

The Development of Audience Participatory Information Dissemination in the New Media Environment

Yilin Jiang

Jinan New Channel -JUTES High School, Jinan Shandong, 250000, China

358823370@qq.com

Abstract. With the rapid development of modern information technology and the continuous improvement of China's overall capabilities, the information era has truly arrived. In this context, various development mechanisms continue to promote the prosperity of the new media industry in China. Currently, new media dissemination has become the primary method of information dissemination in today's social market and has formed a well-established dissemination system. In the era of new media dissemination, the core feature of information dissemination mainly involves publishing the same type of information through multiple channels, including individuals who represent short videos and can become news information publishers. This approach significantly enhances the speed of information transmission and expands its coverage. This method of dissemination is significantly different from traditional information dissemination models, allowing the audience to better participate in the dissemination process. Therefore, this paper provides a detailed analysis of the diversification of information dissemination and the personalized characteristics of platforms in the new media environment, followed by an in-depth analysis of the impact of audience participation in information dissemination. The aim is to better promote the development of new media dissemination and audience participatory information dissemination.

Keywords: New Media Environment; Audience Participation; Information Dissemination.

1. Introduction

In modern society, the update of information technology has had a significant impact on social development, not only positively influencing people's social lives but also changing their ways of understanding and thinking. This provides a new method and channel for audiences to participate in the information society. The dissemination of new media, based on information technology, has created a new world for people. During the development of new media dissemination [1-2], there is a greater emphasis on the diversification of information producers and disseminators, allowing the public to participate in information production and dissemination activities. This participatory dissemination mode of audiences is also driven by the support of internet technology. To achieve high-quality development of audience participatory dissemination in the context of new media dissemination, it is necessary to recognize the value of this development model and promote the advancement of this new dissemination mode.

2. The Formation of the New Media Environment

The formation of the new media environment is the result of the deep integration of the era's background and technological innovation, objectively reflecting social changes and technological progress (see Figure 1). With the accelerated pace of globalization, information has become an important force driving social development. The widespread use of the internet has greatly expanded people's horizons and cognitive boundaries[3]. At the same time, the rapid development of mobile communication technology, especially the popularity of smartphones, has removed the geographical and temporal limitations of information dissemination, achieving true "anytime, anywhere." In this context, people's demand for information has become increasingly diversified and personalized. New media, with its unique interactivity, immediacy, and broad coverage, perfectly meets this demand of the era, leading to its rapid rise and the formation of a new media ecosystem. This process is the

inevitable result of technological progress and a direct reflection of the upgrade in social information demand and the enhancement of audience participation awareness.

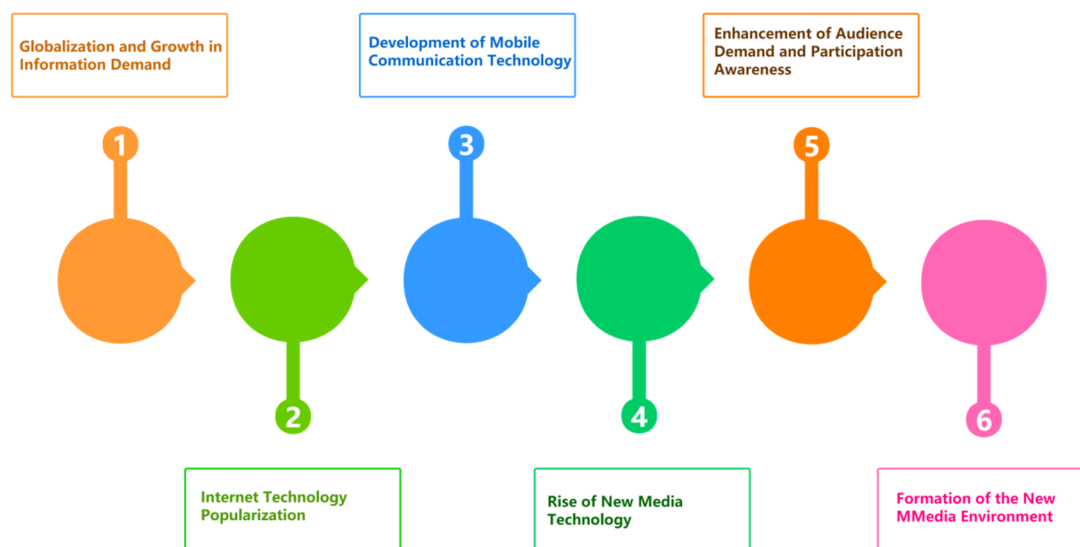


Figure 1. Flowchart of the Formation of the New Media Environment

3. Characteristics of New Media Dissemination

3.1 Proactive Characteristics

With the widespread use of the internet and smart devices, people are no longer passive receivers of information but actively participate in it, becoming an important force in information creation and dissemination. The proactive nature is mainly reflected in the fact that many audience groups, when participating in information creation and dissemination, find it easier to integrate their subjective ideas and spread information through short videos. In these short videos, participants incorporate their personal awareness and life experiences while spreading information. Although some information disseminators may be limited by their life experiences or educational levels, due to the large internet audience in China, a significant number of viewers will still share the same attitude as the information publisher, forming an indirect connection between the publisher and the audience[4-5]. By commenting on or forwarding the information, they further expand the dissemination of information.

3.2 Homogeneity Characteristics

In the context of new media dissemination, audience participatory dissemination has a clear homogeneity characteristic. As the internet deeply penetrates society and information grows explosively, audiences tend to select and receive content that aligns with their views, resulting in the "information cocoon" effect. Even when video creators provide well-reasoned arguments, many viewers still adhere to their own views and refute the creators' opinions. During the exchange of views, different camps attract different audience groups. After adopting the ideas of these camps, these groups may develop rigid thinking patterns. Additionally, imitation is prevalent during the dissemination of short videos, which can lead to serious intellectual property infringement and legal issues.

3.3 Multi-participation Characteristics

In the wave of the new media era, the convenience of information dissemination and processing has greatly improved, significantly promoting the democratization and popularization of information. In this context, the threshold for information dissemination and processing is lower, allowing a large number of disseminators and receivers to actively participate in discussions and analyses of the same

topic. From the early stage of the development of new media information dissemination models, this multi-participation characteristic is conducive to the dissemination and development of modern information and news, and can, to some extent, spark a ripple effect[6-7]. However, this lower threshold for information dissemination also leads to many participants injecting personal opinions into the discussion of social hot topics and current affairs. They often interpret information subjectively, thereby obscuring the truth.

3.4 Personalization Characteristics

With the rapid progress of information technology, the world is entering an era of information explosion. In this context, new media, as an emerging force in information dissemination, has increasingly rich channels of information dissemination, and content formats are becoming more diversified. The development of the media industry relies on the support of network and communication technologies. This development trend and technological support also provide a foundation for the personalized development of the media industry and audience participation. Currently, with the development of internet and communication technologies, the platforms for new media content dissemination and the amount of information data have increased significantly. Using platforms such as WeChat, Weibo, and Douyin to disseminate related information, new media platforms offer audiences broader channels to participate in dissemination, while also providing a platform for these audience groups to engage in media activities.

4. Challenges Faced by Audience-Participatory Information Dissemination

4.1 Distinguishing Truth from Falsehood in a Sea of Information

In the era of new media, the amount of data generated daily is growing exponentially, and the speed at which information is updated is overwhelming. While this information explosion has significantly enriched people's channels for acquiring knowledge, it has also introduced new challenges: distinguishing between truth and falsehood has become a major issue. False information, like an undercurrent, often disguises itself as authoritative or attractive and quickly spreads through cyberspace, confusing public perception[8]. This misinformation can mislead public understanding and judgment, potentially causing social panic, destabilizing society, and inflicting incalculable negative impacts on individuals, society, and even the nation. In the new media environment, it is crucial to enhance public information literacy and strengthen the ability to identify false information.

4.2 Rapid Spread of Misinformation



Figure 2. Negative Impacts of the Rapid Spread of Misinformation

Within the fast-paced dissemination ecosystem built by new media, the speed of information flow has reached unprecedented heights. This immediacy not only greatly improves the efficiency of information dissemination but also provides a breeding ground for the spread of misinformation. Once false information is released, it can leverage the social attributes of new media platforms—such as likes, shares, and comments—to achieve viral spread in a short period. This rapid proliferation significantly amplifies the influence of misinformation, enabling it to reach and affect a large audience in a very short time, as shown in Figure 2. Even more concerning is that the rapid spread of misinformation can trigger social panic, mislead public opinion, and pose serious threats to social

stability and public safety. In the era of new media, effectively curbing the rapid spread of misinformation has become a pressing issue that needs to be addressed.

4.3 The Risk of Malicious Attacks

The anonymity and openness of the new media environment, like a double-edged sword, while granting the public the right to freely express themselves, also provide a platform for malicious attackers to hide their identities and act recklessly. Malicious individuals exploit these characteristics to post offensive remarks on new media platforms, unjustly accusing and defaming individuals, groups, and even society as a whole, severely infringing on others' rights to reputation and privacy. More seriously, they may also spread harmful information, incite social dissatisfaction, and create panic and chaos, posing direct threats to social stability and public safety. Such malicious attacks undermine the harmonious order of cyberspace, erode the foundation of social trust, and pose severe challenges to the healthy development of the new media ecosystem. Strengthening the regulation of new media, cracking down on malicious attacks, and maintaining a clear and safe cyberspace are important missions entrusted to us in this new era[9-10].

5. Strategies for Developing Audience-Participatory Information Dissemination in the New Media Environment

5.1 Integrating Innovative Elements into Dissemination Content

In the context of the new media era, information disseminators should fully consider public preferences and integrate innovative elements into the information they deliver to meet public needs, as shown in Table 1. For instance, in the case of short videos, some popular hosts or creators receive many likes and followers. Some less innovative and overly eager disseminators may attempt to imitate them, but this often results in short video content that lacks originality. Over time, this can lead to audience fatigue. Therefore, incorporating innovative elements into the creation of short videos is essential. Moreover, the content of audience-participatory information dissemination must also be innovative and evolving. Selecting current social hot topics as entry points can help the audience clearly understand the issues they care most about, thereby increasing viewership. Additionally, as society enters a fast-paced lifestyle and people's stress levels rise, some young people may develop negative mindsets due to immense pressure. Disseminators can release motivational content, such as inspirational quotes or famous sayings, to encourage young people to persevere.

Table 1. Integrating Innovative Elements into Dissemination Content

Categories	Descriptions
Incorporate Innovative Elements	Incorporating fresh and unique elements in information dissemination to avoid imitation and homogenization.
Combine with Hot Topics	Selecting widely discussed hot topics in society as the entry point for content.
Innovate Audience Participation Methods	Encouraging audience participation in content creation or interaction to achieve two-way communication in information dissemination.
Target Specific Audience Groups	Customizing content based on the preferences and needs of different audience groups.

5.2 Enhancing Audience Participation Proactively

For audience-participatory information dissemination to develop effectively, diverse methods should be employed to stimulate active audience participation, thereby aiding the dissemination and development of information content. In modern society, the emergence of various types of social networking software and platforms provides greater possibilities for audience-participatory information dissemination and accelerates the speed of information dissemination. The rich flow of information resources within society benefits the public by providing diverse information resources, allowing them to access timely content without leaving their homes. Furthermore, the public should

not only be information receivers but also increase their participation, expressing their opinions and understandings based on their interpretations and preferences. Therefore, the audience should seize this opportunity in the new media environment to express reasonable and correct views, truly stepping into the internet era and keeping pace with the development trends of the information industry.

5.3 Building Interactive Platforms for Communication and Dissemination

In the context of rapid new media development, establishing efficient bridges for interaction between disseminators and audiences is crucial. With the continuous iteration of information technology, new media has not only reshaped the pattern of information dissemination but also profoundly changed how people communicate. In response to the trend of increasing homogeneity among dissemination subjects, building an interactive platform that integrates communication and feedback is key to improving the effectiveness of new media dissemination. Such platforms can facilitate mutual exchange and communication between disseminators and audiences, enabling disseminators to better understand the inner needs of the audience, thereby expanding the breadth and depth of new media information dissemination and strengthening the bond between the audience and the platform[11]. During the dissemination process, multiple platforms should be developed to enhance the depth and breadth of dissemination, using various forms such as text and video to disseminate information.

5.4 Scientifically Guiding Information Dissemination

With the continuous development of new media technology, relevant national departments should prioritize conducting guidance work, supervising, and strengthening information construction and dissemination. Therefore, in daily work, it is necessary to reinforce the political and ideological education of the audience, thereby enhancing their ability to identify information. For example, CCTV can produce and release news information in ways that resonate most with the audience. CCTV News has created a program called "Anchor's Talk on News Broadcast," which timely addresses domestic and international hot events. Compared to the regular "News Broadcast" at 19:00, this program uses more humorous and interesting language, thereby narrowing the distance between CCTV and the audience. Moreover, it can subtly guide the audience scientifically, helping them improve their ability to identify harmful information[12].

6. Conclusion

In conclusion, supported by internet technology, the way new media disseminates information has transformed how people receive information in their daily lives, positively contributing to the development of audience-participatory dissemination. Therefore, in the new media environment, the content disseminated by information providers must cater to the audience's needs, offering entertainment to help them relax mentally while also supporting and contributing to the development of the information industry. However, due to objective factors, expanding information dissemination channels will inevitably lead to issues such as certain self-media outlets misleading public opinion. Therefore, with the ongoing updates and development of modern software, information technology should continually upgrade to ensure that the audience can objectively interpret news information through scientific guidance, continuously promoting the development of audience-participatory dissemination in China.

References

- [1] Stieglitz S, Dang-Xuan L (2013) Emotions and information diffusion in social media—sentiment of microblogs and sharing behavior. *J Manag Inf Syst* 29(4):217–248.
- [2] Liang Y, Kee KF (2018) Developing and validating the A-B-C framework of information diffusion on social media. *New Media Soc* 20(1):272–292.

- [3] Tseng FC, Cheng TCE, Li K, Teng CI (2017) How does media richness contribute to customer loyalty to mobile instant messaging? *Internet Res* 27(3):520–537.
- [4] Baird CH, Parasnis G (2011) From social media to social CRM: reinventing the customer relationship. *Strat Lead* 39(6):27–34.
- [5] Shi J, Hu P, Lai KK, Chen G (2018) Determinants of users' information dissemination behavior on social networking sites: an elaboration likelihood model perspective. *Internet Res* 28(2):393–418.
- [6] Pöyry E, Parvinen P, Malmivaara T (2013) Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage. *Electron. Commer. Res. Appl* 12(4):224–235.
- [7] Zhang W, Du W, Bian Y, Peng CH, Jiang Q (2020) Seeing is not always believing: an exploratory study of clickbait in Wechat. *Internet Res* 30(3):1043–1058.
- [8] Gu C, Xu YC, Yao M (2020) Effect of appeal orientation in sponsored ad forwarding on a microblog platform. *Internet Res* 30(6):1835–1856.
- [9] Rishika R, Kumar A, Janakiraman R, Bezawada R (2013) The effect of customers' social media participation on customer visit frequency and profitability: an empirical investigation. *Inf. Syst. Res* 24(1): 108–127.
- [10] Han Y, Lappas T, Sabnis G (2020) The importance of interactions between content characteristics and creator characteristics for studying virality in social media. *Inf. Syst. Res* 31(2):576–588.
- [11] Cao X, Gong M, Yu L, Dai B (2020) Exploring the mechanism of social media addiction: an empirical study from WeChat users. *Internet Res* 30(4):1305–1328.
- [12] Zhang Y, Moe WW, Schweidel DA (2017) Modeling the role of message content and influencers in social media rebroadcasting. *Int. J. Mark. Res* 34(1):100–119.