

## Construction Approach of the Development Method of New Network Media Resources

Hu Xing

Xiamen Huaxia University, Xiamen, 361024, Fujian, China

**Keywords:** new media, resource development, method, construction approach

**Abstract:** New network media is a kind of new form born with the development of economy and progress of Internet technology. It has the characteristics of strong interaction, large information flow and fast spreading speed, etc. Today, new network media is developing continuously. Problems related to construction of its resource development mode has gradually entered people's vision and been paid more and more attention. On the basis of understanding the meaning and characteristics of new network media, this paper fully recognizes its superiority and development course, and then, through research and combination with practice, puts forward elaboration and discussion on the construction approach of development method of new network media resources.

### 1. Introduction

With the development and progress of Internet technology, the term of “new network media“ has gradually entered people's lives, and has been applied in various fields, playing a role in promoting economic construction. The development and application of new network media cannot be separated from the development of technology and market. There are many contents worth thinking and learning of modern people in the aspect of development method and construction approach of network new media resources. Since new network media has an extremely high economic value, operators from many different domains may carry on improvement and refinement suitable for themselves in its operation pattern, which may create a bigger economic benefit. Therefore, new network media has played a great role in promoting the economic development of our country, and the development of this system has also created a new profit-making thought and model for operators in many fields. How to make great progress in this mode with obvious superiority is a problem that practitioners in every related industry need to think about and study. Research on how to construct development approach of new network media resources has also become one of the key topics discussed by practitioners in related industries. To think deeply about this problem, we must first understand new network media, and summarize its characteristics and advantages.

### 2. Understand New Network Media

New media refers to the environment in which everything is present. In short, it is an environment and covers all digital media forms, including all digital traditional media, network media, mobile media, digital television, digital newspapers and magazines and so on, which is a relative concept and a new media form developed after newspaper, radio, television and other traditional media, including network media, mobile media, digital television and so on.

New media is also a broad concept and make use of digital and network technologies, via Internet, broadband local area networks, wireless communication networks, satellites and terminals such as computers, mobile phones, digital televisions, etc. to provide users with information and entertainment services. Strictly speaking, new media should be called digital new media.

As a new form of communication, new network media has unparalleled advantages over traditional media, which are reflected in its diversification, individuation, interactivity, rapidity, extensiveness and globality, openness and richness, etc. These advantages are based on their own characteristics.

### **3. Characteristics and Advantages of New Media**

#### **3.1 New Media is a Mode with Novel as well as Strong Interactive**

Different from the one-way communication mode of traditional media, new media is very interactive. It has become a platform where a two-way communication can be formed by exporters with audience. In this process, audience will have a stronger sense of participation and even the right to voice. The increased interactivity has brought more and wider attention to new media. In other words, new media is able to pull more flow and attract more attention from all walks of life. Therefore, new network media can enhance the heat of topic during constant interaction, promote people to discuss its problem continuously, and make use of this propaganda platform.

#### **3.2 New Media Has More Affinity**

Compared with traditional media, new media has a low level of professional threshold. As long as we have the basic understanding and operational thinking of new media, as well as the enthusiasm to engage in new media industry, we can participate in it. This draws closer the distance between media industry practitioners and audience. The enhancement of affinity makes the audience unconsciously attracted, pay attention to new media field, and be willing to accept the information dissemination of new media. Low professional threshold also allows more people to participate in the operation of new media. The large number of professionals plays a positive role in injecting new blood into this industry, pulling more resources, and helping to introduce professional information in more fields.

#### **3.3 New Media Has the Characteristic of Flexible and Diverse Forms**

New media has various forms of information dissemination, which can be completed through computers, mobile phones, variety shows and so on. The variety of forms not only allows the audience to keep a fresh sense of freshness, but also can spread in more environments and occasions, which further enhance their market adaptability, as well as allow them to cope with different business and operation modes, easily integrate with other industries and create greater economic value.

#### **3.4 New Media Has the Characteristic of Fragmentation**

The information output of new network media is usually short and pithy, allowing people to receive or read information in a few minutes or even tens of seconds, which is more in line with the rapid pace of modern life. More information can also be delivered in the same unit of time and easily accepted by contemporary young people.

#### **3.5 New Media Has the Characteristics of High Speed and Simple Mode of Communication**

Nowadays, new network media have powerful forwarding and sharing functions. People will transmit information in other media and platforms in an instant through simple operation. A piece of information with dissemination value can be popularized in a viral way. This feature not only helps to expand the scope of communication and attract more audiences, but also increase the visibility of platform in a short period of time by maximizing the efficiency of media platform and produce economic effect. Compared with the traditional media and communication channels, new network media is able to attract more people to participate in it. The huge audience groups create more types of information resources and audiences in different fields for new network media, so information and news in any field have corresponding audience. In other words, most of the information can produce economic benefits directly or indirectly, which provides strong and powerful financial support for the development of industry and great support for its rapid development.

### **4. Construction Approach of the Development Method of New Network Media Resources**

From the above point of view, we can clearly find that flow and propagation paths are important for new network media. After understanding its characteristics, we are supposed to make a careful

and thorough analysis to discuss the method to construct resources development mode, so as to put forward constructive suggestions and suggestions.

The paper holds that, for resources development, it is of great significance to make full use of the characteristic of great flow to attract the attention of all people from all walks of life. The rapid development of new network, abundant information type and short content require new network media to provide rich information and news to meet the operation demands. So, it is necessary to actively expand information sources and attract people from all walks of life to participate in the operation team. The absence of rich information resources will make it difficult to maintain the operation of new network media. Even if it can attract flow in a short time, set up the brand, it is still hard to run for a long time and keep economic benefits.

Secondly, new network media is required to keep innovation in the construction course of resources development mode. It is a more novel mode, which is distinguished from the existence of traditional media. The absence of innovation will lose its superiority and unique development potential. In the course of new media operation and resources development, we need to keep innovative thinking in time, keep watch and study in a more open manner, and learn and absorb advanced achievements of the front, so as to rapidly adapt to the needs of the times and the change of industry, and continue to burst into strong vitality. Innovation can create more fresh sense for new network media, enhances its ability to combine with other industries, and brings more opportunities and possibilities for the production of economic benefits.

Thirdly, in the course of construction of resources development mode of new network media, it is required to maintain the ability to develop and expand business independently. As mentioned above, new network media is a new kind of mode, for which, the advanced results and ideas play an important role in improving the competitiveness of new media platform. If we only learn from advance experience and creative results, we will be limited to stay behind, occupying passive and backward position in cruel market competition. With the ability to develop and expand business independently, new network media always maintain a strong competitive power in operation, seize the market in the first time, and get advanced occasions. Meanwhile, passive learning cannot fully meet the development demand of platform. If the development direction of platform deviates, its development speed will be reduced, causing irreversible bad result. However, the ability to develop and expand business independently will enable new network media platform to be active, and to develop a truly suitable path in accordance with the actual demand.

Fourthly, in the construction process of resources development method of new network media, it is necessary to actively attract talents in various fields to participate. This helps to maintain the diversity of platform information, keep the number of users as well as constantly attract new users. For new network media, the more the flow, the more the user become, the more likely to produce economic benefit. Narrow views make it difficult to maintain the diversity of platform information and attract more users. Moreover, when people pay attention to and learn information, they have not only put eyes and attention in a single field, but also like to stress more information in the field. Therefore, new network media platform with single information type and single-source has no vitality and development potential, or at least, is not in line with the needs of the market and user.

Fifthly, in the construction process of resources development method of new network media, it is required to respect the original author and intellectual property. The relevant professional information is to adopt the mode of paying reading. This mode can produce direct economic benefits, break the regional limit through network, can and attract more people to pay for study. However, this mode puts stricter requirement for the professionalism, practicality and originality of information. If the level is not high enough, it fails to make the audience to accept it and be willing to pay. Even if a payment learning transaction is generated, it is difficult to maintain customers' loyalty and sustainable operation. Therefore, to respect professional talents, intellectual property and information originality is the main point that new network media platform needs to focus on. It is also of great significance to improve the level of platform and drive economic benefits to the maximum extent.

## 5. Conclusion

To sum up, new network media is a kind of existence which is different from the traditional media form, and has strong vitality and development potential under the background of contemporary social development. It is able to attract flows and users to the greatest extent in a short period of time, and directly or indirectly generate economic benefits by spreading information to increase the influence of platform. At the same time, it has the characteristics of strong interaction, strong affinity, flexible and diverse forms. Moreover, because of the low professional threshold, many people interested in it can participate in it, which provides a wide range of ways for new media sources of information. Besides, the information output has the characteristics of fragmentation and simple sharing method, which fully adapts to the fast rhythm of modern life. It is also a kind of media form which accords with the requirements of the new era. To fully understand the characteristics of new network media, every practitioner is required to constantly learn, accumulate experience and improve their professional level through practice. In the course of discussing and practicing the construction of resources development method of new network media, it is of necessity to make full use of the characteristics of large flow, attract the attention and participation of people from all walks of life, keep innovative ideas, and make continuous progress, maintain the ability to do independent research and business expansion, keep an open mind to continuously introduce information sources in various fields, respect professionals and intellectual property rights, and deepen and improve industry standards and professional standards.

## References

- [1] Zhang Xiaofei, Cao Hang. Innovative Concept of the Development of Archives Information Resources from the Perspective of New Media [J]. Beijing Archives, 2018 (09): 40-43.
- [2] Du Bin, Sheng Nengjia, Li Yaozhong. Transformation of the Content of Traditional Radio and Television Industry in the Development of New Media Resources [J]. Journalism Research Guide, 2016, 7 (14): 303.
- [3] Wang Lancheng, Liu Xiaoliang. Research on the Construction of Communication Platform and Development of New Media Resources under the Digital Archives Environment [J]. Zhejiang Archives, 2015 (12): 8-10.
- [4] Wang Xin, Koryo, Yan Qinghong, Tongxin, Li Tianyang. Research on the Resources Development Mode of New Network Media [J]. Information Theory and Practice, 2015, 38 (10): 64-66+99.
- [5] Lan Jingting, Anjin. Wanyuan on City Tourism Resources Development and Media Resources Utilization [J]. Science and Education Educational Journal (Mid-term), 2014 (02): 199-200.