The Impact and Integration Path between New Media and Traditional Media in the Era of Big Data

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Abstract

The advent of the era of big data has changed many things, and even subverted the traditional media industry model and form to a certain extent, which has had a huge impact on the entire traditional media industry. This paper discusses the characteristics of the era of big data and the impact of big data on the media industry, analyzes the impact of new media on traditional media in the era of big data from four aspects, and on this basis, proposes new media and traditional media in the era of big data. The integration path of ideas, models and talents.

Keywords

Era of Big Data; New Media; Traditional Media; Integration Path; Editing.

1. Overview of the Era of Big Data

1.1. Characteristics of the Big Data Era

Compared with the past, the characteristics of the big data era mainly include four aspects: large amount of data, diverse data forms, high-speed data dissemination, and high data value.

First, the amount of data is large . The primary characteristic of the big data era is the large amount of data. Due to the rapid development of information technology, people can use a variety of modern tools to collect all kinds of information, all kinds of social networks and service tools can record massive data, and a lot of information in daily life and work can be collected in the form of data, The growth rate of the overall data volume is extremely fast. After unified storage and analysis, the corresponding database can be obtained. For example, the commodity transaction data involved in Taobao every day is about 20TB, and there are thousands of online media that people use in their life and work, and the scale of data generated every day is huge.

Second, the data comes in various forms . Since there are many sources of data and a wide range of people and things are involved, the data forms obtained in the era of big data are also extremely diverse. No matter what form of data information, it can play different roles at different times and on different occasions. For example, through intelligent analysis of data, people will be affected by their own data when using Taobao and various self-media platforms. The system automatically recommends the content that best matches their browsing preferences. The main reason is that the platform automatically analyzes the user's log data, fully understands the user's network needs and browsing preferences, and recommends more relevant content accordingly. Different carriers spread through different network channels, showing the diversification of information, and the data left by people on various network platforms also presents various forms [1].

Third, the data processing speed is high . The generation, dissemination and analysis of big data all rely on the Internet. At present, almost every adult needs to use the Internet. In the process of using, it will inevitably leave a wealth of data information, which needs to be processed in real time. Under normal circumstances, many platform systems will automatically save such data information, but storage requires space. The larger the amount of data information, the

larger the space occupied. In order to reserve a certain amount of storage space, most platforms will save the data within a certain period of time by default, such as one month or one week, while the earlier data will be automatically cleared or manually cleared. At present, many platforms can complete the real-time dissemination and analysis of data information, so the new media in the era of big data also has the characteristics of freedom of dissemination and strong timeliness [2] .

Fourth, the data value is high . The value of data in the era of big data is usually high. People can analyze a large amount of data information with the help of modern tools, and dig out data types with specific laws and application values. Explore the corresponding value points, apply them in specific fields, and finally achieve the goals of improving work efficiency and promoting production management.

1.2. The Impact of Big Data on the Media Industry

First of all, big data has transformed the media industry from the scarcity of content in the past to the current state of excess content. Various forms of self-media platforms are producing a large amount of content, many of which are excellent. Secondly, big data promotes the integration and development of various industries. Using the Internet as a carrier, it organically integrates various industries with clear boundaries, and derives industry types that are more in line with the needs of the people in the new era. Thirdly, big data has promoted the construction of the Internet ecosystem. With the continuous application of big data, the Internet media has formed a network ecosystem jointly formed by content, products and platforms, and this new network ecosystem has self-organization. It is accepted and recognized by more and more people because of its characteristics such as self-operation and self-operation.

2. New Media in the Era of Big Data

Impact on traditional media In the era of big data, new media is gradually replacing traditional media, which has an important relationship with its strong timeliness and diverse forms of expression [3] . The emergence of new media has brought various impacts on traditional media, mainly involving pressure, audience, advertising market, investors and transformation.

2.1. Bringing Huge Pressure to Traditional Media

The product content of new media is very different from traditional media. Although they all serve people in the form of media, new media often use modern technology to record, collect and analyze user data, and push media content to more accurate groups of people. For example, if the audience tends to browse food information, corresponding records will be left in the background, reminding the new media to focus on food creation. Compared with traditional media, new media can provide users with more targeted information services with the help of the intelligence of big data, while traditional media do not have these functions. Therefore, with the rapid development of new media in the era of big data, the survival pressure of traditional media is increasing, and it is necessary to re-examine its market position and explore the future development path.

2.2. Take Away Part of the Audience of Traditional Media

Judging from the current social situation, basically every adult uses a smartphone and uses various short video platforms. Among them, the number of users of Toutiao, Douyin, Kuaishou and other platforms has shown explosive growth. Even the elderly who used to use traditional media such as TV and newspapers have begun to learn to use new media tools. The increasing number of middle-aged and elderly people on platforms such as Douyin fully demonstrates this. The prevalence of these new media is gradually taking away a large number of audiences of traditional media. In addition, in the era of big data, people's eyes are getting wider and wider,

and many new media companies have begun to implement cross-border development to provide people with more diversified products and services. For example, many self-media platforms are developing network products. A lot of resources will be invested in the development of paper products, which will not completely lose traditional media, but can rationally apply and focus on the development of new media, attracting more audiences.

2.3. Divide the Advertising Market of Traditional Media

Traditional media usually provide consumers with services of selling goods and information dissemination, and a large part of their income comes from commodity advertisements. Traditional media such as TV stations often only need to directly broadcast corresponding advertisements according to the requirements of advertisers. Consumers can only see such ads on traditional media platforms such as TV stations. However, for new media, in addition to advertisers, its partners also include big data research institutions. Some new media themselves have the function of big data analysis, and finally achieve the purpose of accurately publishing and disseminating various types of content. For example, people can directly use self-media platforms to publish advertisements, and they can also present advertising information to the public in a more grounded and innovative form. As long as people have smartphones and other devices, they can see these new media advertisements anytime, anywhere. For example, publishing advertisements in popular online dramas, on Weibo's hot search list, WeChat public account and short video platforms can attract more consumers' attention.

Compared with traditional media, advertising in new media is more intelligent. People can capture the most popular types of advertisements through the capture and analysis of big data, and place different advertisements for different groups of people, which greatly improves the accuracy of advertisement placement. For example, when consumers use smartphones to search for daily necessities, promotional advertisements from nearby supermarkets will automatically pop up. Consumers with shopping needs have a significantly higher probability of clicking on such advertisements. For another example, when people enter other areas to play, after entering the territory of the area, many attractions and special product introductions in the area will appear on the mobile phone. It is precisely because the background of the mobile phone can collect and analyze various data of users in real time, so as to fully understand the user's life and movement trajectory, and then use big data to determine the user's current needs and display these accurate advertisements in front of them. However, this form of advertising cannot be used by traditional media. On the one hand, it is restricted by its technical means, and on the other hand, it does not have the function of real-time update and presentation. Therefore, the emergence of new media has divided the advertising market of traditional media to a large extent, resulting in less and less advertising share of traditional media.

2.4. Attract Investors Who have Left Traditional Media

With the continuous emergence of various new media, many users have begun to use these new media platforms with obvious convenience, and the application frequency of traditional media such as newspapers and TV has dropped significantly. The value of any kind of media is closely related to the number of its audiences. As the focus of a large number of users has shifted from traditional media to new media, the number of audiences of traditional media has continued to decrease. Faced with this situation, many investors are no longer willing to invest in traditional media, and also turn their investment attention to the new media field. At this time, the attraction of new media to traditional media investors is very obvious, and the investment market of traditional media is quickly divided.

3. The Integration Path of New Media and Traditional Media in the Era of Big Data

The integration path of new media and traditional media mainly includes four aspects: content, concept, mode and talent.

3.1. Convergence of Content

Whether it is new media or traditional media, in order to increase the attention of users, the most important thing is to ensure that high-quality content can be continuously produced. Therefore, in the process of the fusion of the two media, the content fusion must be realized first.

3.1.1. Use Traditional Media to Compile Content

In the process of content fusion, it is necessary to maintain the unique cultural background and functional characteristics of traditional media to achieve effective allocation of media resources [4] . For example, people should objectively view the advantages of traditional media in collecting and editing content, continue the rigorous and pragmatic style of collecting and editing traditional media, and arrange for professionals to collect and edit information content. The basic principle of "communication after confirmation" guarantees the authenticity and reliability of the content published in the media.

3.1.2. Dissemination of Content with the Help of New Smart Tools

One of the biggest flaws of traditional media is that the content spreads slowly and has a strong lag. In the process of integrating traditional media and new media, it is necessary to use new intelligent tools to disseminate media content. For example, big data technology can be used to analyze user information, build a database, and monitor and compare the data in the database in real time, thereby optimizing the content of traditional media. The ability to generate and disseminate, and at the same time, it can effectively avoid problems such as low content quality that are common in new media. In the future, the development of media must be "the one who obtains the content wins the world". Only when high-quality content is available and can be effectively disseminated to users, can the perfect integration of traditional media and new media content be truly realized, so that the content of media communication can truly be achieved. Bring value to users.

3.2. Fusion of Ideas

In the process of the fusion of new media and traditional media concepts, on the one hand, it is necessary to expand the supervision concept of traditional media, and on the other hand, it is necessary to properly learn and extend the new media's concept of chasing hot spots.

3.2.1. Expand the Concept of Traditional Media Supervision

Traditional media has developed for many years, while new media has developed in just a few years, although modern technology has largely contributed to the rapid development of new media. But on the whole, traditional media has a more complete and mature management system, and the industry experience of traditional media is relatively more comprehensive and richer. At the same time, traditional media are usually operated by specialized media organizations with authoritative industry qualifications. Therefore, the content disseminated in traditional media usually has higher credibility and a relatively high status in people's hearts. will have a more pronounced impact on people. Although the new media in today's era has brought a huge impact on the development of traditional media, traditional media still cannot be completely replaced by new media, and the future development path must be an organic integration of the two. The style, content form, audience group and publication time of traditional media have all formed specific rules in the long-term operation process, and have also left a fixed and deep impression in people's minds. Therefore, in the process of concept

fusion, we must focus on analyzing and refining the successful experience of traditional media, and reasonably expand its existing supervision concepts, further standardize the content of new media operations, appropriately raise the threshold for new media operations, and formulate more effective supervision and management. system and supporting laws and regulations, and strengthen the supervision of new media.

3.2.2. Extend the Concept of New Media Chasing Hot Spots

One of the biggest features of new media is that it can track hot events in the first time, which is in line with people 's needs for understanding various news events, and can drive discussion and sharing among users in a short period of time. For example, new media can directly communicate with netizens distributed in various regions through the Internet, and can also quickly give feedback on corresponding issues, with almost no space limitations. People can also directly use Weibo and self-media platforms to search for all kinds of real-time information they want to know, so as to understand and follow up on hot events. However, the new media's concept of chasing hot spots needs to be further extended, and efforts must be made to increase the amount of original news released in new media, reasonably refer to the news gathering and editing attitudes and methods of traditional media, and disseminate to netizens in a more objective and rigorous way while chasing hot spots. information.

3.3. Convergence in Mode

3.3.1. Use Big Data Technology to Optimize Experience Mode

People can experience authoritative, reliable, high-quality and copyrighted content from traditional media, and can experience fast, easy-to-read and targeted fragmented content from new media. In the process of integrating the two, it is necessary to further optimize the experience mode with the help of big data technology. Complete the analysis of massive data through big data technology, capture accurate users and then provide them with targeted content, realize the directional dissemination of media information, and combine the preferences and needs of different users to bring better media applications to users experience. At the same time, data analysis technology can also be used to find the most valuable data information and improve the credibility and objectivity of media content.

For example, China Daily has made full use of big data technology to optimize the media experience model, realize the organic integration of traditional media and new media, and also provide a good reference for the integration of other types of new and old media. As a representative of traditional media, China Daily realized in 2013 that new media would become the trending media of the times, and began to explore new media models. By 2020, China Daily has become a traditional media and new media. A representative of the successful integration of media, and a pioneer in the field of media fusion. From the perspective of the user experience model, it not only retains the high-quality and authoritative content of traditional media, but also makes full use of new media means to push the content that best meets the needs of target users to users in a short period of time.

3.3.2. Enriching Operating Models through Diversified Forms

In the operation mode of traditional media, due to its stricter means of collecting and editing media content, the published content has strong authenticity and reliability. In the new media operation mode, because it can be deeply integrated into people's life and work, it uses various forms of platforms as the carrier to provide people with a lot of convenience. Relatively speaking, new media can quickly adapt to the development of the times and accelerate the pace of social development, while traditional media is the basic prerequisite for social development. On the whole, both traditional media and new media occupy an important position in the process of social stability and development.

In the future, it is necessary to further strengthen the role of the two media, and enrich the operation model of the integration of traditional media and new media with more diversified forms. For example, it can effectively screen out the operational advantages of old and new media, use traditional media to collect and analyze news content, use new media platforms to publish news content, and promote the perfect integration of the two through complementary cooperation. In addition, it is also necessary to combine the current development direction of public opinion to find a media operation system that best meets the needs of the public and has good authenticity and interactivity. While promoting the efficient dissemination of news, it will make more contributions to social development.

3.4. Integration of Talents

In the development process of the big data era, the flexible collection and application of big data is bound to be inseparable, and this process requires the participation of professional talents. Due to the more precise positioning of big data advertising, higher requirements are also imposed on its conversion rate, and its conversion rate largely depends on whether the technical ability and creative level of the practitioners meet the corresponding standards. In order to ensure better integration of new media and traditional media, it is necessary to strengthen the integration of talents and strive to cultivate more all-round talents. In addition to the writing skills of traditional media practitioners, media practitioners also need to have good video creation, editing, editing and operation capabilities, and be proficient in using various equipment and new media platforms.

4. Conclusion

In the context of the era of big data, the rise of new media has had a significant impact on the development of traditional media to a large extent . This is not only an inevitable situation in the development of the media field, but also an unavoidable challenge during media reform. It is under the impact of new media that traditional media can fundamentally discover their own shortcomings, try to meet the trend of the times, and explore new development paths by integrating with new media. In the process of the integration and development of the two media, it is necessary to combine the development characteristics and trends of the big data era to refine their respective advantages, and on this basis, promote the effective integration of the two. In this way, in addition to effectively enhancing the communication value of the two media forms, it can also bring people a better media application system and promote a healthier and more stable development of the media industry.

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