

The Developmental Approach of “Internet + Media” in Convergence Age

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Keywords: Internet + Media; Media Integration; Transformation and Upgrading

Abstract: In the era of media convergence, “Internet +” brings opportunities for the development of traditional media. The development of science and technology has made the integration of traditional media and new media more closely. We have developed new media products with the idea of “Internet + media”, and innovated and upgraded by injecting social factors, improving user experience, and continuing product updates. Based on the analysis of the essence of the development of “Internet + Media”, this paper proposes that “Internet + Media” will optimize the transformation and development in the three aspects of technology path, content path and cross-industry path, thus promoting the transformation and upgrading of the media industry and continuously improving Communication and influence continue to realize their value in the new media landscape.

1. Introduction

“Internet +” as a national strategy, pointed out the direction for the future development of various fields of the country. For the media industry, “Internet +” means that the Internet can provide advantages for the traditional media industry to export its advantages, so that the Internet thinking and ways are fully utilized in the media industry, and integrated into the various aspects such as production, marketing and operation of the media[1].

In the new era of the development of the times, the innovation of modern information technology has promoted the arrival of the “Internet +” era. As the global integration continues to deepen, the quantity and quality of the information needs of the audience are constantly improving, and the dissemination technology is changing with each passing day[2, 3]. The boundaries of the media have been continuously widened, and the definition of the concept of television media and new media has begun to blur[4]. It is this mutual penetration of the media form that strongly promotes the generation of media fusion effects. The integration of media has become an important direction for the development of media transformation. Especially under the influence of the increasing influence of “Internet +”, the practical significance of media integration has become more and more obvious.

The development of media integration is not only about the self-innovation of traditional media, but also the key to whether traditional media can continue to develop. Using the “Internet + Media” thinking to develop new media products will help to enhance the user experience and continue to innovate and upgrade traditional media. Based on the essence of “Internet +”, this paper puts forward some suggestions on how traditional media can take advantage of the “Internet +” integration transformation[5].

2. Connotation of the integration of “Internet + Media”

With the advent of the “Internet +” era, the characteristics of “massive information, real-time updates, two-way interaction” have become more and more respected. Traditional media uses new Internet thinking to plan and promote media work to achieve The advantages of various media resources complement each other, innovate and develop, and realize the integration and mutual penetration of functions.

2.1 User value is the core of operations

Technological advancement has dramatically changed users from the two dimensions of demand and supply. The popularity of mobile devices and 3G/4G networks has made people “connected“ and “online“ anytime, anywhere. The era of "Internet +" is the era of "experience is king". The needs of users and the will of users are the core elements in the true sense. The application services and marketing methods tailored to users will become the development trend and will give birth to new ones. Application service system. To use Internet thinking to emphasize connections, the first is the connection of "people", the connection between users and users, the connection between media people and users. We should adhere to the path of “clarifying the target population ,strengthening user relationships,forming a core user pool“, and discovering and tracking information on user preferences, behaviors, moods, and demand differences through next-generation information technologies such as cloud computing and big data[6]. And analyze valuable data resources, provide comprehensive, systematic, accurate and pre-existing reference data for content dissemination decision-making, repackage the content to adapt to the new platform, and produce targeted information products in a targeted manner, so as to actively push and passively broadcast Combined, the user's attention and participation are increased, and the user is driven to change[6].

2.2 Unbounded interaction becomes the main trend

Before the development of the Internet, television was the main "screen" medium for people to receive information; from the Internet to the mobile Internet, the media terminals for people to receive information became rich; and from the mobile Internet to the era of the Internet of Everything, there will be more Content, more viewing methods, more sensing devices, and mobile devices access the network anytime, anywhere, and video interaction (3D interaction), brain-computer interaction (brain waves), and emotional interaction (sentiment analysis) will become unbounded interactions. the trend of. More detailed information and data services can be obtained through cloud services, which will greatly facilitate and solve the experience of mobile Internet users, provide users with powerful storage and computing capabilities, and ensure that different terminals simultaneously achieve the best video experience. Analyze users' preferences and needs, and realize “unbounded interaction“ from “one cloud and multiple screens“ to “user-centered“, and open up two user groups of TV viewers and new media users to ensure that they make appropriate decision making. Cloud-based big data analysis and context-aware terminals are combined to achieve integration of “cross-terminal, cross-time, cross-application, cross-industry, and cross-domain“ (Figure 1), to achieve personalized needs and services, intelligent services and Natural and harmonious human-computer interaction.

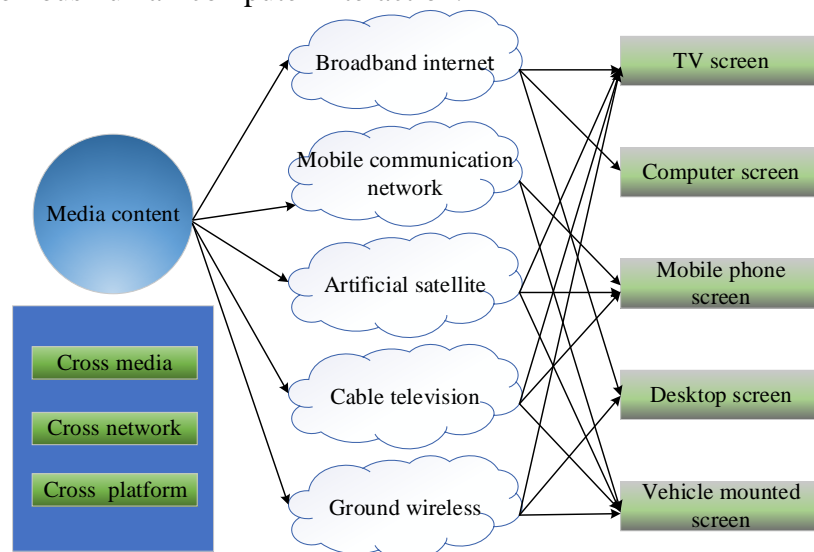


Fig.1. "Internet + Media" content multi-network, multi-screen communication trend

2.3 Network is the main line of development

The data is considered to be the basic living materials and market elements of the new era, and is as important as material assets and human capital. The current Web is still a network of coarse-grained documents and pages[7]. It is a network that creates, uses, disseminates, recreates, re-distributes, and reuses file information. In the next decade, data is concerned. The focus will be on the main purpose of people using the Web. Data-driven media will be the main body of the next decade of media, and will gradually become a unique currency; data-driven government will be the goal of governments in the next decade[9], using data to build public services will be the government and The direction of business cooperation; data-driven life will be something that everyone can understand in the next decade, and everything in the user is fragmented and recorded in different services. Through user behavior monitoring, using big data technology to “image“ the user's relationship and needs (Figure 2), these data can be recreated into group statistical data and then spread to build new knowledge, making content expression More intuitive, more beautiful, and more direct focus, which in turn helps users better solve problems in their lives.

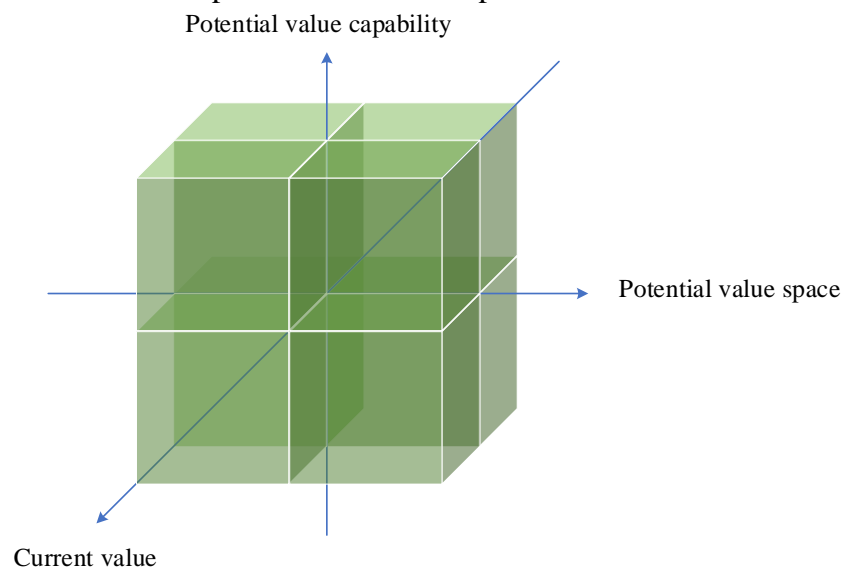


Fig.2. Media full data description

3. Media development path in the era of "internet + media" convergence

Promoting the development of media integration under the background of "Internet +" era has important practical significance for the construction of modern media system and the international development of China's media. Although media integration has achieved certain results today, it still cannot stop here[8]. Only by looking at the overall situation and re-examining the necessity of media integration with strategic thinking can we open up more smooth channels for effective innovation strategies.

3.1 Technical path

Media integration is based on the "Internet +" era, so there is no doubt about the dependence on computer technology and Internet technology. The information dissemination of traditional media itself has the limitation of time and space. The new media in the era of "Internet +" is a revolutionary subversion of time and space restrictions. Therefore, traditional media should fully absorb the advantages of new media, and continue to increase the intensity of relevant technological transformation to promote the new and old media to continuously enhance the depth and breadth of integration, and create a unified digital technology platform to ensure the function. At the same time, computer and Internet technologies are constantly being updated in modern mobile communication technologies. The technology upgrades and process reengineering of media-related industries are all for the convergence of functions in the process of media integration, so as to complement resources.

The advantages. Therefore, media integration should be highly integrated with the technical strength of various media, further optimize the advantages of technical resources, and effectively enhance the overall development of the entire media industry.

3.2 Content path

In the context of the "Internet +" era, the content resources of information have become an important part of the core competitiveness of the media. The market economy system dominates the laws governing the operation of the market economy. It can be seen from the actual life of people that the content resources are becoming more and more important. For the media, the content resources are relatively rich, and the authority and social responsibility of the traditional media itself determine that the selection and use of content resources must adhere to the principle of building quality content, and thereby enhance the attraction. The Internet media is in a relatively weak position as a content resource(Figure 3). However, its own charm determines that content resources are not the dominant factor in determining its survival and development. From the perspective of the nature of media integration, it can be regarded as a business transaction mode under the market economy system. Therefore, an important content in the process of complementarity is the complementarity of content. Only a breakthrough innovation in the traditional profit model can provide new support for the further acceleration of the media integration process.

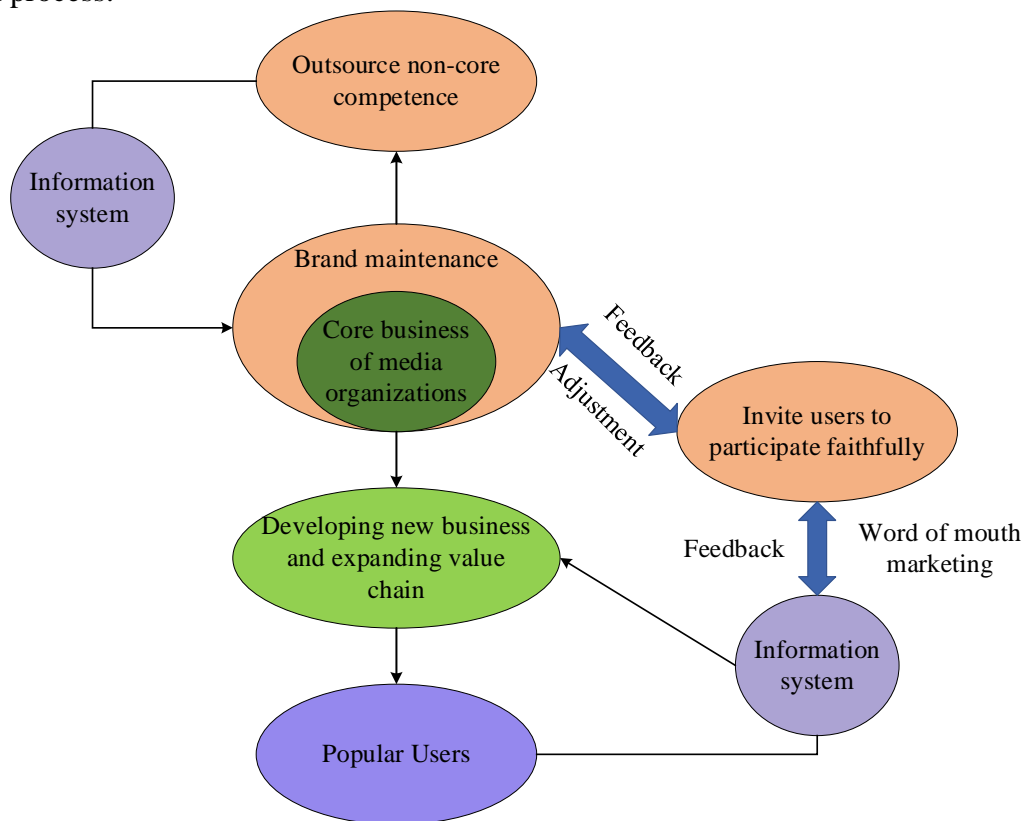


Fig.3. Innovative application model of media information chain

3.3 Cross-Industry path

The cross-industry integration of the media is intended to break the industrial boundaries between old and new media. Throughout the current media industry market, there is increasingly fierce competition for resource competition. In order to win greater advantages, the mutual penetration of traditional media and Internet media has become a trend, regardless of its process. What kind of attitude is adopted, and only in terms of the improvement of communication quality and service quality, the advantages of media integration need not be said. On this basis, embedding the concept of cross-industry integration in different industries into the process of media integration can also have a greater effect. At present, the effectiveness of the media industry market is moving

towards positive development, and the cross-border innovation of the media has become a big trend. Therefore, it is necessary to strengthen the alliance and cooperation of the media industry with a more open attitude, and further expand the scope of resource support to ensure Promote media influence through optimization of resource allocation.

4. Conclusion

In the era of "Internet +", new technologies such as mobile Internet, big data and cloud computing have completely changed social life, and it is possible to connect everything. This decentralized connection will enable the media to embrace the Internet and transform into new media with a more open mind. At present, most of China's traditional media transformation and integration is still in the exploration stage. Only by truly understanding the Internet thinking and understanding the essence of "Internet +" connection can we integrate with the Internet to truly realize the transformation of new media, instead of using simple "two micro One end" makes new media an accessory to traditional media. Traditional media should use Internet technology as an engine, give full play to the advantages of content and resources, build a platform, expand the scope of the industry, expand and strengthen the media through capital operation, and steadily transform to new media, so as to continuously enhance communication and influence. Realize their own value in the new media landscape.

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