

# Research on News Use of Social Media in The Context of New Media

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**Abstract:** The understanding of social media is to look at "social" and "media" both separately and in combination, to look at the characteristics and ways of social interaction, to look at the characteristics and forms of media, and to study the close relationship between the two. Social communication in the form of media or the choice of media in the form of social communication, and different discussion points have different understandings of social media. In the history of the development of human communication, human communication activities and the development of media technology have always been accompanied and closely related, and every progress of media technology always gives birth to and reconstructs the new communication ecology of human beings. Social media is a new media rooted in the Internet environment, which rises rapidly. News and communication workers or learners should not only adapt to the communication influence and changes brought by social media, but also adhere to the classic forms and methods of the original news media. Tradition and the emerging are never opposites, but complement and complement each other.

**Keywords:** New media, Social media, Media use, Mass communication, Journalism.

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## 1. Introduction

In the age of traditional media, most social media have their own media platform and use their media platform to provide information for users. With the advent of the new media era, social media platforms have been further extended and developed. [1] Social media refers to the media in social communication, and to be more specific, we can speak frankly about wechat, QQ, microblog and other social apps. Despite The Times, letters are a kind of social media. Since letters can be used as a vehicle to communicate or share information, they can be considered as social media. If you think about it from another Angle, today's MSN, QQ, mailbox, and even microblog and wechat are just a form of letter with the convenience of the Internet. They are just faster and more convenient than the original letters. Despite the advantages of these processes, the result of information transmission is the same. Of course, after looking at some of the papers and post bar topics, the social media impact everyone is discussing is pretty much the same. Most of them are good effects such as value creation, convenient communication, popularization of information and public speaking, and bad effects such as cyber violence, information cocoon, excessive entertainment and mental problems, which I will not repeat in detail below. But it's worth looking closely at what comes to mind when you hear the word "social media". Maybe some people trust the media to allow them to meet and communicate with people from all over the world. Others may see social networks as a channel that gives them the opportunity to send and receive a lot of information. Others argue that social media is how we get lots of updates from the people we follow. Some may see social media as part of a new marketing strategy. Social media has become such a part of our lives that now we can't even imagine a world without different social media channels. We all know how important social media is to small, medium and large businesses, so I'm going to focus here on individuals and how social media affects our lives. Like everything else, social media has both good and bad

sides, so it has both positive and negative effects on us. As mentioned above, the advantages and disadvantages of social media also come into being. It is true that we can't talk about the characteristics of social media in a single way. Next, we can talk about the causes and manifestations behind the positive and negative aspects. On the positive side of the influence of social media on communication, although it is the way and form of communication, with the development of science and technology, it has become more flexible and convenient for people to express their views. In the environment of public opinion, communication between people has also become casual and direct. Of course, the optimization of communication conditions and the optimization of communication environment are not unique advantages of social media. The most positive aspect of social media should be that it affects the ways and habits of mass communication. In the complex network world, in the dazzling virtual environment, the public can completely play a new social role, and this social role is mostly embellished, exaggerated, positive image attached, which makes the social media become less real. Of course, this is also the negative impact of social media on mass communication. Everything is still to look at the problem from many sides, from different angles to dig out the details of the answer. In addition to the general introduction of the advantages and disadvantages of social media, more attention should be paid to the hidden reasons and inspirations behind these advantages and disadvantages. All social media should be used in a certain degree. Proper use of social media will definitely facilitate the whole process of communication. Whether it is intra-human communication or interpersonal communication, the information to be conveyed will be better conveyed as long as the degree of communication is mastered. Once this degree is exceeded, it is easy to go on the road of excessive entertainment and vague communication intention, which often hinders the process of communication to a large extent. With social media, we have to be very clear about these features.

## 2. Content

### 2.1. Social media classification

With the development of information technology and the improvement of network functions, various mobile social platforms have increasingly rich functions, from instant communication to content provision, public services and so on. [2] The original question is whether we prefer media-style social media or social-style social media when studying social media. No matter the traditional media or the new media, the social communication formed by the media environment plays a more important role. However, as a community that spreads itself or an individual with a smaller range of communication, it is written that both interpersonal communication and intra-human communication are passive communication through the media. Generally speaking, my online acquaintance with you or the online communication after offline acquaintance is because of the network platform, rather than my initiative to communicate with you. If there is no network, I will not continue to communicate with you. Therefore, different from social media, social media with more characteristics of social communication not only represents the form of media itself, but also represents the different use of social media in the process of social communication. Compared with media-style socializing, it has more subjective initiative of communicators. In the limited form of social media, communicators constantly exert their social ability in order to communicate information more completely and effectively. Popular point said is what I want to communicate with you better I use the telephone or online video is better, such as I want to share with you the development of a company, can I sent to you in the form of video watching, also can use PPT with you slowly in the form of presentations, all this, is to take the initiative to express my want to say I didn't use the information media. Next, I will discuss the influence and change of social media from the aspects of communicators' living habits, psychological problems and personality characteristics.

### 2.2. Social media and communicators

Communicators' habits are formed by their own living environment, and they have different needs for using social media. Some people have fewer friends, so they turn to social media to expand their circle of non-meeting friends. Some people may have a lot of things hidden in their mind that they do not want to talk to people around them or are difficult to talk to people face to face, and they are more inclined to use social media to express. Some people are introverted and don't like to talk, but they want to communicate and make friends with others through social media. Mobile social media platforms require users to self-disclose in order to generate social connections and gain social recognition. [3] There are many other factors that influence whether a communicator communicates with others in person or through social media. Moreover, social media in work and study is nothing more than pure rational communication without emotional involvement. This kind of social media is another situation. It is too complicated to explore the causes of influencing social media. To generalize in a general way would be lacking in meaning and easy to generalize. Secondly, the influence and change of social media on interpersonal communication, or the influence and change of the communicators themselves. With the diversification of social media and rapid change, the spread of the communicator will seem to be constantly

enlarge, originally to be with someone who doesn't love communication seems to be under the blessing of social media, also started in the network more, have more willingness to express information but also in the social circle more and more strange the willingness will be more strong. If nobody knows the public opinion environment, there seems to be more behavior to express ideas, and this expression also expects the feedback of others, so as to make their ideas more firm. Of course, human beings tend to talk. This kind of speech can be expressed by body expression, facial expression, eye expression and other facial symbols, or the social behaviors such as input words, emojis, voice and sharing in social media, which are all "talking".

### 2.3. The use of social media in the context of new media

The development of social media in the Web2.0 era has experienced the early social networks -- BBS era, recreational social network era, micro-information social network era and vertical social network application era. With the development of social media at present, the target audience is more accurately positioned, but the communication content is mixed and presents a ubiquitous mode, the communication subject is diversified, and the discourse power of public opinion has shifted. In the context of social media, news communication focuses on audience, relatively stable social network and frequent information exchange, so that every individual active in social media is likely to become a disseminator of news information. Because the audience has the right to speak, news producers attach great importance to the information needs of the audience and rely on the trust and sharing of the audience to expand the effect of news communication. The development of social media provides a smooth and fast channel for the vast number of netizens to express information, but also a relatively loose platform for expressing opinions. Social media, especially the "two micro end", is far ahead of traditional media in the timeliness of information release. The public opinion influence generated by social media is no longer an accessory of the public opinion field of traditional media, but has really become the main front of public opinion after the occurrence of hot events. The time from production to release of news on social media is very short. It can be described as real-time broadcasting. When people post their opinions on the latest hot social issues, current affairs and politics on social media, they follow the facts. As soon as the news appeared, it was quickly posted to the Internet in short text. Only by quickly releasing new ideas to firmly grasp the audience's eyeballs, the more refined the information, the easier to be accepted by more audiences, the wider the range of its dissemination, and the better the effect. [4]

The development and application of new media have expanded the dissemination methods and ways of news information, and the public can obtain news information through various channels. In this context, it is the key to clarify the needs of the audience and enhance the audience's stickiness. Firstly, to analyze the audience's preference for news types, questionnaires, data mining and other methods can be used to understand the preferences of audiences of different age groups and different types of work, and push targeted news information for different audience groups. [5] The innovation of new media news narrative cannot be separated from the technical support such as multimedia technology and virtual reality technology, which can make the

transmission of news events full of vitality. [6]

## 2.4. The influence of social media

In social media, users comment on news events after receiving news messages, News publishers can receive these comments, so that they can learn about the effect of news transmission according to the number of users' clicks, learn about the degree of attention and attitude of users to each piece of news according to the feedback of users, and then analyze the news or topics that the audience is more interested in, so as to make reasonable and scientific arrangements for future work. However, in the age of traditional media, there is a lack of such feedback channels. After the broadcast of news, it is impossible to know exactly how the news spreads in the society and the public's attitude towards a certain news. Therefore, the main body of news communication can only make news and release news according to its own wishes, which cannot well meet the needs of the audience. In addition, for journalists, quoting news information provided by news parties or witnesses and directly applying their social media content into news can enhance the authenticity and credibility of news and enhance the communication effect of news. Of course, social media also has some negative effects on news dissemination, such as false information. And because the content is public, all users of the tool can see what others have posted. This makes some malicious people use social media to publish some false information, or worse, to publish some remarks that are not conducive to social stability, causing social panic. [7]

## 2.5. Social media tips

On the platform or enterprise:

Social media optimization is a key factor in Internet search rankings. However, many companies ignore this factor. Even in order to improve their own network to restore order, optimizing the search environment provides direct and indirect benefits. The most immediate benefit is that more users can find their profiles, contact and visit the sites they need. The indirect benefit is that users can add links to websites on their social media profiles.

To effectively optimize social media, here are some suggestions: Integrate social media with the website, add tools to share social networks in the website architecture, add links to the web pages of social network channels directly on the website, and add social network links to the website profile. Users can also add a social media sharing button to each blog post. Social media links are often considered high quality links. The key to optimizing a social network is consistency, and creating a social media profile may seem simple, but it's the first challenge that many companies fail at. Try to include complete information on a user's social media profile. Social profiles with complete information are not only likely to be exploited by search engines, but also provide a professional access experience for social network users. Therefore, all contact details that appear on social profiles must be exactly the same as those that appear on the website. Choose keywords that match social media, which play a crucial role if users want to show the best exposure in their social media profiles. In fact, if users don't use the right methods to optimize their social network profiles, they will be deprived of the opportunity to provide profits to competitors. Social media names have to be there for a reason. Social ID is one of the most important elements of search engine optimization. Search engines analyze social identifiers

and elements, such as the frequency of publications, the number of users engaged in conversations, and whether social communication elements are provided to site visitors. What many brands overlook is that these platforms are designed to build relationships, so they are not media that can be let go once established. At no time should an employee be allowed to create or manage a branded social media account with a personal email address. Be sure to use a business-managed email account. In addition, it should not continue to optimize accounts that are inaccessible due to staff departures. When used correctly, social networks can be one of the most valuable assets for users to improve their natural search results.

For journalists or learners:

Journalists or learners must avoid conflicts of interest with their work and professional identity when using social media. The registration and use of official media accounts must have strict approval procedures and follow procedures for vetting information published by the media. Journalists or learners must register personal accounts, and when the public can identify them by their professional identity, they must add a "disclaimer" on the front page, making it clear that what is being expressed is not relevant to their unit, distinguishing between "facts" and "opinions" and, preferably, providing links to the factual information being published. The view of information must go hand in hand with solidarity. Caution must be exercised in conflict situations. Any reference to unit interests in the comments should be removed immediately. The media's suggestions on internal affairs must be reflected through normal channels and should not be expressed on social media.

Under the new media environment, the news and communication industry needs compound talents, who should not only have a certain scientific and technological vision and technical level, but also have professional quality and humanistic care. The interconnected blog, microblog, wechat and other new social media have become the mainstream media in today's information age. New social media is a meeting platform where one discrete individual after another gathers in a group. Therefore, it is necessary for social media to understand the "person" itself and to discover the real needs of that person in order to be able to make a good job of it. At the same time, journalists or learners who use social media must master more technical means and be able to use multimedia and network technology to enhance good content to provide a good promotion platform. For another, it requires extensive knowledge and a variety of skills. In addition, journalists or learners should have a strong sense of social responsibility, good professional ethics, and strive to report real and objective news. They should uphold a clear political stance and promote social justice. They should also have strong professional quality, keen news insight, be good at analyzing problems, see the essence through the phenomenon, and never deviate from social reality or follow the crowd. It is necessary to flexibly source materials, explore smooth information channels, be good at obtaining information from various aspects, especially with the help of social media to track hot topics concerned by the society, make rational judgments from an objective standpoint, and guide social opinion through their own reports.

## 2.6. The Future of social media

In terms of integration, the future of social media continues to promote the development of deep integration; In terms of

technology, new technologies give rise to new scenarios and new forms of business; In terms of content, theme content creation and communication represented by a series of new era theme film and television works ushered in explosive development; In terms of channels, the network audiovisual application is one of the most popular applications. In terms of industry, the future media industry is not only an important component of the future industry, but also causes the further fission and outward expansion of the future industrial format. As content on mainstream social media platforms becomes increasingly commoditized, the platforms of the future will in some ways restore the fun and spontaneity that social media is supposed to be like in real life interactions -- where ideas flow freely, generally without the worry of everything being recorded for posterity and spread around the world. The future of social media offers an authentic, unfiltered channel for communication. Despite the uncertainties surrounding the future of social media, it remains the most trusted and relied upon communication channel for web users. And this, the journalists and news learners have higher requirements. No matter what identity we use to face the future development of media, we should always do a good job of identifying the advantages and disadvantages of using social media news, select its essence and discard its dross! Social media should be a beneficial and powerful tool for news communication, instead of being limited to self-dissemination, and should actively seek development instead of getting deeper and deeper into negative public opinion.

### 3. Conclusion

The best definition of social media is social media. Communicators will take the initiative to choose different forms of media to express themselves according to their own way of social communication. After all, there are still a small number of social media. In the mainstream, universal and public social media information environment, those who are no longer indifferent in the process of communication, or those who still insist on face-to-face communication are more or less affected by social media. Moreover, the forms of social media are constantly developing and optimizing, which makes the people with a single information transmission be assimilated continuously. Whether by active or passive choice, social media becomes a must in their social behavior. This is not a trend, but a reality. It is an inevitable result of the development of social information media, technological innovation and human thought. Of course, face-to-face communication will not be outlawed. It is and always will be a necessary way to socialize in human activities, but in the environment of the rampant use of social media, face-to-face communication will become more valuable. Just as McLuhan mentioned the theory that media is the extension of human body, both traditional and emerging social media will intensify people's dependence on social media, for better or worse, but at least extend people's subjective communication intention outward through social media, and eventually form a more complex, diversified and changeable communication environment. "Freedom of expression online is an extension of traditional freedom of expression." [8] However, it is worth mentioning that face-to-face communication is still the most beautiful form of interpersonal communication if the conditions are right, the atmosphere is appropriate and the relationship is harmonious.

There are similarities and differences between the communication expression of social media and the

communication of news. The algorithm recommendation adopted by social media can not only establish the recommendation system targeting the hobbies of different groups, but also adjust the recommendation strategy in time with the help of data analysis, so as to promote the communication of the expression of the same group, the same tendency or different tendency. [9] With the advent of the new media era, how to quickly convey information through the Internet, mobile phones and other media has brought more challenges to journalists. Today, with the rapid development of science and technology, all kinds of news are mixed and difficult to distinguish between true and false. In order to pursue the amount of attention, some "we media" deliberately fabricate false things to attract public attention and gain the so-called traffic. This is not advisable. Journalists assume the social role of disseminators of truth. No matter new media or traditional media, they must insist on seeking truth from facts and objectively state the truth. They should not distort the truth or spread it falsely for a short time. Under the background of new media era, news has epochal characteristics. Journalists should learn more skills related to the field of new media, such as how to edit video copy to get the favor of the audience, how to achieve emotional resonance with the audience and so on, so that short video programs become richer and more diversified, journalists should watch more, learn more, analyze more, think more, and devote to their work with higher comprehensive quality. The moral cultivation of journalists is related to the development and image of journalism. To clearly understand the particularity of a journalist, strictly abide by the rules and regulations of the relevant industry, strengthen their own moral quality cultivation, establish a correct working attitude and values, and enhance the personal sense of mission and social responsibility. [10]

In the history of the development of human communication, human communication activities and the development of media technology have always been accompanied and closely related, and every progress of media technology always gives birth to and reconstructs the new communication ecology of human beings. Social media is a new media rooted in the Internet environment, which rises rapidly. It has not only triggered the unprecedented media reform and communication revolution in the history of human communication, but also subtly affected the relationship, structure, decision-making, ethics and other aspects of the whole society. Social media has become an important media with great influence in today's media field by virtue of its unique communication advantages and media environment. The rational and prudent use of social media should be a basic requirement of a journalism career for any journalist or learner. Journalists and news learners should start from practice and speak out. While enjoying the convenience brought by network social media in the new media era, they should still learn traditional knowledge of social media. News and communication workers or learners can use social media to mine information more quickly, more accurately and more conveniently. They can also spread information and tell the truth more quickly, more accurately and more conveniently. However, they should still hold humanistic care as human beings and empathize with the real emotions and unique feelings in the process of news communication. News and communication workers or learners should not only adapt to the communication influence and changes brought by social media, but also adhere to the classic forms and methods of the

original news media. Tradition and the emerging are never opposites, but complement and complement each other.

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