

Research on the Perceptions of Readers on the Authenticity and Authority of Paper Media Transformation in the Traditional Paper Media Era

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Abstract. With the third technological revolution and the rapid development of internet industry technology, online new media dissemination has gradually become the main way for people to obtain information in their daily lives. The development of online new media has had a certain impact on the development of the traditional paper media industry. With the increasing popularity of digital publications, some newspaper groups have chosen to transform into integrated media to maintain operations. This article starts with the current situation of paper media transformation, and in the current lack of research on the relevant views of ordinary readers and audience groups on paper media transformation, through in-depth interviews with readers who have experienced the traditional paper media era in society, explores their views on the authenticity and authority of paper media transformation and development, and further understands that paper media is not only limited by the limitations of traditional paper media era reading methods for people, It is also a way for people to pursue the authenticity and authority of news through paper media reading.

Keywords: Traditional Paper Media; Paper Media Transformation; News Authenticity; News Authority.

1. Introduction

The era of traditional paper media originated in the early 19th to 20th centuries, and with the rise of traditional paper media, media entertainment began to emerge. Media entertainment is growing with the development of traditional paper media. The circulation of traditional paper media has begun to increase, promoting the process of globalization. People usually use traditional paper media such as newspapers to understand the news and facts happening in social life around them. In the early 21st century, with the development of the Internet era, traditional paper media began to decline and the era of new media began to arrive.

Since 2016, China's traditional paper media has transformed into short video news and entered an explosive period. In September 2016, The Beijing News and Tencent Video teamed up to create a video news project called "Our Video", with the goal of becoming the best mobile short video news producer in China as its development goal. In December of the same year, Shenzhen Press Group launched "Reading and Creating" with the main theme of "telling the story of Shenzhen to the world through new media" through video presentation.

With the increasing popularity of digital publications, some newspaper groups have chosen to transform. From 2017 to 2019, over 69 newspapers suspended their publications and switched to integrated media to maintain operations. According to the report "Basic Situation of the National Press and Publication Industry in 2021", a total of 1894 newspapers were published nationwide in 2021, with a total of 839.28 printed pages, a decrease of 0.80% compared to the previous year, and a decrease of 8.62% in total printed pages. As a unit of calculation for printing workload, the number of printed pages reflects that the number of pages required for a newspaper to be printed has been on a downward trend for 10 consecutive years. Newspapers have been continuously suspended in recent years, but the number of new added is very sparse. For example, In December 2016, Shanghai United Media Group decided to suspend the publication of the Orient Morning Post from January 1, 2017. The original news reporting and public opinion guidance functions of the Oriental Morning Post

will all be transferred to a internet information platform called The Paper. On June 30, 2023 local time, Austrian media announced that the world's longest newspaper, Wiener Zeitung, which has been in existence for 320 years, will undergo its final paper interview and cease publication in July. The development dilemma of paper media has been tested by the global internet era.

With the development and operation of new media, new media represented by the Internet and digital publishing works not only meet the diverse and three-dimensional reading needs of the audience, but also meet their requirements for diversity and timeliness of information content. With the development of digitization and networking, the necessity of reading paper media has gradually decreased, and people have gradually weakened their habit of reading paper media. When pursuing a way to understand the true information of the world that is not limited to paper media, with the fusion of internet news information, every user of a new media platform is a news producer, and the audience no longer focuses on the authority of the information obtained. Instead, they choose to understand the information that the audience enjoys, meets their existing judgment standards, and is easy to accept. Or perhaps in the fast-paced era of life, some audiences maintain a persistent attitude towards the pursuit of news authenticity and authority, as well as the way to obtain true information, making these readers still firmly choose to read through paper media such as newspapers. For people who have experienced the era of traditional paper media, they have experienced the authority and authenticity of newspapers, giving news a great deal of trust. However, for the current transformation and development of paper media, do people still recognize the authenticity reported by digital media? How should the transformation of paper media develop? What does paper media mean to readers? In response to relevant doubts, this study will conduct interviews and exchanges with different occupational groups who have experienced the era of paper media, to understand the views of various user groups among the general public on the authenticity and authority of the current development of paper media reading, as well as their opinions and suggestions on the transformation of paper media. During the interview process, the needs of different user circles for information authority and authenticity will be continuously clarified.

2. Literature Review

In response to the current development status of paper media, according to research by Lao Haifeng, it has been found that new media platforms can achieve integrated operation of news collection, editing, review, and release. Every user of new media platforms is a news producer, and the news release process has been greatly reduced. However, traditional paper media not only has great passivity in exploring news clues and content, but also requires longer operating cycles for post production, review and layout, and printing and distribution of news. This makes traditional paper media far behind new media in reaching news audiences. Therefore, the problem of insufficient timeliness of news poses a huge challenge to the survival of traditional paper media [1]. According to Qi Jianmin's research, generally speaking, paper media, whether newspapers or magazines, are sold at relatively low prices, and their profits mainly come from advertising revenue. Times have changed, as advertisers have shifted towards the internet, the advertising revenue of newspapers has significantly decreased, distribution costs are difficult to sustain, and the overall quality of newspapers has been greatly reduced. They are facing the risk of discontinuation one after another, and advertisers have even switched sides, leading to a vicious cycle [2].

He Tao also analyzed that in the era of integrated media, information dissemination channels are more diverse and are no longer limited to newspapers, magazines, and other channels. They mainly rely on the Internet as a carrier, and people prefer short videos, audio, and other communication methods. They use smartphones to obtain various types of information and express personal ideas and suggestions in information dissemination. These all reflect the challenge to the status of traditional paper media and the gradual loss of discourse power [3]. At the same time, it is also affected by the impact of population aging on the newspaper industry, especially the elderly newspaper industry: the number of related elderly readers is relatively stable, and many of the

audience are "old readers" formed over the years. They have a strong literary sentiment, high loyalty to newspapers, and are less affected by new media [4].

For the development of paper media transformation, through self-development, firstly, some principles must be adhered to in the process of paper media editing transformation. For traditional paper media editors, they must also adhere to the principle of news authenticity during the transformation process, and comprehensively verify various news information to ensure that the news is true and effective, and truthfully reflect various information [5]. Simultaneously building their own integrated media matrix: In the new era of integrated media, traditional grassroots traditional media should build their own "integrated media", which is a foundation and prerequisite for the current grassroots traditional media work to adapt to the development trend of the integrated media era [6]. Secondly, strengthen technological innovation: In the integrated media ecosystem, technological progress has become a key factor driving enterprise progress. Both the transformation of traditional paper media and the continuous improvement of new media require the support of new technologies [7]. The Oriental Morning Post, like other newspaper industry peers, has created a digital newspaper reading platform and formed a reading platform model that combines online and paper editions. That is, the production of shared content between online platforms and paper media, utilizing online platforms to provide reader feedback and increase interactive columns for paper media, forming an online and offline linkage mode. Simultaneously creating independent digital newspapers has led to the emergence of "The Paper" [8].

For the relationship with the audience, Liu Hesheng's research has found that it is necessary to strengthen the interactivity between news reporting and the audience: through online comments, comments, forwarding and other functions, the audience can participate in media activities, respond to the audience's thoughts and concerns in a timely manner, narrow the distance between the media and the audience, and achieve two-way interaction between the media and the audience [9]. Zhao Xiaoyan's research found that although paper media has authority in terms of audience communication efficiency, its information reserve in disseminating information is limited, and its dissemination efficiency is relatively backward. If the authority of newspaper media can be combined with the diversity of new media information dissemination, the process of information dissemination by newspaper media can be simplified. This not only reduces the burden on newspaper media, saves manpower and material resources, but also enriches the news content of paper media, effectively improves the dissemination efficiency and news influence of paper media, and provides assistance for achieving sustainable development [10].

Regarding the current development status of paper media and opinions on related transformations, it is recommended to provide relevant literature on the views of ordinary user groups on paper media transformation, as well as authoritative surveys on the authenticity of the current development of new media. In terms of research, there is a lack of real ideas from ordinary user groups, especially those who have experienced the development of traditional paper media. Regarding the opinions and research of ordinary users on the transformation of traditional paper media, there is a relatively lack of research and research at home and abroad. The suggestions of the public for the development of traditional paper media are very important factors for its future transformation and development direction, which can help paper media better enter people's lives and provide appropriate channels for news. This study can gain a solid understanding of the current transformation of paper media and the opinions of ordinary users on the transformation of paper media. Further understanding whether paper media is only due to the limitations of traditional reading methods in the era of paper media, or whether it has become a way of reading that people pursue news authenticity and authority.

3. Methodology

The research process mainly focuses on qualitative analysis, mainly through in-depth interviews and face-to-face communication with readers in the traditional paper media era to understand their true thoughts on the transformation and development of paper media. This in-depth interview selected

a total of 24 readers from the traditional paper media era for interview research. In the process of selecting interviewees, the first step is that the interviewee must have personally experienced the relevant traditional paper media reading era and have a certain reading habit of the relevant newspapers. Through community staff to understand some of the reading groups in the community as interviewees, and to schedule corresponding time for individual interviews and exchanges, through mobile internet to understand some of the reading groups in other cities, and through online communication, including newspaper editors, their own true views on the authenticity and authority of paper media transformation. The interview time for each interviewee is approximately half an hour to forty-five minutes, both parties usually choose to conduct relevant interviews in the afternoon. By analyzing the interview content, the authenticity of paper media information, the importance of authority for different ages and users, and whether reading paper media is a habit are compared.

By designing relevant interview outlines, conduct targeted interviews with relevant interviewees for relevant analysis. Firstly, clarify the age group and occupation of the respondents, their user circle, and their impressions and memories of the traditional paper media era they have experienced. What were the newspapers that they often read in the past, and what page of the newspaper they usually read, such as politics, entertainment, economics, and so on.

The second aspect is whether the respondents currently have a hobby of reading in their daily lives, how to read and explain the reasons. Based on the opinions of the elderly group interviewed in the community, the majority of the elderly group choose to adhere to reading through paper media, and reading newspapers has become their personal habit. At the same time, they insist that the publication and distribution of newspaper news have a certain degree of authenticity and authority to express their views. For the middle-aged group of office workers, reading newspapers has become a thing of the past. In a fast-paced lifestyle, using mobile users for digital reading has become a part of their daily lives. The portability and timeliness of online new media can help people learn more about work related knowledge, based on this analysis, further interviews should be conducted to determine whether the relevant news is considered authentic and authoritative, and to discuss the reasons for this.

The third aspect is to understand whether different groups have the habit of reading local newspapers in the traditional paper media era in the past, and to understand their views on local newspapers, as well as whether they are aware of the situation where newspapers around them are suspended or not. For example, whether they know the digital websites of relevant newspapers to report on content, and discuss their views on relevant digital websites.

Finally, understand what methods of reporting are considered authoritative and authentic by different user groups, and the frequency with which they read relevant reports. At the same time, understand their views and suggestions on the transformation and development of paper media, and share with a consumer and reading audience how to establish the credibility of new media news after experiencing the traditional paper media era. In order to understand whether the user group that has experienced the traditional paper media era currently only uses paper media as a way to obtain information or regards paper media reading as a steadfast reading habit for news authenticity and authority. Further understanding the history and current situation of paper media development, analyzing how the transformation of paper media ensures its authenticity and authority, and finally drawing conclusions on the views of the traditional paper media era on paper media reading and the development of authenticity and authority during its transformation process.

4. Results

In interviews and exchanges with readers in the traditional paper media era, explore their understanding of the transformation and development of paper media, with a focus on understanding its authenticity and authority in the development process. In the process of communicating with the general reading user group, the majority of respondents believe that they are more inclined to use digital publications for reading and browsing to learn more news information. In the interview, Ms.

Liu stated that for the current diversity of information technology, people are more inclined to choose information that they enjoy, meets their existing judgment standards, and is easy to accept. Instead of focusing on whether the news itself is true or authoritative information released by the official authorities.

By understanding the respondents' understanding of the aspect of obtaining information through paper media during the traditional paper media era, some respondents stated that due to the underdeveloped internet information in the traditional paper media era, reading methods were limited, so readers had to obtain information by purchasing newspapers and other paper publications. Mr. Zhu from the community stated that using internet short video platforms to understand information is simpler and clearer. At the same time, presenting news through short videos and other means is more attractive to people's attention, rather than just reading a newspaper to understand the information that the newspaper wants to display to us. The development of digital media technology has made reading methods more diverse.

Regarding the transformation process of traditional paper media in the current digital era, it has been learned from some respondents that in the development process of traditional paper media, too much emphasis is placed on the authenticity and authority of news, thereby reducing the timeliness of news. Because of this, most user groups tend to use official financial media accounts related to paper media to understand whether the news is true and trustworthy after timely understanding of relevant information about news events. Through interviews with relevant newspaper editors, they were both the readers of traditional paper media and the producers of current paper publications. After obtaining news information, they not only have great passivity in exploring news clues and content, but also require longer operating cycles for news post production, review and layout, printing and distribution. This makes traditional paper media far behind new media in reaching news audiences, But it can maintain rigorous authenticity and authority.

In the era of digital media and the transformation and development of paper media, some readers still insist on using official channels of paper media to understand news facts. They insist on reading local newspapers and relevant official accounts in their residential areas to understand news. Through interviews with some middle-aged and elderly readers in the community, they believe that reading newspapers has become a lifestyle habit, The news facts brought by traditional paper media such as newspapers are more convincing, and in the process of paper media development, traditional paper media cannot give up their insistence on the authenticity and authority of news, otherwise it will disrupt the order of public news.

5. Discussion

In the process of communicating with ordinary reading user groups, most respondents believe that they are more inclined to use digital publications for reading and browsing to learn more news information at the current stage. This is because using the internet for news dissemination has two obvious advantages, namely convenient publication and rapid dissemination. The use of the internet has shown great convenience in news information dissemination, especially with the rapid development of mobile networks and intelligent products on mobile phones. The general public can browse recent topics that have attracted public attention anytime and anywhere through the internet. For a hot news event, after the news event occurs, relevant eyewitnesses can immediately use mobile devices to record and publish it on the internet, allowing the audience to read. At the same time, due to its widespread dissemination, the reading audience can not only browse the news generated around them, but also learn about hot news and culture at home and abroad, Portability and diversity have become the reasons why people are increasingly using the internet to browse news, while the mixed nature of news makes it difficult to distinguish between good and bad news, which can easily lead to negative public opinion. Based on this, the news industry should improve corresponding laws and regulations, and strengthen the supervision of news public opinion.

Research has shown that the majority of reading user groups in the traditional paper media era only read information through newspapers and other paper media due to the lack of a single reading method at that time. Due to the underdevelopment of online information in the era of traditional media, the internet has just emerged and has not yet been applied to the daily lives of ordinary users. The reading methods of readers are limited, and people only understand the world by purchasing local newspapers to learn about relevant news. And news facts are only conveyed to users through text and images. Now, through short video channels and other means, readers have become more diversified in their ways of receiving information. As Cass R. Sunstein proposed in his book "Infotopia", the information cocoon theory, represented by new media and digital publishing works such as the Internet, can meet the diverse and three-dimensional reading needs of the audience. Readers are more inclined to demand the diversity and timeliness of information content, Thus, digital reading was chosen among different media forms.

It has been found that the general user group believes that in the transformation process of traditional paper media, the authenticity and authority of news are chosen, thus neglecting the timeliness of news. This is because when a news event occurs, every experienced person can become a news publisher, and every user can edit relevant news through the new media platform. Through the new media platform, the integrated operation of news collection, editing, review, and release can be achieved. Every user of the new media platform is a news producer, and the news release process is greatly reduced. At the same time, people can immediately understand news events, and even understand the event itself from different perspectives through new media platforms. However, traditional paper media not only has great passivity in exploring news clues and content. After the news is released, relevant newspapers need to understand the authenticity of the forensics news to ensure the accuracy and rigor of news events. To post production, review and layout, and printing and distribution, longer operating cycles are required, which makes traditional paper media far behind new media in reaching news audiences. Research suggests that in the development process of paper media transformation, it is necessary to adhere to the authenticity and authority of news, while combining the timeliness and authenticity of news, and incorporating the authority of news into integrated media news. It cannot ignore one aspect and lose the other, thus causing news to lose its original appearance. Therefore, it is necessary to standardize the professional abilities of journalists, improve their professional literacy, and establish their professional beliefs. As a reader, do not trust rumors lightly, do not spread rumors casually, and adhere to "official news" as the standard.

Through investigation and research, it has been found that in the era of rapid development of internet information, there are still some reading users who insist on reading traditional paper media such as newspapers. Some reading groups believe that reading through paper media such as newspapers has become a lifestyle habit. In front of users who have experienced the traditional paper media era, paper media reading has become a part of the user group, an important channel for them to understand and understand the world, and will not change due to the rapid development of internet technology and the popularization of information. At the same time, the development of the Internet era has led to a continuous mix of news events, making it difficult to distinguish between true and false, leading readers to maintain a certain degree of skepticism about the authenticity and authority of news. Readers insist on reading local official newspapers and official media accounts of relevant newspapers to ensure the accuracy of the information obtained. Even some readers need to understand news facts through the authority of paper media in their work. Based on this, research suggests that in the process of transformation and development of paper media such as newspapers, paper media cannot completely disappear, but rather retains a certain amount as a cultural heritage. At the same time, the government should promote relevant paper reading activities, so that readers who have not understood the traditional paper media era can enter the paper media and understand the development of paper media.

6. Conclusion

In the era of rapid development of the internet and new media, the development of traditional paper media is facing difficulties. Compared to the authority and authenticity of news reporting, people tend to choose the diversity and personalization of news reporting. With the deepening of research and investigation, traditional media reading methods have no longer become the only option for readers' reading methods with the development of the times. People are more inclined to choose portable and time-sensitive digital publications. As the speed of the internet changes, it leads to a loss of news authenticity. Due to issues such as insufficient timeliness, increased production costs, and talent structure gaps, traditional paper media has to be integrated with digital new media. Through the support of technologies such as big data, the advantages of new and old media can be ensured, which not only ensures the "breadth" and "depth" of new media, but also adheres to the "depth" and "height" of traditional paper media. Through understanding the general reading user group, research has found that traditional paper media transformation should innovate communication content, transform traditional news communication concepts, make digital publications attract readers' reading interest, and create their own "well-known brands". At the same time, adhering to the principles of authenticity and objectivity in news, standardizing the current communication environment, making traditional paper media adapt to the development of the new media era, allowing traditional paper media to re-enter readers' lives, becoming the main choice for readers' reading methods, following the path of sustainable development, and giving new vitality to the development of traditional paper media.

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