Research on Adjustment and Optimization of Communication Strategies in the Context of Incomplete Employment

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Abstract: With the entry of information technology into a new era, the social economy has entered a stage of high-quality development. Focusing on adhering to the people-centered development concept, it is necessary to propose communication strategy adjustments and optimization propositions that better meet market demand. Based on the dynamic evolution of economic development under the background of incomplete employment, a theoretical analysis framework for the development of communication strategies is constructed according to the internal logic of communication strategies. This can explain the social and economic development mechanism jointly generated by the participation of government policies and market forces in communication strategy mechanisms and feedback loop mechanisms, and continue to explore the possibility of moving towards high-quality development goals from the perspective of quality changes and practical deduction of social and economic development. The purpose of socio-economic development is to provide the public with services and products that meet expected standards, and to strive for continuous improvement of service quality and increasing public satisfaction. Therefore, measures such as strengthening self-control based on the internal circulation of service quality, constructing mechanisms for interaction and feedback between communication strategies and service quality perception, and establishing an evaluation system for government policies and market forces should be taken to achieve high-quality socio-economic development, help solve employment problems, and truly meet the needs of the people.

1. Introduction

Communication strategy is one of the main responsibilities of public relations management and a general term for communication between social organizations and the public.[1] It can be divided into basic communication strategies and non-basic communication strategies, which are composed of internal communication within the organization and external communication, respectively. In order to improve communication efficiency, social organizations also commission professional organizations to customize communication strategies. Since the Internet era, communication strategy has become the key to the competitiveness of social organizations, and communication effect has become a judging indicator. Unlike traditional one-way communication, modern communication strategies emphasize interactivity, personalization, and real-time feedback. Therefore, the issue of communication strategies in the context of incomplete employment has been raised, and big data analysis provides new technical support for communication strategies.

Communication strategies stem from a market orientation centered on audience needs, embodying a human-centered value concept at its core.[2] They serve as a tool for social organizations to establish positive relationships with the public. From a structural perspective, communication strategies aim for precise targeting and strive for modernization through a combination of content marketing and channel selection. Nevertheless, this is merely a theoretical framework. To date, communication strategies have embarked on a unique path tailored to the digital economy. The comprehensive advancement of communication strategies has not only reshaped the position of traditional media, embodying the characteristics of the information age, but

also altered the landscape of public opinion, significantly impacting the image of social organizations. Consequently, discussions on communication strategies must adopt a global perspective and long-term mindset. Hence, the proposition of communication strategies arises amidst the backdrop of underemployment.

In summary, communication strategies serve as the necessary condition and safeguard for achieving the objectives of social organizations. Judging from the current situation, while progress has been made in communication strategies, there are still shortcomings. Social organizations have yet to fully identify effective pathways for communication strategies within the context of underemployment, and continue to strive forward. Therefore, communication strategies require continuous adjustment and optimization, which is not only related to organizational reputation but also a matter of social responsibility.

Based on the above contextual analysis, this paper proposes an adjustment and optimization scheme for communication strategies under the backdrop of underemployment. The aim is to enhance the effectiveness of communication strategies by addressing their optimization through the integration of Integrated Marketing Communication (IMC) theory and data analysis methods. The primary focus is on establishing a dynamic adjustment mechanism for communication strategies, which effectively mitigates risks associated with changes in the market environment. This study carries significant practical implications.

2. The Digital Transformation of Communication Strategies in the Context of Incomplete Employment and the Realization of a New Transformation in Information Dissemination

2.1 The Digital Transformation of Communication Strategy Content

The concept of digital user personas evolved in parallel with marketing,[3] inherently "imbued" with a user-centric philosophy and embodying a market-oriented consumer insight strategy. However, when we attempt to define and elucidate the essence of user personas through certain quantitative criteria, it remains challenging to achieve a unified understanding. The construction of user personas relies on multi-dimensional data analysis, including but not limited to user behaviors, preferences, geographical locations, etc., which requires enterprises to attach greater importance to data collection and analysis capabilities against the backdrop of underemployment. The digital transformation of content in communication strategies is illustrated in Figure 1.
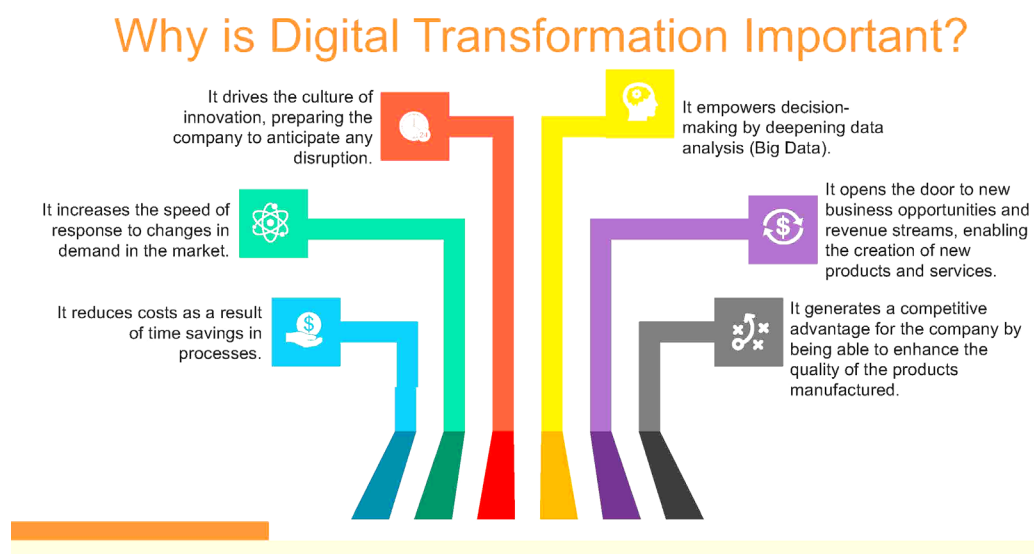

Figure 1 Digital Transformation of Communication Strategy Content

2.2 Digital Technology, Incomplete Employment, and Communication Strategies

2.2.1 Digital user profiling and user demand analysis

The digital user persona serves as a crucial benchmark in marketing, offering a visual

representation of user characteristics.[4] Scholars have discussed various definitions of user personas from perspectives of psychology, sociology, economics, and more.[5] Additionally, some academics view the digital user persona as a manifestation of the level of interaction between users and brands, or an indicator of user loyalty.[6] Precisely because the digital user persona is, to a certain extent, more dynamic, it belongs to the realm of data-driven marketing science. The history of digital user personas can even be traced back to the early days of Customer Relationship Management (CRM) systems, whose primary activities encompassed data collection, analysis, and application. The concept of user-centricity and digital transformation are intimately linked to the globalization trends in marketing. Through digital user personas, enterprises can more precisely identify target markets, thereby assuming a pivotal role in shaping communication strategies. The Internet revolution at the dawn of the 21st century significantly contributed to the exponential growth of user data, fostering the widespread adoption of digital user personas. Consequently, the initial concept of digital user personas primarily focused on quantitative measurements based on standard attributes of user behavior.

2.2.2 Market Trends Drive Digital Decision-Making

Market trends serve as a crucial basis for enterprises to formulate communication strategies.[7] The application of digital technologies enables enterprises to capture market changes more keenly and respond rapidly. For instance, social media analysis, Search Engine Optimization (SEO), and online advertising placements are all tangible manifestations of digital decision-making. Compared to traditional market research, digital decision-making places greater emphasis on real-time and precise insights, offering higher flexibility and cost-effectiveness.

Compared to traditional market research, digital decision-making emphasizes the interplay between market trends and user behaviors, offering greater real-time capabilities and precision. While some scholars question the direct correlation between digital decision-making and market forecasting, the majority argue that digital decision-making can facilitate rational assessments of market trends. For instance, Kotler et al. proposed the STP (Segmentation, Targeting, Positioning) classic marketing model, which comprises five essential elements. This model has since become a prototypical tool for enterprises to formulate market strategies, leading to the development of the concept of market segmentation. These scholars contend that market segmentation is dynamic, a "market segmentation process" that adjusts according to changes in the market environment. As such, market segmentation is a consequence of shifts in the market environment. Other scholars summarize market segmentation into two models: the geographic-based segmentation model and the psychographic-based segmentation model. The former focuses on geographical location, while the latter emphasizes consumer psychology, namely user value orientations. Despite some practical challenges faced by market segmentation theory, from a long-term perspective, it aids enterprises in better understanding market demands, and consequently, the concept of market segmentation has gradually become a consensus in marketing research and practice.

3. The Communication Strategy Challenges Brought by Digitization and Incomplete Employment

3.1 Chaos of Data: Excessive Data Collection Leads to an Imbalance in the Information System

In the digital age, excessive data collection has emerged as a major contributor to the imbalance of information systems.[8] In pursuit of more precise market positioning and personalized recommendations, enterprises often adopt large-scale data collection strategies, which not only complicate data processing but also pose risks of user privacy breaches. The chaotic state of data presents significant challenges for enterprises in filtering, analyzing, and applying data. Consequently, the pressing issue lies in how to extract valuable information from vast amounts of data while avoiding information overload.

3.2 The Predicament of Algorithms and Incomplete Employment: Exploring the Adjustment and Optimization of Communication Strategies

3.2.1 Limitations of Mechanistic Decision-Making and Correction of Automation Bias

Algorithms serve as the primary driving force behind communication strategies, embodying automated decision-making that directly reflects market trends and changes in user behavior through preset rules. Several constituent elements of algorithm development are gradually taking shape, with deep learning models and various scoring systems receiving increasing attention. However, from a practical perspective, some algorithmic practices remain at an elementary stage, contradicting the logical framework and generative mechanisms of algorithmic ethics. This incongruence has led to issues such as fairness, transparency, and interpretability.

3.2.2 Strategies for Balancing Data Barriers Resolution and Privacy Protection

From a user's perspective, algorithms form the fundamental component of personalized recommendations and represent the core aspect of user experience. Therefore, user-centricity is the primary generative logic of algorithms. As the primary executor of communication strategies, algorithms are also crucial factors influencing user satisfaction. Currently, enterprises primarily employ three strategies to enhance algorithm control from the perspective of data governance: Firstly, data cleansing ensures the effective transfer of data quality between algorithm training and prediction. Secondly, algorithmic transparency is achieved by setting standards for algorithm explainability and data usage, and disclosing the algorithm's decision-making process to users. Thirdly, there is internal process reengineering of algorithms. In recent years, technologies such as artificial intelligence and blockchain have leveraged algorithmic optimization to enhance user experience and improve decision-making efficiency. Nevertheless, compared to the ideal state, the fairness of current algorithms still requires further improvement.

3.3 The Emergence of Risks Derived from Technological Domination

3.3.1 Algorithm Risk

Algorithm risks stem from the uncertainty and potential biases in algorithmic decision-making, which may lead to unfair treatment of users and even infringement of individual rights and interests. For instance, credit scoring algorithms can perpetuate discrimination based on factors such as race and gender, resulting in certain groups being denied access to financial services they are entitled to. Furthermore, recommendation algorithms risk creating information silos that limit users' exposure to diverse information, thereby influencing their perspectives and decision-making processes.

3.3.2 Data Security Risks

Data security risks primarily refer to potential breaches, tampering, or loss of data during the processes of collection, storage, transmission, and processing. As the volume of data grows and technology advances, hacking methods have become increasingly sophisticated, necessitating continuous upgrades to protective measures by enterprises to safeguard sensitive information from breaches. Additionally, inappropriate actions by internal employees can also lead to data security incidents. Therefore, enhancing employee training and establishing rigorous data management systems are equally important measures to address these risks.

3.3.3 Ethical Risks

Ethical risks encompass moral controversies that may arise during the application of technology, such as privacy violations, excessive surveillance, and displacement of human roles. While pursuing technological innovation, enterprises and society should prioritize ethical considerations in technology to ensure that technological advancements align with human values and societal interests, thereby mitigating the adverse consequences of technological misuse.

4. Coping Strategies for the Digitalization of the Communication Industry under Technical Challenges

4.1 Mutual Empowerment: Overcoming Technical Challenges through Communication Strategies

4.1.1 The Digital Enhancement of Skills Enables High-quality Migration of Communication Strategies

From an industry perspective, traditional media practitioners often lack digital skills, making it difficult for them to adapt to the rapidly evolving digital communication environment. While digital literacy training has emerged as a primary form of education for these professionals, a lack of systematic skill training and practical exercises persists, hinting at a lag in the transformation of skill structures. In the context of digital transformation, media practitioners are often portrayed as "content creators," with their processing and dissemination of information directly reflecting the brand image of media organizations. However, most training programs focus on foundational knowledge such as software operation, leaving a gap in advanced skills like data analysis and social media operations. These advanced skills are typically challenging to acquire or master in a short period, contributing to a skills mismatch. The inadequate training system, coupled with the skills asymmetry, directly impedes the smooth flow of talent supply and demand.

4.1.2 The Elevation of Communication Strategies under Digital Domestication

From an industry perspective, technological bottlenecks have long constrained the innovative capabilities of communication strategies. Since the 21st century, intelligent media, integrating artificial intelligence and big data, have reshaped content distribution mechanisms through algorithms. However, the drawbacks of traditional media thinking still hinder the enhancement of communication effectiveness. This is due not only to the limitations inherent in technology but also to the influence of user habits, necessitating further refinement of communication strategies. In the context of digital transformation, personalized push notifications are seen as a direct means of enhancing user engagement. Nonetheless, the actual impact of algorithm-based recommendation strategies on audience psychology remains subject to debate. Simultaneously, difficulties in data acquisition lead to a lack of targeted strategies. Consequently, personalized push notifications do not always achieve the desired results. It is evident that optimizing communication strategies poses not merely a technical challenge but also confronts the diversification of user needs.

4.2 Shared Responsibility: Communication Strategies Responding to System Optimization and Digital Governance

Indeed, both media organizations and technology platforms cannot evade their role as "gatekeepers" as information intermediaries in digital governance. In the information filtering mechanism, algorithms serve as standard and effective screening tools, playing a vital role in news distribution. This transforms algorithms from merely a technical concept into a social one. Consequently, a regulatory mechanism centered on "algorithm transparency" becomes an essential component of digital governance. The practical evolution of algorithm transparency generally follows a normative path that gradually emerges based on users' right to know, albeit with considerations of technical feasibility. From algorithm design to its application, transparency is intimately tied to user engagement throughout the process. While algorithm transparency aims to enhance user trust to meet the demands of digital communication, the amplification of algorithm influence has also posed a dilemma, namely, the conflict between algorithm interpretability and complexity. Overall, there remains room for improvement in digital governance regarding algorithm transparency, user privacy protection, and other aspects. The regulatory framework also needs to be further refined, which is a crucial task in the digital transformation of the communication industry.

4.3 Value Restoration: Rectifying Communication Orientation and Restoring the Essence of Information

In constructing communication strategies, two types of relationships are typically considered: one is the relationship between content and audience, and the other is the relationship between media and environment. The relationship between content and audience can be directly extracted from user behavior data, whereas the relationship between media and environment requires intricate analysis of existing market information, which can reveal deeper dynamics of communication strategies. The construction process involves: establishing a single-layer communication strategy at the content level, constructing a single-layer communication strategy at the audience level, formulating a single-layer communication strategy at the media level, and devising a multi-level communication strategy tailored to the communication domain. After establishing a multi-level communication strategy, it is necessary to conduct correctness judgment and quality assessment on the domain entities incorporated into the strategy to ensure the high accuracy of the communication strategy. Compared to single-level communication strategies, multi-level communication strategies exhibit a more complex structure, encompassing a wider range of communication scenarios with tighter interconnections between strategies. As such, they can be validated through communication effects, which serve as shared variables with smaller parameter scales, offering higher application advantages compared to other communication effects. In the application phase, this communication strategy can integrate entities and relationships within the communication domain to achieve representation from entities to relationships. Furthermore, the strategy can score entities under the influence of the communication effect function, selecting the highest-scoring communication strategy as the accurate one. Multiple rounds of strategy optimization can enhance communication effects, thereby verifying the high accuracy of the constructed communication strategy.

5. Conclusion

Communication strategies have entered a new stage of digital transformation, posing fresh challenges and requirements for the communication industry. Communication strategies are not only the symbol of the "service-oriented" nature of the communication industry and the bridge connecting information producers and consumers, but also the urgent need to achieve efficient information dissemination and safeguard user rights and interests, essentially reflecting the inherent requirements of communication strategies. It is under the guidance of digital transformation that the theoretical analysis framework and practical mechanism of communication strategies are constructed. In recent years, modern information technologies such as artificial intelligence and big data have promoted the intelligentization of communication strategies. By empowering communication strategies with algorithms and enhancing the precision and scientificity of communication effects, their values align with the internal logic of digital transformation. Therefore, digital technologies have also provided new paths for communication strategies. In summary, the sustainable improvement and development of communication strategies contribute to better meeting user needs and facilitating the high-quality development of the communication industry.

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