Research on the Legal Regulation of Internet Rumors under the New Media

Yang Zhen

College of Economics and Management, Tarim University, Alar, Xinjiang, 843300, China

email: tlmdxyz@163.com

Keywords: New Media, Internet Rumors, form of Communication

Abstract: With the continuous development of the Internet age, information transmission facing a series of opportunities and challenges. First of all, the Internet has created a broader communication platform and development space for information transmission. On the other hand, the diversity and flexibility of the Internet itself have led to certain problems and deviations in the transmission of information in the network information. Therefore, we should correctly understand the current network information protection process and limitations, in order to establish and improve the network information protection mechanism under the Internet environment.

1. Introduction

With the deepening of China's economic construction, the status in the international scope has also been promoted, and then the political, cultural, scientific and technological exchanges with various countries in the world have gradually become frequent, and the foreign mature network information model has caused a huge impact on the domestic cultural ideology. In order to guide the people's cultural ideology, people from all walks of life began to think about combining national cultural heritage with education, thus promoting the formation of a correct outlook on life and values.

2. New Media Background Overview

2.1. High pace of Information Dissemination

The information demand characteristic of the audience individuation inevitably causes the network information supply to present the difference. Different network audiences have different living environment, different experiences and different level of knowledge. The development of new media art gives the audience a more perfect and broad platform. Because the construction scale of internet information demand in the economic market is improving and expanding, it gives new development space and opportunities in the field of art. However, it is not smooth sailing for the current situation of network information demand, and the problems and limitations are still very important, so it is necessary for relevant departments to integrate and promote the good information demand experience and promote the healthy development of network new media in the network era.

2.2. Multi-angle Integration of Information

The market economy has developed and changed for a long time New media The normal operation and development of the main line, among which Artistic forms Ideas, new media Culture, economic benefits and other core content in the market economy changes are also in the replacement, continuous improvement [1]. The research of the new media on the audience's information demand and information desire is also deepening and developing, once the new media's information demand for the audience fails to establish a deep research and integration, it will directly affect the dissemination and development of its own information. With the deepening development of economic construction, the new media needs to strengthen the understanding and understanding of the information needs of the audience in the process of information orientation, design and dissemination. Change its own traditional new media means and new media mode, pay

more attention to the needs and changes of the audience, and provide a more extensive information type for the audience. Then it can ensure that the audience can have more choice space in the process of choosing the information they need, and can choose according to their own preferences. With the continuous development of the diversification and individuation of the new market media, the audience has gradually adapted to the targeted and directed information demand mode, and the individualized and subjective information demand behavior has become the mainstream of the information demand in the Internet market.figure 1 for the network rumor purification propaganda map.

Figure 1 Online rumor purification campaign

2.3. Full Information Coverage

Under the background of the development of the personalized information demand form in the internet market, the new media should transform and promote its own traditional new media means, and the audience should have a more expanded space to choose the information needs, rather than "limit" its own information needs in a small amount of environment. In the traditional business philosophy, the new media attaches importance to the acquisition of its own economic benefits in the new media model, rather than the transformation of the needs and psychology of the audience. On this basis, we can also integrate and study the relevant information of competitors and the same industry, which is the truth [2]. Only by understanding the needs of the audience and the new media forms in the same industry can we effectively establish a good new media mechanism in the new media art, and promote the acquisition of the economic benefits of the new media and the occupation of market share.

3. The Origin of Internet Rumors in New Media

3.1. The Definition of Information Events is not Obvious

The most prominent point of news is its own timeliness, often in the event after the occurrence of a short time to receive relevant reports. Once it has exceeded the reasonable time to report, the news communication will lose its own meaning. Therefore, in the definition of information transmission network information, there are no news events, but some of the works that criticize the news practice will also appear their own infringement phenomenon, and in the Internet environment is common, difficult to put an end to. as shown in figure 2 for online rumor disinformation news.

Figure 2 Online rumors disinformation news

Reduced credibility of network data. The main performance is that the validity and authenticity of the network data are constantly decreasing, and the degree of information falsehood in the network environment is no longer that Internet users can effectively identify in a short time. The phenomenon of false data sources is common in the current new media environment, and the continuous dissemination and derivation of false information from individual to group can form its own "false information network" in the network environment, which has a negative impact on the decision-making and judgment of a large number of Internet users on the Internet platform [3]. And in the process of internet information transmission, the original real information will be wantonly tampered with into false information, even if the information in the process of publishing has its own authenticity and validity, but through the platform of wanton tampering, will gradually "distortion ".

3.2. Infringement of Information Transmission is more Secretive and Costs Less

In the process of information dissemination and development in the current new media environment, people are greatly affected by the information, and with the impact of foreign information, the development of local network information in our country has been seriously affected. Because information transmission uses the form of artificial intelligence in the Internet, tailoring the direction and content of information acquisition for each user, the process of people accepting information media is also a process of collecting their own preferences. This kind of information shock, information cocoon room network communication form is not conducive to the audience to obtain more extensive information access, but also has the limitation of information integration and utilization in the new media environment.

Because the Internet itself information dissemination speed is fast, the dissemination scope is extremely wide, for a part of the information transmission dissemination, no matter how inadvertently can involve all aspects of society, the group involved is also relatively large. Once in-depth investigation of infringement, it is difficult to achieve effective results.

3.3. The Difficulty Coefficient of Litigation in Internet Environment is Large, and the Cost of Protecting Rights is High

With the improvement of the protection mechanism of our government and cultural related industries, we can also explore the necessity and importance of the development of network information. This series of problems are the important work content of network information workers and the necessary guarantee to avoid the embarrassing situation of network information.

Compared with the means of crime, the means of protecting rights are more difficult and complicated. Because the environment of the Internet itself is more diversified and complicated, and then the identity of the infringer itself is difficult to effectively verify, which increases the difficulties in the investigation process, and in the process of hiring a lawyer to complete the lawsuit, it will also consume a lot of manpower and material resources, and the cost of safeguarding rights is high. As a result, a large number of authors are deterred from applying for rights, and the protection of rights in the context of the Internet.

4. Improvement of Internet Rumors in New Media

4.1. A Relevant Legal System should be Established to Address the Gaps and Gaps in Laws and Regulations

In the past our country has not carried on the corresponding management and the punishment to the Internet infringement, causes some lawbreakers and the lawbreakers not to receive the reasonable effective restraint. And even if the relevant violations of the inquiry, the relevant measures are relatively simple, cannot effectively restrain the crime. The legislature should therefore. Refer to the international advanced and representative legal provisions, as soon as possible to establish and improve our country's Internet infringement, clear protection of relevant responsible persons, improve our legal system. as shown in figure 3 network rumor legal measures.

Figure 3 Legal measures for online rumors

4.2. Appropriate Phased Measures should be Established to Improve the Rights Protection System of Internet Rumors

In the Internet request environment, it is very difficult to protect the rights of works, the lack of necessary institutional protection and technical means, in the long run, the Internet social environment is constantly developing and mature. Once without effective regulation and restraint, Internet infringement will gradually deteriorate. Therefore, we should constantly establish a joint protection mechanism to protect the legitimate rights and interests of the parties.

And then it can effectively ensure that our country's Internet environment is green, stable, harmonious Internet for information transmission to create a broader communication platform and development space. The related responsible person's own network information benefit can obtain the corresponding safeguard, and gradually becomes our country information transmission one important platform.

5. Conclusion

Artistic communication in the new media environment should effectively avoid risks and enhance cultural integration and development stability. Because there are some negative aspects and factors in the network information and art, integrating them is the process of taking its essence and removing its dregs, and it is also the guarantee of the more perfect spiritual life of our people. Because the present information dissemination form is deepening, in the process of communication and development, we should also effectively avoid the risks and blows in the Internet platform, spread and carry forward the positive energy information with Chinese characteristics in people's life, and promote the secondary development of art and culture in the new period.

References

[1] Zhang Aijun, Wang Futian. Internet political rumors and big data governance. Lingnan Journal, no. 6, pp. 60-65, 2019.

[2] Peng Yanfen. Model selection of Network Rumor Governance in China. Employee Law World,

no. 6, pp. 37-38, 2019.

[3] Yang Yichen, Li Zhiming. An Analysis of Network Rumor Types under Four Dimensions. Academic Theory, no. 5, pp. 95-96,99, 2019.