

# Research on the Influence and Effect of Big Data on News Communication

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**Abstract:** The advent of the era of big data has provided a brand new space for the development of all walks of life, and has also brought profound changes in the field of news dissemination, especially in the process of news information dissemination is very crucial. The advent of the era of big data has revolutionized the widespread application of computer and network technology. Data journalism is an interdisciplinary and cross-domain news production method that has emerged in the era of big data. It requires new ways of thinking and support of multiple abilities. The use of information technology and digital technology in news dissemination has made its writing and reporting methods very different from the past. In the current situation of rapid development of big data, it is necessary to find the positioning of the news communication industry and analyze the future countermeasures for the development of the news communication industry.

## 1. Introduction

Big data refers to a collection of data that cannot be captured, managed and processed with conventional software tools within a certain time frame. It requires new processing models to have stronger decision-making power, insight and discovery power, and process optimization capabilities to adapt. Massive, high growth rate and diversified information assets. It has the characteristics of "4V", namely Volume (large amount of data), Variety (various data types), Velocity (fast processing speed), Value (low value density). Human society takes people as the main body, and human related cognition is a very rich database, whether it is emotion, experience, experience or experience. Therefore, it can be said that human understanding of life content, orientation and cognition is the data text analysis. In the era of global integration of big data, through big data research and enhancing the understanding and development of human behavior patterns, it can promote social harmony, government transparency and enterprise innovation, which has positive practical significance. Similarly, big data has a profound social impact on news dissemination. The iconic event is that GEN (Global Editors Network) established an international journalism professional award—"Data Journalism Awards" to explore the awards in recent years. It is not difficult to find out that the award-winning news is mostly investigative news, and it has always been its mission to emphasize the influence and news value of data news. It can be seen that the impact of big data on news dissemination cannot be ignored. Data journalism has strong social practical significance and market research value and should continue to strengthen research.

## 2. Characteristics of News Dissemination in the Era of Big Data

In the so-called self-media era, everyone can publish information in real time through the Internet device in their hands. This is the freedom that the network gives users. On this platform, users can publish freely, can choose to be anonymous, and speech is relatively free, so there are many real and interesting news. News listeners can choose topics that interest them, post comments, and discuss together. However, due to the uncontrollable nature of the self-media, the authenticity of news reports is sometimes difficult to confirm, and the follow-up effect of the media will cause them to fall into the wrong direction. The popularity of smartphones and tablet computers has deepened the influence of the Internet to another level. The spread of news has a larger space and a smaller time limit. News can be spread in scattered time and space. People's access to information has changed, and naturally their consumption habits will also be different. In a modern society,

people are more inclined to use scattered time to obtain information, which requires the media to optimize news choices. Fragmented time will lead to fragmented reading, resulting in an out-of-context effect. How to avoid it has also become an important task. Mobile terminals have become an important tool for people to obtain news. News dissemination has entered the era of media convergence. This “convergence” not only requires technical integration, but more importantly, the exchange and communication between news audiences, and the cooperation between various subjects in the news dissemination industry. Traditional paper media spread news with the help of information such as text and pictures. With the progress of the times, paper media has got rid of a single black and white mode, and entering the color era can give audiences a more intuitive experience. The emergence of various short videos allows people to read and listen selectively. Segmented audio and video greatly facilitate people's receiving of news. The presentation of news in the information age can be realized in text, pictures, network, and video, which expands the channels for news circulation.

### **3. The Influence of Big Data Era on News Dissemination**

The dissemination of news information lies in the discovery. How to discover news that can attract the interest of the audience and explore the meaning is a question that contemporary journalists need to think about. The emergence of big data has produced a database, which can analyze the needs of different groups of people in society through a series of numbers. The leader in the Internet search engine industry, Baidu, has applied the news dissemination of big data well. In the face of the Internet, if news is to be recognized by the audience, it is necessary to integrate the massive resources obtained, extract the information that the audience needs, and meet their individual needs for specific audiences.

The era of big data has changed the path of news acquisition, editing, storage, and dissemination, making the dissemination and release of news simpler and more user-friendly. In general, big data is used as a means of news dissemination in two ways: one is to take out the data in big data analysis and use it as a more persuasive means for news, plus a lot of raw news and clues, and In order to predict and prevent the occurrence of similar incidents. The second is to use various news online data directly as materials for news gathering and editing. In addition, the transformation of news reading from paper to electronic is a subversive change. For news dissemination, seizing this opportunity is very rare.

One of the functions of news dissemination is to influence the direction of public opinion. In the era of big data, many news acquirers will publish their opinions and opinions on news news through online platforms. At this time, news dissemination is needed to correct the direction of public opinion and guide. The values of news audiences develop positively. Through the technology of data analysis, the evaluation and discussion of the audience are integrated, and the corresponding policies are formulated to guide the development of public opinion based on the analysis results, and the audience's news perception is emphasized to improve the pertinence and popularity of news.

#### **3.1 Research on the Role of Big Data in Promoting News Communication**

With the development of network informatization and the advent of the era of big data, news media has also undergone tremendous changes, from traditional paper media that rely on text and pictures to spread information to radio and television media with audio and video and now a variety of segmented audio and video mobile terminal apps, such as Weibo, WeChat, etc., greatly facilitate people to receive news, and can selectively read, listen, watch or share what they are interested in anytime, anywhere The news has expanded the circulation and dissemination channels of news. This cross-age change has not only facilitated communication and exchanges between news audiences, but also advanced the news media industry into the era of media convergence. After all, “cooperation” is the main thinking of the Internet era, and only through cooperation and mutual complementation can be promoted. In order to have greater influence and obtain better communication effectiveness. For example, as my country's national media, CCTV itself has extremely high credibility and dissemination power. However, in the era of big data, it is still

undergoing effective integration and integration. It has not only established CCTV International Network Co., Ltd., but also launched Internet TV, Mobile TV, IPTV, public transport mobile TV and other services, to make full use of resources to achieve the overall coverage of the entire network, multiple channels, to obtain greater communication power.

The era of big data not only promotes the integration of news media, but also promotes the integration of news information data. First of all, the big data information network era has broken the monopoly of traditional media. The emerging self-media has the advantages of original and diversified content, and has gradually become an important news information source channel. However, due to its fragmented information, it needs to be used Big data integrates these fragmented data to improve the quality of news; secondly, the information in the era of big data is massive, and people's hobbies are different. In order to better accurately push news and meet the personalization of audiences Needs, big data must be used to generate and establish a database, analyze the different needs of different groups of people, and achieve accurate push, thereby improving the effectiveness of news dissemination. The integration of news dissemination information has brought about two changes: First, the production method of news has changed. First, the data obtained through big data is added to the original news to make the news more convincing and predictive. And to prevent the occurrence of similar incidents, the second is to mine news gathering and editing materials by analyzing online data to better suit people's reading interests; second, the change of news dissemination methods adopt simpler and more humanized dissemination methods, such as the development of mobile phones Clients, Netease, Sohu and other online news organizations have developed their own news clients to facilitate readers to obtain news information in real time. Another example is pop-up push, such as QQ news pop-ups, when there are hotspots, emergencies, etc. Pushing news in the form of pop-up windows not only compensates for the shortcomings of traditional media's timeliness, but also achieves accurate push, real-time delivery, fresh, eye-catching and impactful, greatly improving the influence of news.

Different from the “content is king” in the traditional news age, the news media in the big data era is positioned as the information and information service industry, and meeting the participation and needs of users is the first priority. Moreover, everyone can post information, express opinions, like, repost, recommend, or collect. Among them, reposting and recommendation are the active diffusion behaviors of news audiences. In this case, social hotspots and news focus are prone to appear , The formation of online public opinion and even online violence. Therefore, in order to better measure the degree of user participation and purify the cyberspace, big data technology must be used to quantify the effectiveness of the news from several aspects such as likes, comments, collections, forwarding, and recommendations through the media background. Evaluation. Through the big data analysis of the audience's network behavior data, the audience's approximate identity and personality sketches can be used to accurately target the audience, change the disadvantages of only focusing on the number of issues and not focusing on the quality of users, and achieve the comprehensive effect of news dissemination Evaluation. More importantly, analyzing the audience's online behavior data through big data technology can help news media find the center and direction of public opinion on the Internet, and use technical means such as deleting posts and banning or designating corresponding policies to guide public opinion in the right direction Development, so as to realize the main function and social responsibility of news dissemination to guide the correct direction of public opinion.

#### **4. Conclusion**

The advent of the big data era affects news media, information sources, production and communication methods, etc., and at a deeper level, it is the serviceization behind the digitization of news. Big data has had an impact on traditional news media, and it has also brought new opportunities for the vigorous development of news communication. Under the background of this era, big data technology should be used to meet the needs of audiences, improve service quality and communication effectiveness, and thereby Perform well the unchanging social duty of news dissemination to guide the correct direction of public opinion and make a positive contribution to

social development.

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