

Analysis of the Development Prospect of Multi-platform Media Based on Users' Psychological Needs

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Abstract: With the rapid development of mobile Internet and the increasing popularity of intelligent media digital terminal technology, people have entered the all-media era with visual images as the main media content. In the all-media era, all kinds of traditional media have been impacted by the Internet to varying degrees. The new technology, form and the psychological needs of the audience promote the development and changes of the content. Based on the above background, this paper explains the transformation of multi-platform new media, which is different from traditional media, clarifies the current situation and trend of audience demand from behavioral and psychological aspects, analyzes the development of multi-platform media based on users' psychological needs, and puts forward feasible countermeasures for the future development of this industry. Changes in technology, form, content and psychological needs of the audience will inevitably bring about new development of media communication. Relevant personnel should grasp the psychological needs of users in the new media era and respect their media usage habits, so that traditional media and multi-platform new media can be deeply integrated, thus continuously improving the influence of the media.

Keywords: User's psychological needs, Multi-platform, New media, Development prospect.

1. Introduction

In 2013, it was called the year of change in the media industry by people in the industry, and it was also the first year of interactive popularization of mobile video. With the wireless connection between smart phones, tablet computers and large screens such as televisions and projectors, and the combination of large and small screens into a video matrix, more and more mobile terminals have penetrated into the daily work and life of audiences [1]. We have to admit that the multi-screen era has been activated, and the emergence of new media has also triggered a series of changes. Compared with the traditional media, the new media has changed the communication state of the traditional media: from point to multipoint to multipoint [2]. In this family that was born by modern science and technology, there are all kinds of members who are closely related to social life and people. Traditionally, the media is the subject that editors decide to report, and journalists collect facts, then edit them into news, and disseminate them to the public in the form of newspapers or programs. With the continuous development of technology, people's access to information is faster, especially since the continuous updating of the media, which makes the way of information dissemination more convenient, reduces the cost, and makes people's access to information faster and faster [3]. In the new media era, all kinds of traditional media have been impacted by the Internet to varying degrees. Since 2013, the advertising revenue of newspapers in China has been declining. By 2017, online advertising has surpassed TV advertising, ranking first in media advertising revenue [4]. The Internet's connecting attributes make people and things exchange needed goods. Audio-visual content is realized by clicking, commenting and sharing. The works no longer follow the original intention of traditional creative art, but point to the content products under the guidance of industrialization and marketization [5]. Therefore, it is of practical significance to analyze the development prospect of multi-platform media.

With the development of Internet technology, all kinds of terminal devices, which are represented by audio and video, have become "artificial limbs" that affect the audience's behavior and psychology, forming a normalized and industrialized development status [6]. The arrival of the new media era rewrote the history of information dissemination, enabling the media and the audience to realize "identity conversion" and "identity docking", thus reconstructing the relationship between the media and the audience, and creating a brand-new audience group and media communication form [7]. With the rapid pace of life and the fragmentation of leisure time, people's time to accept traditional media such as paper media and TV media has been greatly reduced, and fewer and fewer people get information by reading newspapers [8]. At the same time, electronic information output tools such as computers, mobile phones and tablet computers have become important media for audiences to obtain information. Short video has become a new national application industry, and the market is booming [9]. In the fierce competition of media, the linkage between media has become increasingly frequent. Media linkage is an effective way to integrate media information, create media synergy and cope with market competition. Literally, media linkage refers to the joint action of various media when they report the same event in the same time range. This paper expounds the close relationship between multi-platform media and audience's psychological needs, and based on this, analyzes and discusses the development prospect of multi-platform media.

2. New Features of New Media

New media content is the audio-visual products that are produced and spread by new media equipment, have some characteristics of film and television art, and can be uploaded and downloaded. Because of its carrier characteristics of Internet technology, the traditional creation and audience of audio-visual content have changed [10]. The theoretical model put forward by Wilbur Schramm, the father of communication, is shown in Figure 1.

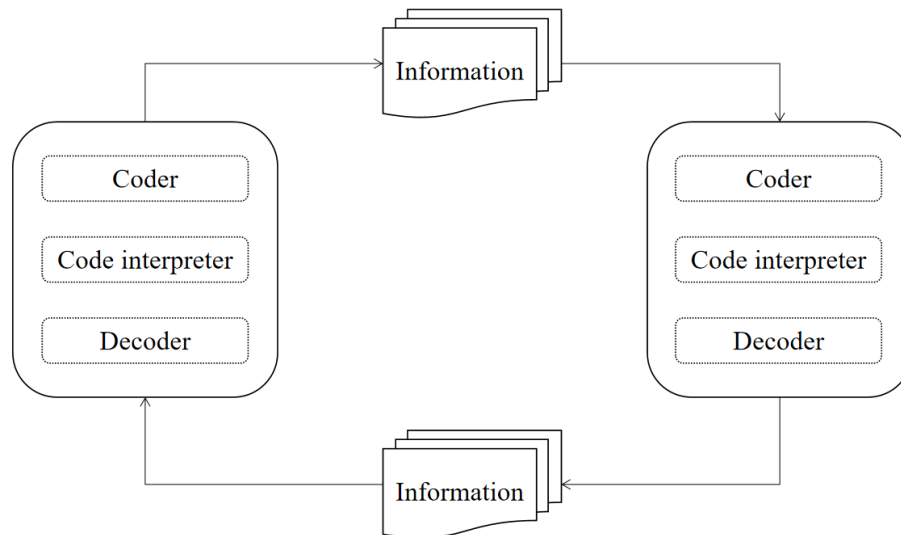


Figure 1. Shi Lamu's theoretical model

Traditional information dissemination is a kind of dissemination for an indefinite number of users. After each message is sent, it is difficult to accurately measure who will eventually receive it. Through new media, this situation can be changed to a great extent. Among the vast amount of information that new media technology can provide, no matter which news website you read, the relevant information links you see are very rich. The background information of events, reports on related topics, various expert comments and even netizens' opinions, as well as pictures and audio-visual information, are all beyond the traditional print media. In addition, the voice of a single media is weak, and it is difficult to have any great guiding effect on public opinion. However, the power of multi-platform media aggregation can produce great public opinion strength. Especially in the publicity of some major events, the resultant effect of media linkage can not be ignored.

The new media spreads information at an extremely fast speed, almost synchronizing with news events, which has been proved by facts. Traditional media has weak interactivity, and its position is stronger than that of users. It determines what information users "choose", and users' feedback is often weak and powerless. With the rapid development of media, great changes have taken place in the channels and forms for the audience to obtain information. Moreover, great changes have taken place in form, content and audience psychology.

3. Demand Analysis of Multi-platform Media Users

3.1. General motivation of users to use media

As a brand-new and relatively independent interaction mode, new media blurs the roles of traditional mass communicators and users, and there is no clear leader in communication events, so communication activities are in a state of self-organization; Information can be transmitted as rapidly as nuclear fission, and individuals in any communication system can be both users and communicators. Nowadays, the trend of social media linkage is more and more obvious, and the needs of the audience are more and more diversified and high-level. Users have their special purpose

and motivation to contact the media, and people get some satisfaction by using the media.

Interpreted from the word "audience", the word "receiving" reflects the passivity of information receivers, and the word "public" reflects that information reception is a large-scale group behavior. The user's acceptance state emphasizes its passivity, which is easy to lead to misleading. In fact, users are not passive recipients, but active participants, which can even be said to be the most active and decisive factor in the whole communication activities. People interact and experience, and then realize self-behavior and psychological participation, so that products can be positioned more accurately and meet more accurate social value and market value. This is a communication process from sharing to focusing. Take Youku, a video website, as an example, which attaches great importance to fully meeting users' growing interactive needs and diversified video experiences. As the first video client with the main function of shooting and sharing videos, the launch of filming extends Youku's traditional filming culture to the mobile field, and truly realizes the concept of "filming everywhere". Audiences can take videos at hand, record new things around them, record bits and pieces of life, and fully interpret their wonderful selves; Or upload your original works and share them with people all over the world. By watching wonderful and funny videos, the audience has a strong interest in them, which is in line with the current reality of audience time fragmentation.

3.2. Analysis of new media users' demand characteristics

With the development of media, the audience's basic needs are met through mass media, and the high-level needs are further highlighted. Moreover, with the intensification of competition among media, the management of this part of content and services has become the key to cultivate media loyalty and establish brand advantages. Generally speaking, the user's needs are as follows: (1) To relieve boredom. Such as escaping from the constraints of daily life, getting rid of troubles, eliminating fatigue, releasing emotions and relaxing nerves. (2) Interpersonal relationship. There are two kinds of interpersonal relationships here: one is mimetic interpersonal relationships; The other is real interpersonal relationship. (3)

Self-confirmation. People, events, situations, and solutions to conflicts in the media can provide users with a reference frame for self-evaluation. (4) Monitor the environment. Through the media, you can get all kinds of information

directly or indirectly related to your life, and grasp the changes of the environment in time. The new media communication platform is shown in Figure 2.

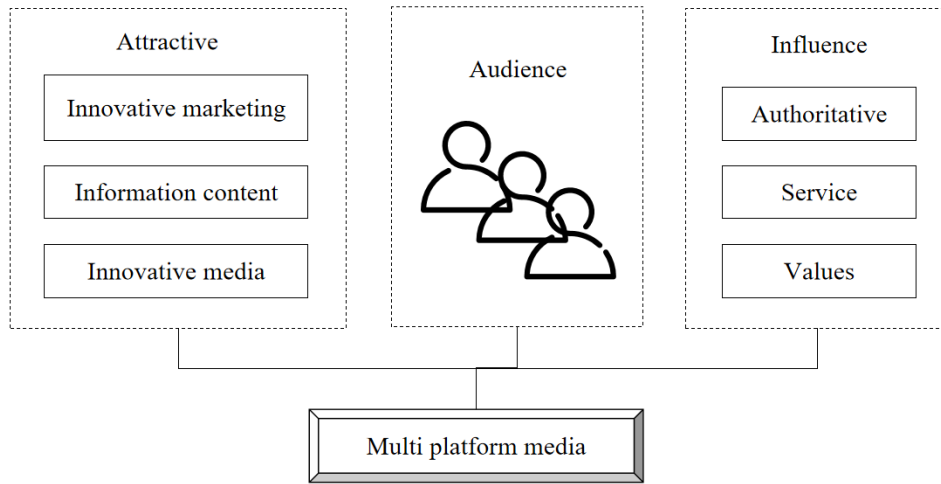


Figure 2. New media communication platform

Users consciously and purposefully use the news media to meet their different needs. At the same time, the process of users' interpretation of information will lead to different users' different or even different understandings of the same information text. The reason why it produces various meanings is that the user's cultural ability, knowledge structure, social experience, life experience, etc. are different, which makes him have a unique ability to understand the text. In the era of multi-platform media, multi-screen interaction and audience's high participation have fundamentally changed the original active and passive relationship between transmission and reception, and the relationship between subject and object. Combining the advantages of multi-platform media, the diversified psychological needs of the audience can be briefly summarized as follows: (1) The psychology of seeking speed. This requires the timeliness of news to be strong, in order to satisfy the audience's desire for speed. (2) Seeking guidance psychology. The centralized reporting of the same event by multi-platform media makes the audience clear the key news information in a certain period, provides a reference channel for the audience to judge the news information, and makes the news orientation clearer. (3) The premise of audience watching news programs is the authenticity of news. Audiences hope to know the real situation of their environment by watching news.

4. Development Prospect and Countermeasures of Multi-platform Media

"Internet plus" is like electric energy, which injects a new ability or DNA into various industries, so that all industries can be reborn in a new environment. The orientation of media research must be a broad and collective demand, and such demand has produced a distinctive media culture. The media demand of the audience affects the development direction of multi-platform media and the media culture it refers to, and the countermeasures need to be considered urgently. Practice has proved that multi-platform media reports have very positive significance. However, in the specific implementation process, it is necessary to pay attention to the

following aspects: (1) Grasp the right time and select the topic carefully. (2) Division of labor and cooperation, each with its own characteristics. (3) Share resources and become bigger and stronger. (4) Firmly control the initiative of discourse in the new period, and establish the consciousness of fine products.

All-media linkage, digital survival, multi-channel integration, accurate service, all-weather, all-round and three-dimensional display of communication content have become the irreversible trend of multi-platform media development. In the new media era, users have been playing the dual roles of messenger and user more and more frequently. In the current era, the Internet can no longer be simply used as another channel of TV media, but the new media platform of traditional media should be turned into an industrial platform that integrates various media resources, aggregates investment, production, marketing and experience. Multi-platform media has a bright future, but there is still a long way to go, which requires the joint efforts of all media people.

5. Conclusions

Traditional communication forms and channels are fixed, and communicators have strong monopoly and control rights. Nowadays, a person can carry out mass communication at "any time, any place, anyone" by sending SMS, writing blog logs, and initiating online group chat, breaking through the barriers of discourse right of traditional mainstream media. Multi-platform media has changed the consumption mode and production mode of traditional media products, and the boundaries between different media have been broken or blurred. This not only changes the consumption habits of the audience, but also accelerates the mainstream of grassroots communication products and rearranges the communication forms of the media. This paper explains the transformation of multi-platform new media, which is different from traditional media, clarifies the current situation and trend of audience demand from behavioral and psychological aspects, analyzes the development of multi-platform media based on users' psychological needs, and puts forward feasible countermeasures for the future development of this industry.

In the new media era, users have been playing the dual roles of communicators and users more and more frequently. With the development of the times, the audience's psychology is constantly changing and developing, so in each stage of media development, media people should have a more comprehensive and clear grasp of the audience's new psychological needs.

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