

Research on the Characteristics and Influencing Factors of Economic Information Dissemination in the New Media Era

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Abstract: With the rapid development of internet technology, social media platforms, and the proliferation of mobile devices, the ways in which people access, process, and disseminate economic information are increasingly diversified. In the economic sector, the rise of new media has led to economic information dissemination displaying distinct characteristics of immediacy, interactivity, and diversity. Information spreads faster, allowing market dynamics and policy adjustments to quickly reach a broad audience. The public actively participates in discussions through new media platforms, forming a two-way interactive information exchange model, thereby meeting the personalized needs of different audiences. To drive the transformation of information dissemination, technological factors play a significant role. The development of new media technology provides broader space for information dissemination, while economic and social factors also have a profound impact, changing the content and methods of information dissemination. To address the challenges of the new media era, it is necessary to improve based on actual conditions, gradually enhance the quality of information, and ensure its authenticity and accuracy; use new media technology to increase the efficiency of information dissemination; enhance interactivity, encourage public participation in discussions; optimize communication channels, select appropriate platforms for the audience, improve the effectiveness of economic information dissemination, and better serve socio-economic development.

Keywords: New Media Era, Economic Information, Characteristics of Dissemination.

1. Introduction

As technology rapidly advances and the internet becomes widespread, the new media era has quietly arrived, changing the way people access, disseminate, and communicate information. Particularly in the economic field, the emergence of new media has expanded the channels for disseminating economic information, as well as increased the speed and efficiency of information dissemination. Traditional modes of economic information dissemination can no longer meet modern society's demands for immediacy and diversity, and new media has filled this gap. In the new media era, economic information dissemination shows new characteristics; economic information can be quickly and accurately disseminated to every corner, whether it is stock market fluctuations, policy changes, or corporate development dynamics, all can be known by a broad audience in real time [1-4]. The interactivity of new media means that the audience is no longer passive receivers of information but can participate in the dissemination and discussion of information, forming a two-way interactive information exchange model.

However, economic information dissemination in the new media era also faces some challenges. To ensure the authenticity and accuracy of information, leverage new media technology to enhance the efficiency of information dissemination, and increase audience participation and interactivity, it is necessary to deeply analyze the characteristics, influencing factors, and optimization strategies of economic information dissemination in the new media era, providing useful references for effective economic information dissemination.

2. Characteristics of Economic Information Dissemination in the New Media Era

2.1. Immediacy

New media, as a new form of information dissemination, possesses many notable characteristics, among which immediacy is the most prominent. In today's high-speed development of informatization, economic activities require high timeliness of information. Traditional modes of information dissemination often involve delays, which cannot meet the fast-paced needs of modern economic activities, while the emergence of new media changes this situation. Continuous advancements in internet and mobile communication technology enable new media to achieve real-time publishing and transmission of information. Whether it's market dynamics, policy changes, or corporate announcements, they can be quickly disseminated through new media platforms to all corners. This immediacy greatly enhances the speed of economic information dissemination, allowing participants in economic activities to obtain relevant information in real time and make quick decisions. In this context, new media has become an important channel for the dissemination of economic information. It can meet the high demands for information timeliness of economic activities and also attract more audience attention through interactive and diverse forms.

2.2. Interactivity

In the new media era, the mode of information dissemination has undergone fundamental changes. In the traditional media era, the dissemination of information was typically one-directional, from media institutions to the

audience, lacking feedback and interaction. However, the emergence of new media changes this model, achieving a two-way flow of information. For example, social media, blogs, and forums provide the public with channels to post comments, reply, and share opinions and views. This interactivity makes the dissemination of information more free and flexible, greatly promoting the sharing and dissemination of information. Economic information dissemination is no exception; through new media platforms, the public can stay informed about key information such as market dynamics and policy adjustments in real time and express their own insights and opinions. This enhanced interactivity improves the effectiveness of economic information dissemination, making it closer to public needs [5-7]. The public can participate in discussions on economic topics through new media platforms, forming a public opinion field, thus influencing policy-making and market changes.

2.3. Diversity

New media, as a product of the digital age, is characterized by the diversity of information forms, enriching the ways of economic information dissemination and meeting the needs of different audiences. Traditional media, limited by dissemination channels and technical means, could only convey information mainly in text or image form. However, new media, based on digitalization, covers various forms of information including text, sound, images, videos, and more. In the field of economic information dissemination, this diversity is particularly important. Through live video broadcasts, audiences can watch real-time market trend analysis; through audio podcasts, people can listen to experts interpreting economic policies; rich images and text reports allow the audience to more intuitively understand economic phenomena. The diversity of new media enhances the readability and visualization of economic information, making the dissemination of information more vivid and interesting. This diversified form of information can better attract the audience's attention and improve the effectiveness of economic information dissemination.

Table 1. Diversity of Economic Information Dissemination Forms in New Media

Form of information	Importance
Text	Provide detailed and accurate economic information to facilitate in-depth interpretation
sound	Allow the audience to access economic information while on the move or when it is not convenient to read
Picture	Visual presentation of economic data for quick understanding
Video	Vivid display of economic phenomena to enhance audience participation and interest

3. Influencing Factors of Economic Information Dissemination in the New Media Era

3.1. Technological Factors

With the rapid progress of the internet and mobile communication technology, new media platforms can quickly transmit various types of economic information to a global audience, breaking geographical and temporal limitations,

enhancing the speed of information dissemination. The application of big data and cloud computing technology makes new media more efficient and precise in processing massive amounts of economic information. Through data analysis and mining, new media can extract valuable information, providing the audience with more personalized content and services, thereby meeting the audience's information needs and promoting the effective use of and dissemination of economic information. Additionally, the development of new media technology also brings convenience in accessing information. Users can access new media platforms anytime, anywhere, using devices such as smartphones or computers, to obtain the latest economic information. This convenience increases audience participation and interactivity, making the dissemination of economic information more widespread and in-depth.

3.2. Economic Factors

Changes in the economic environment have a profound impact on the dissemination of economic information. On one hand, as the degree of economic globalization deepens, the economic connections between countries become increasingly close, leading to a significant increase in the demand for economic information dissemination. Whether it's the investment decisions of multinational corporations or the macroeconomic policy-making of governments, timely and accurate global economic dynamics are needed. On the other hand, changes in the economic cycle also directly affect the content and methods of economic information dissemination. In periods of economic prosperity, market confidence is high, and investors are more optimistic about future economic prospects, focusing more on market opportunities and investment opportunities during economic information dissemination. Conversely, in times of economic recession or crisis, market uncertainty increases, and investors pay more attention to risk management and asset preservation. Therefore, economic information dissemination needs to focus more on policy adjustments, market trends, and industry dynamics.

3.3. Social Factors

In the digital economy era, data has become a major force driving economic development, and the demand for data-driven economic information is increasingly strong. This data includes not only macroeconomic data, such as GDP growth rates and inflation rates, but also micro-market data, such as consumer behavior and product sales. The audience hopes to use this data to more accurately grasp market dynamics and provide support for decision-making. Additionally, social public opinion and public sentiment are also important factors affecting the effectiveness of economic information dissemination. In the era of information explosion, people often access economic information through social media, news websites, and other channels, influenced by others' opinions and emotions. Therefore, positive social public opinion and active public sentiment can help the rapid dissemination and positive impact of economic information, while negative public opinion and negative public sentiment may hinder the dissemination of economic information or have a negative impact.

4. Strategies for Optimizing Economic Information Dissemination in the New Media Era

4.1. Enhancing Information Quality

To improve the quality of economic information dissemination, a series of measures must be taken to ensure the authenticity, accuracy, and completeness of information, as illustrated in Figure 1. First, strengthening content review is crucial, involving strict screening and verification of each piece of economic information to ensure reliable sources and accurate data, thereby preventing any form of misinformation from misleading the public. Second, encouraging the

participation of authoritative institutions and professionals in the release of economic information is vital. These entities, with their professional knowledge and extensive experience in the economic field, can provide high-quality, credible economic information, offering robust support to the public and decision-makers. Third, including background explanations when releasing economic information is also very important. Detailed background introductions and analyses help the public better understand the reasons and trends behind economic phenomena, thus more accurately grasping market dynamics. This enhances the readability and comprehensibility of the information and also increases public trust and identification with economic information.

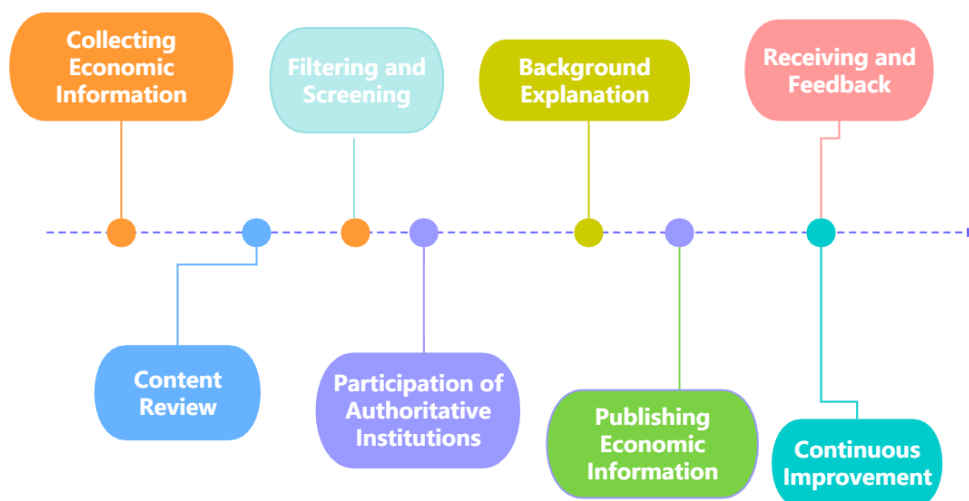


Figure 1. Process for Improving the Quality of Economic Information Dissemination

4.2. Leveraging New Media Technology

To enhance the effectiveness of economic information dissemination, the advantages of new media technology can be fully utilized. In practical application, big data and cloud computing technologies are used for deep analysis and mining of economic information. These technologies can process massive amounts of economic data, uncover patterns and trends, thus providing more precise, personalized information services to the public and decision-makers. Additionally, utilizing social media, short videos, and live streaming on new media platforms presents economic information in a more vivid and intuitive manner. Social media platforms allow for real-time interactions, sharing of views and experiences, enhancing the dissemination power and influence of information. Short videos and live broadcasts, through the integration of images, sound, and text, transform complex economic phenomena into intuitive, easy-to-understand content, increasing the readability and visualization of the information [8-9]. This comprehensive application of new media technology can enhance the efficiency and coverage of economic information dissemination, meeting the information needs of different audience groups.

4.3. Enhancing Interactivity

When enhancing the interactivity of economic information

dissemination, we emphasize encouraging audience participation and feedback. In today's highly digital and internet-developed age, strategies for enhancing the interactivity of economic information dissemination are increasingly diverse, as shown in Figure 2. Online interaction platforms have become important channels for people to obtain information and exchange views. To enhance the interactivity of information dissemination, new media platforms such as social media, forums, and blogs can provide channels for audience discussion and feedback, allowing them to freely express opinions, ask questions, and share experiences. This interactive approach can increase the interactivity and engagement of information, helping the audience to understand economic information more deeply and form a more comprehensive and accurate understanding. Additionally, organizing online and offline events is also an effective way to increase audience interaction with economic information. Online events, such as webinars, online forums, and themed discussions, can gather a large audience through online platforms, enabling real-time cross-regional communication. Offline events, such as physical lectures, seminars, and exhibitions, provide a more visual and in-depth economic information experience for the audience, facilitating face-to-face deep exchanges and improving the dissemination effect of economic information.

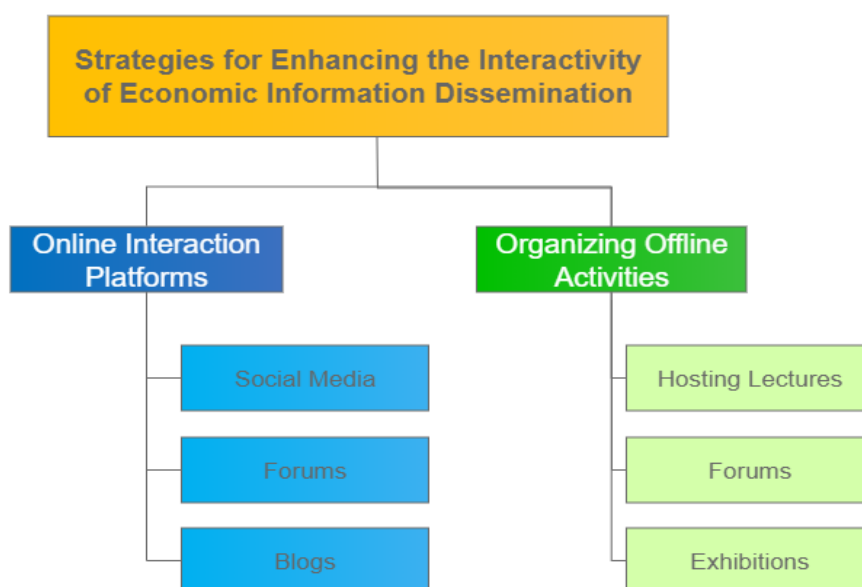


Figure 2. Strategies for Enhancing the Interactivity of Economic Information Dissemination

4.4. Optimizing Dissemination Channels

To improve the precision and effectiveness of economic information dissemination and meet the needs of different audience groups, it is necessary to select appropriate dissemination channels based on their characteristics and preferences. For example, for the younger generation, social media platforms like WeChat Public Accounts and Weibo can be used to disseminate economic information in a trendy, concise manner, attracting their attention and participation. Additionally, strengthening cooperation with mainstream media and business institutions is important. Mainstream media have broad coverage and credibility, playing a significant role in the dissemination of economic information. By collaborating with mainstream media, the powerful dissemination capacity and influence can be leveraged to rapidly and accurately convey economic information to a wide audience. Business institutions, possessing rich market resources and data support, have keen insights into economic phenomena and trends. Collaborating with business institutions allows for joint exploration and interpretation of economic information, providing the audience with more comprehensive, in-depth economic analyses, promoting the widespread dissemination and deep penetration of economic information, and injecting more vitality and momentum into social development [10-11].

4.5. Providing Personalized Services

In the information age, the audience's needs for economic information are increasingly diversified and personalized. To meet this trend, it is important to focus on providing personalized economic information services. Based on the interests and needs of the audience, implement customized news push strategies to ensure that each audience member receives economic news that matches their focus and interests. For audiences in specialized fields, provide deep analyses and interpretations to meet their needs for in-depth exploration of specific economic issues. Additionally, data analysis becomes an important tool for achieving personalized services. By deeply analyzing user data, the preferences, needs, and behavior patterns of the audience can be accurately understood, allowing for adjustments in dissemination strategies and content. This data-driven approach can more

precisely grasp the psychology and needs of the audience, providing services that are closer to their interests and needs. Through this method, the relevance and effectiveness of information are improved, enhancing the audience's interest in and identification with economic information, promoting the dissemination and popularization of information.

5. Conclusion

In the context of the new media era, the importance of economic information dissemination is increasingly emphasized. With the continuous advancement of technology and rapid changes in the social environment, the methods of economic information dissemination have undergone profound transformations. New media, with its characteristics of immediacy, interactivity, and diversity, provides strong support for the rapid, accurate dissemination of economic information. However, economic information dissemination in the new media era also faces a series of challenges, such as improving the authenticity of information, dissemination efficiency, and audience participation. To address these issues, it is necessary to continuously explore and innovate, using scientific methods and strategies to optimize economic information dissemination. As new media technology further develops and is applied, economic information dissemination will encounter more opportunities and challenges. With everyone's joint efforts, a healthy, orderly, and efficient economic information dissemination ecosystem can be built.

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