels, is a new media form to accept digital equipment as the terminal of the information transmission between new media and network media. From the perspective of the development speed of the new media, the new media form with the terminal of the computer is becoming more and more mature [7-8]. The new media form of the TV terminal is developing with the help of media convergence. The Internet is a carrier of two-way communication, all the audience of all the audience spread, characteristics of the network of new media has also appeared: compared to passive acceptance of information model of traditional media, new media network has the characteristics of bottom threshold, audience right of the public-communication.

3. Application of artificial intelligence

3.1 Machine learning

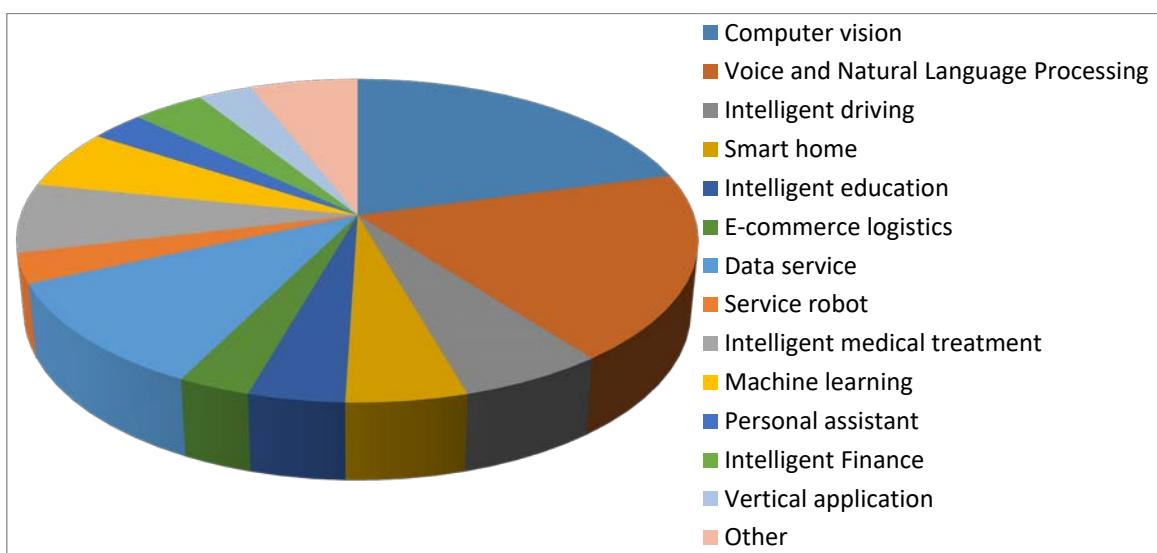


Figure 2. The field of distribution and subdivision of artificial intelligence in China

This application field is the core of artificial intelligence, and it also belongs to the key research topic. The process of learning is the gradual accumulation of knowledge. Machine learning is to accumulate knowledge by means of machine, and to update and output knowledge by using existing data information. Machine intelligence is a new era of media automation, focusing on assisting human beings for certain specific tasks. In the field of construction machinery, intelligence is applied to product design, process production, production management and fault diagnosis. Robots are widely used to complete mechanical welding and assembly tasks. The subjects in this field include image recognition, language recognition, robotics, Natural Language Processing and expert

system [9]. Its basic task is to study the use of machine to imitate and execute some mental functions of human brain. A survey of the distribution and subdivision of artificial intelligence in China is as shown in Figure 2.

3.2 Exerting great energy in the medical field

In the medical field, the application of artificial intelligence is the initial contact with people and machines with the help of medical staff put forward the treatment precision clear, stored in the data information of artificial intelligence can also provide reference for the study of reserves and medical theory, so as to build intelligent medical field environment. The medical application of artificial intelligence adds to the wisdom of medical research and clinical practice, and builds the barrier for the health of human beings [10]. Patients and their families can benefit directly from the intelligent medical environment, doctors can treat patients at any time according to the adjustment scheme of the intelligent data, and can observe the condition of the whole process in the treatment of patients with tracing; on the other hand, relying on intelligent medical and life guide the healthy LOHAS family, also can pass the theory of data inspection of materials, in the process of health benefit. This expands the way of communication between doctors and patients by artificial intelligence technology, and enables people to understand and pay more attention to their health.

3.3 Computer vision

This refers to the use of computer to simulate the human visual system, instead of human eyes to identify and determine the position and motion of the object. From the perspective of technology program, there are usually three steps: target detection, image segmentation or pre-processing, recognition of objects, including target classification, judgement matching and extraction features, recognition behaviour. There are great differences in vision recognition technology in different fields [11]. The most mature field of vision technology is biometrics recognition project, and it is also widely used in security work and attendance. However, because of the variety of species and the complexity of appearance, visual technology has not yet matured in identifying objects.

3.4 The application of electronic technology

Artificial intelligence can combine simulation technology, take the hardware circuit of single chip computer as the knowledge warehouse of expert system, build an expert system for configuring hardware by SCM, so as to effectively diagnose faults and improve the ability of error correction in electronic technology. In the field of computer network, AI technology has been introduced. Firewall technology is a common way of computer network security management and its core element is intrusion detection technology [12]. With the rapid development of network technology, all kinds of intrusion sources have been increasing. Applying AI technology to network management can improve their safety and play a preventive role.

3.5 Intelligent robot for family service

The future robot market has a great demand in the field of domestic service, especially in the application of the service market for the elderly. The aging problem of the world is attracting more and more attention. More and more middle-aged and elderly people need to take care of them. With the gradual decrease of service staff and the continuous expenditure of manpower, material and financial resources, artificial intelligence has become the key technology to solve this problem. Through all kinds of communication devices and virtual space, we can enhance communication between the elderly in all parts of the country, and enable them to get their parents' information and conditions in real time in different places [13].

4. Future development trend of artificial intelligence

AI has been developing for a long time. Its development in the future is the key point discussed by researchers. From the development of this stage, AI will be developed in the following directions.

4.1 Better serve human beings

Artificial intelligence is essentially an information process that simulates human consciousness and thinking. Although the future robot can think like human, but overall, is not entirely consistent with human thinking, artificial intelligence is mainly for human services, for example, to assist the police supervision of all crimes, to help people deal with all kinds of miscellaneous services, the heavy physical labour liberation. In this case, human beings need to set up the thought of lifelong learning and constantly enrich themselves so as not to rely too much on artificial intelligence. For example, smart home and intelligent kitchen connect all kinds of electrical appliances in the kitchen and can operate various household appliances. People do not need manual control, which greatly facilitates people's life. With the development of pilotless technology, driving is no longer a necessary skill for people. All kinds of smart homes have gradually entered people's lives, which bring great convenience to people's life, but it also brings many problems. When intelligent products completely replace manual operation, a lot of manual jobs no longer need human beings, which will inevitably lead to many group unemployment problems, which will be a key issue for relevant researchers.

4.2 Equality with human beings

Once AI has the basic characteristics of human beings, they have their own feelings. Human beings can't take them as their belongings, and demand artificial intelligence to provide all kinds of services for themselves. Otherwise, there will be a debate about human rights. In this case, human beings may be in an equal position with artificial intelligence, from the theory of species evolution. "Survival of the fittest in natural selection, survival of the fittest", which means poor adaptability to the environment in the process of evolution in the future will be discarded, learning ability is weak in humans [14]. Compared with human beings, AI is very strong in learning ability, and human beings are influenced by various factors. In such a case, it is easier for human to be eliminated by AI. In the process of development, human beings need to pay more effort to continue to excavate their own potential, so as to maintain the equal status with artificial intelligence.

4.3 Destruction of human beings

Have any risk for the development of science and technology, may not be able to predict the change process of development of artificial intelligence, artificial intelligence has led to completely consistent with human thinking, more than human wisdom, prone to violation of human morality and logic but consistent situation. This will inevitably bring serious crisis to the development of human beings. At this stage, many science fiction movies have already appeared such a plot. Facing the high intelligent artificial intelligence, human beings are completely at a disadvantage and may eventually lead to the extinction of human beings. In addition, there is another possibility that human beings rely on the convenience of AI to generate serious dependence psychology, which eventually leads to many basic productive capacity loss and human destruction.

5. Conclusions

In summary, cutting-edge technology of artificial intelligence to the world's scientific development, closely related to the development process with information technology, computer technology, precision manufacturing technology and Internet technology, has a certain influence on the development of various industries and fields, in the development of artificial intelligence seriously and deeply study its future development direction to process. Today, with the rapid development of new media economy, AI has gradually realized the application of big data on cloud platform. With the support of cloud platform, we can continuously collect and acquire practical programs, data and information, and promote the development of artificial intelligence in the future.

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