An analysis of the advantages and disadvantages of the decreasing trend of Media The boundary between information creators and receivers in the age of media intelligence

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Abstract: After a brief introduction of the social background, I used literature review and case analysis to conduct some in-depth research on my title, and finally gave some relevant suggestions.

1. Introduction

Wang Bin, secretary-general of China New Media Industry Alliance, believes that "New media is based on digital information technology, characterized by interactive communication, and has innovative forms of media." In view of its strong interactivity and innovation, the development of new media is very rapid, and it has gradually become a product of the new era that people can enjoy without threshold. From the material level, the arrival of new media has allowed more people to discover business opportunities and seize opportunities; At the same time, many industries are suffering. From the spiritual level, more and more people begin to be digested by new media through the influence of the development of new media. Whether it is the cognition of information or the creation and reception of media content. The famous modern poet Huang Ying once said, "Distance makes beauty. But as the boundary between creator and receiver becomes more and more blurred, and even more transparent, what benefits will it bring to people? What's the harm? This is a question worth exploring.

2. Literature analysis

Literature analysis: Sunshine culture group chief executive, wu said: "compared with the old media, new media, the first feature is its digestion power --, dispelling traditional media (TV, radio, newspapers, communication) boundary between countries and between countries, between social groups, industry boundaries, the boundary of the information between the sender and the receiver, And so on." I think as a student growing up in the new media age, the question of the relationship between creator and receiver is what interests me most.

At the same time, scholar Graham Meikle wrote on Social Media: In the book, Communication, Sharing and Visibility: Social media have enabled new kinds of connection between new kinds of users. This connection creates chemistry not only between creator and receiver but also between different receivers directly. Such reactions can be immediate or chronic. According to the data, Zhou Maojun also said in the book introduction to New Media that UGC refers to the duality of users, namely the integration of production and consumption, commonly known as "Prosumer". With the rise and influence of short video culture, more and more audiences have started to pick up mobile phones to share their lives with netizens, unknowingly becoming creators themselves. Everyone is creating and everyone is an audience, which is the impact of Tiktok's new media culture on the Chinese market. So what exactly is new media? Martin Lister gave A simple definition of New Media in New Media: A Critical Introduction, which is "digital", "electronic", and "interactive". This is why a new media culture began to emerge in the 1980s, as the way people received information changed. Interactive is exactly what defines the most important part of new media. This is why the line between creator and audience is increasingly blurred. Because the freedom of the media brings the freedom of

interaction, the freedom of interaction results in the frequent transformation of identities among participants with different identities. As for the exploration of their identities, I found in Lumen Technical Writing, The writer provides valid information (proposes an idea). The reader accepts that information (accesses and understands information) and responds with active participation. This is equivalent to a supply-side and a demand side. This is also why I believe that new media is gradually dismantling these two identities, because more and more demand side, while getting the demand, also become the product supplier. Finally, I also investigated a set of interesting data: According to the survey data of Fast data in 2019, users with high education are leaving the short video platform at a rapid negative growth rate every year. The growth rate of doctoral students is -15.2% in 2019, and that of master's students is -11.4%. Then, video users with low education are occupying the platform at a rapid growth rate.

The new media changes with each passing day, bringing a lot of changes to people. In the past two years, the most recent new media product for Chinese people is TikTok short video. TikTok short videos have been changing people's lives since 2017. In the beginning, people used it as a pastime, but TikTok gradually became popular. Many ordinary people found the wealth code in TikTok, and some successful people spread their brands, deeds, and ideas to the public better. This software alone has brought great changes to the Chinese market in recent years and even greatly affected the overseas market. Along with the development, "live with goods" has gradually become the word with the highest rate of these two years. Ordinary people go to the screen after packaging, more ordinary people have access to more rare good things. For better or worse, it redefines the way people use the Internet or the way they spend their leisure time. The social phenomenon is also very obvious, that is, the wall between the creators of media content and the audience group gradually weakens, and the two originally different identities gradually merge.

With the advent of the new media era, TikTok culture has become popular in China and has become a part of people's lives for a short time. By 2020, the daily users of TikTok will reach 400 million. Bytedance has brought new media into The lives of Chinese people in a real sense through TikTok. It allows anyone who picks up their phone to see videos created by others. At this point, people are the audience.

As new media people in the new era, each of us is a participant and a creator. I think this is also a change brought about by new media. Where people used to be participants and felt that there was an unbridgeable gap between them and the creator, now everyone can participate and everyone can create. New media allow people to develop freely, internal competition with each other, to constantly optimize the new media content.

However, it can also be seen that the blurring of the boundary between creators and participants may be due to the influx of less-educated users into the platform. In this light, is the blurring of the boundary a good thing? Universal creation is important, but I suspect it will also lead to a gradual decline in video media quality and content capture.

It has to be said that it is lowering the threshold of UGC. With the reduction of production cost and difficulty of we-media, more and more users begin to regard the production of new media as the sharing mode of daily life. We are in the post-epidemic era. Due to the desolation and paralysis of the real economy, people increasingly rely on online media to vent their daily lives. Therefore, low-quality new media content continues to be produced, and the overall network environment continues to decline under multiple factors. With a lot of user videos coming out, PGC content is taking a hit, and the simple reason is that exposure to PGC content is significantly lower.

On top of that, there is always the feeling that PUGC will bring people to a new level of new media, but it's not. UGC is at the bottom of media production and creation. It seems that they are very good at using some intelligent programs that people have already made to complete their works, but most people are really satisfied with this, which leads to a growing gap between the head of the industry and the grassroots staff. The head staff is still in the research and development of technology and technology creation, but the grassroots staff is satisfied with the most basic UGC production. The fragmentation of information and technology is not going to take people to the next level. That's why, in these days of elevators everywhere, the occasional climb to the base stairs can be breathless, as

comfort and satisfaction can be regressive, but there are always people who keep working out and exercising.

At present, the blurring of the boundary between creator and receiver seems to enable more people to truly feel the new media. However, no matter what phenomenon comes into being, it has both advantages and disadvantages. I hope to objectively evaluate the advantages and disadvantages of the dissolution ability of new media through research.

Prediction: Through my research and study, I have explored the reasons for the advantages and disadvantages and the essence of the phenomenon that the boundary between information creators and receivers gradually reduces in the era of media intelligence, and tried to put forward a better method to balance PGC and UGC (what method do you have?). For example, we can use efficient content moderation and effective community dimension to better balance the relationship between PGC and UGC. By effectively and frequently giving more positive feedback to users, users' participation and enthusiasm can be improved. In addition, the media itself should avoid data errors caused by algorithm discrimination on the premise of ensuring the security and privacy of users as much as possible. Making media intelligent can not only be more popular among consumers in a more comprehensive way but also ensure the quality of media products as much as possible while ensuring the participation, to avoid the significant decline in the quality of media products caused by the influx of a large number of UGC. Learn from each other. (Artificial intelligence is involved in media production, communication, and service)

3. Case Studies

3.1 Artificial intelligence improves the quality of content, creativity, etc.

With the advent of the era of media intelligence, more and more media content quality has been promoted and more creativity has been provided. At that time, media information was monopolized by professional producers. However, with the development of media intelligence, more and more receivers also started their creation.

3.2 Artificial intelligence further improves the efficiency of media content products that meet user needs to reach information receivers

In addition, in the new media era, information consumers and information producers are more and more cemented. At the same time, driven by artificial intelligence, it also further improves the efficiency of media content products that meet user needs to reach information receivers. Let's take Tik Tok as an example. TikTok has more than 700 million registered users in China, which means one out of every two people is a TikTok user. In the face of such a large user group, the adhesion between PGC and UGC is completely insufficient to support user activity, because there are a large number of users, each of whom has their different preferences and interests. Artificial intelligence is very useful at this time. For users and producers directly involved in video production, they can directly choose to release to designated groups to improve the number of broadcasts, which can greatly increase the efficiency of media product release and push, and also reduce the cost of media product promotion.

3.3 In the era of ARTIFICIAL intelligence, the reduction of the boundary between users and creators gives more positive feedback to users and improves user participation.

In this part, I think media intelligence does give more positive feedback to users, thus increasing user participation. Take COVID-19, which swept the world in 2020. China's rapid response to the epidemic is widely recognized. The decisive decision to shut down the city and the quarantine policy that has continued to this day are all reasons for the success. In this outbreak, the Chinese government and relevant functional departments, even the well-known Doctor Zhong Nanshan, have informed people of the latest situation of the epidemic and effective prevention and control through the media at the fastest speed, including the harm of the virus, the way of transmission, the means of prevention and so on. Because of this, people can quickly learn more about the authenticity of social events, and will not cause unnecessary panic because of the "unknown" brought by the coming of emergencies.

3.4 Privacy issues in the era of artificial intelligence - security system improvement

While people fully enjoy the convenience of the era of media intelligence, they cannot avoid many serious problems. That is the privacy of users. In the old media era, producers from all walks of life made media products and exiled them to market. When users choose products, their privacy will not be disclosed, because, in the old media era, these things are one-way and not interconnected. But in the era of new media, everyone is an author, and everyone is also an audience. Behind this phenomenon, a huge database is needed as the support to collect and sort out. So how can the problem be mitigated? And I think that's still starting with artificial intelligence. For example, users can choose media platforms to read and record their likes and dislikes, and publishers can choose to publish products to interested groups or all groups. For the internal ethical optimization of ARTIFICIAL intelligence, more strict procedures are needed to manage and restrict, and the privacy of every user must be fully respected. Because privacy is everyone's bottom line, if artificial intelligence is based on providing contemporary people with a better experience of network media and the privacy of users and creators of large-scale peep, then I believe it is inevitable to be eliminated!

3.5 The development of ARTIFICIAL intelligence technology is not fully mature

The speed of development of new media is very fast, because the advancement of ARTIFICIAL intelligence combined with the large-scale increase of user engagement, has now become the stage of all media people. Although the development trend of technology is very rapid the technology of artificial intelligence is not so mature, and it is even easy to cause a lot of negative effects. To better solve these negative effects, we should understand the real core of these things more accurately, to achieve the right medicine. I think the best way to do this is to make sure that every site is officially accredited, and that all users and creators must have their real names and only have one account at a time. This can not only avoid the impact of a lot of information errors but also more effectively eliminate problems such as hacking.

3.6 Thinking about algorithmic discrimination

Here we have to say because of the above phenomenon is more and more people pay attention to an ethical problem: algorithm discrimination. On the surface, the boundary between users and creators is reduced, and everyone can become the creator of new media, but under the terrible algorithmic discrimination, this boundary reduction is only a superficial phenomenon. Because we are ordinary users with no traffic, even if we occasionally produce good new media works, it is difficult to be recognized by the algorithm. Why is that? Because the algorithm is based on your account information to determine that you are an ordinary user, can not produce high-quality products, naturally will not be given traffic through the algorithm. And the accounts of well-known creators, even when they push new media works that are permissive to audiences, get a lot of traffic due to "algorithmic discrimination," because the algorithm always defaults to a good author. This is what I call the ethical problem of algorithmic discrimination. It makes systematic predictions too far ahead and executes algorithms and instructions based on its predictions. As more algorithmic decisions are made, so will similar discrimination. Moreover, algorithmic discrimination can harm defining users by their past habits. For example, if a user once defaulted on a loan, it is easy to be blacklisted by the algorithm discrimination, which will greatly affect the user's credit evaluation and loan activities in the future. If the algorithm is applied to crime assessment, credit loan, employment assessment, and other occasions concerned with personal interests, once discrimination occurs.

4. To suggest or call for

1. While constantly developing UGC following the trend of The Times, we should make sure to actively transfer some positive energy products, because the network environment also needs to be maintained by everyone.

2. Users can also learn more professionally, and create more excellent works by cooperating with the intelligence of media so that media products can truly flourish.

3. As for the security problems brought by the intelligence of media, most of our users can only do this: strengthen the vigilance of the network, not easily divulge their privacy. I hope you can enjoy the benefits brought by the gradual integration of UGC and PGC in the era of media intelligence.

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