

# New Trend: The Combination of News and New Media

Siyi Wang<sup>1</sup>, Yiming Ma<sup>2</sup>

<sup>1</sup> Faculty of Arts, University of Melbourne, Melbourne, Australia

<sup>2</sup> Faculty of Education, University of Melbourne, Melbourne, Australia

**Abstract:** This essay explores the convergence of journalism and new media, highlighting its transformative impact on news dissemination. It begins by noting how new media has replaced traditional platforms like newspapers and television, offering more diverse and personalized ways to access information. The essay discusses the integration of big data in journalism, which enhances news accuracy and relevance through advanced data processing and recommendation systems. Platforms like Tencent News and Weibo exemplify how big data enables precise news delivery. Additionally, the essay introduces experiential journalism, which uses virtual reality (VR) to provide immersive news experiences. While VR makes news more engaging and interactive, it also raises concerns about maintaining authenticity. The rise of citizen journalism is also examined, emphasizing how new media empowers ordinary people to report news, thereby increasing timeliness and coverage. The essay concludes by acknowledging that while new media broadens news accessibility and convenience, it also presents challenges such as declining credibility. It suggests that combining new and traditional media is essential for ensuring high-quality, reliable journalism.

**Keywords:** New Media; Big Data; Experiential Journalism

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**Published:** Sept 04, 2024

## 1. Introduction

This essay will show that the convergence of journalism and new media is a new direction and present the multiple applications under this convergence. In addition, the benefits of integrating news and new media for various aspects and the problems faced will be evaluated.

In the context of the rapidly developing information age, the media is a universal means of helping people to keep up to date quickly with all kinds of information and national and international news. Not only can the media impart information about political and social changes in the country, but they can also keep abreast of even the slightest change in the weather around them. The rise of new media has to do with their ubiquity; they are everywhere, not only in developed countries but also in developing countries (Siapera, 2018) <sup>[1]</sup>. Whether it is to learn about the world in many ways or to be the talk of the town after dinner, they have undoubtedly enriched the lives of modern people considerably. Along with the increasing demand of modern people to learn new things, traditional media seems unable to satisfy the information needs of a few people, and a new solution is imminent. The new direction of combining news and new media is a new product of the development of new media in recent years. Earlier, the news was limited to traditional media such as newspapers, television and radio. Nowadays, with the

development of the times and the emergence of new media, the platforms and ways of news dissemination are showing a diversified development. Living and learning with the new media has become an essential part of modern culture (Mizuko et al., 2009) <sup>[2]</sup>.

## 2. Main Body

### 2.1 Combining Big Data Technology with Journalism

Combining big data technology with journalism is an application that fits the context of the times and modern technology. Big data refers to the integration, management, and processing of information on a massive scale to reach the search and reduce the cost of communication. Andress Veglis(2022) states that adopting big data processing in the news media is inevitable, and data mining will make the work more productive and make news classification more accurate <sup>[3]</sup>. Big data collects news content and segments user data to optimize the accurate delivery of news products (Jiangkejie Yang & Zhihua Xiong, 2021). Content recommendation systems are increasingly being used across digital platforms, changing the content presented to users and making media use more accurate (Jonathan Hendrickx, 2021) <sup>[4]</sup>. Many traditional media companies are now adopting this technology to drive news consumption and the number of online subscriptions. Applications like Tencent News and Weibo use big data news push features to enable accurate marketing and precision pushing. With the application of big data push news, the timeliness and accuracy of news are more clearly demonstrated. Personalized subscriptions based on personal preferences provide convenience for users while reducing the marketing costs of each platform.

### 2.2 Experiential News

Unlike traditional media, new media news can be viewed and read through experiential journalism. Experiential news is when audiences use VR technology to experience news content, making it more three-dimensional, live and watchable. With the development of modern technology, people's access to news is no longer limited by traditional media. In addition, new news software and integrated applications such as TikTok and Twitter have revolutionized how the public can reaccess information. Experiential journalism is a new form of media communication that, unlike previous media, provides news experiences for viewers who learn about news stories in an experiential way (Pavlik & John V, 2019) <sup>[5]</sup>. Audiences can experience news content in an immersive way, which means that the boring text in previous newspapers is brought to life for readers through VR. Several national media organizations use VR technology for its powerful reproduction, novel operation, and unique communication experience. In the United States, ABC News has applied the technology of VR news. Users can control the mouse or touch the screen to achieve a 360-degree form of viewing news, driving the user's immersive experience through multiple angles. This novel form has attracted many readers. Like one of the articles, "Chernobyl 30 Years Later" (2017) <sup>[6]</sup>, readers can see the actual situation of Chornobyl through VR, as if they were there to experience it firsthand. People can feel the scene through VR technology even if they are far away and not there. In the UK, the New York Times used VR journalism to produce the news Vigils Paris as a VR record of the famous Paris horror, bringing out the brutality of the event, as well as scenes of people mourning for inclusion, giving audiences a fabulous multi-sensory experience (Ben C. Solomon & Leslye Davis, 2015) <sup>[7]</sup>. The New York Times also subsequently developed a VR news client in 2015: NYTVR, which has gained many users, and "NYTVR" is now the number one downloaded app among all the New York Times (Jaekel, 2016). In the Times magazine, editor Silverstein mentioned that VR experiences of news could create a sense of connection with people living far away from them, which can

increase interest and deepen people's understanding of the news (Silverstein, 2015)<sup>[8]</sup>. New media in various forms continue to improve people's lifestyles and enrich their lives. However, in experiential journalism, attention should also be paid to grasping the authenticity of the news, establishing its credibility of the news, and improving its trustworthiness of the news.

### 2.3 Citizen Journalism

The rise of new media has provided more excellent space for citizen journalism. Citizen journalism refers to news produced by non-professional or traditional journalists, from interviewing and writing to editing and publishing entirely by the communicators themselves. The rise of new media has provided more technical support for citizen journalism, and the rise of new media has increased the dissemination channels and power of citizen journalism. Citizen journalism is explored in various ways, allowing everyone to become a journalist, record the events around them, and share the news around them (Wall, 2022). The birth of citizen journalism has enhanced the timeliness of news, allowing it to spread more quickly and widely from birth to spread. In the 2008 conflict in Kashmir, most of the news was spread through new media, while the local government banned traditional media such as newspapers, limiting the content of traditional media propaganda (Rabia Noor, 2017)<sup>[9]</sup>. Due to the ban on traditional media, such as newspapers, many atrocities were covered up. Many atrocities were covered up, but civilians were able to record these untold events through new media such as cell phones, upload them to the Internet, and disseminate them through media platforms such as YouTube and Facebook. A combination of citizen journalism and new media gave an accurate picture of the situation and showed the world the reality and brutality of war. (Allan, 2019). Thus, the birth of citizen journalism has expanded the richness of news content and improved the timeliness and authenticity of the news, allowing people to feel the news in many ways<sup>[10]</sup>.

With the combination of news and new media, people are no longer limited to traditional media. Under traditional media, the news needs to be more timely, content needs to be disseminated promptly, people passively receive information, and people lose much freedom regarding news and public opinion. Furthermore, traditional news is subject to many restrictions, and the content of traditional news releases in many countries is subject to the government. The state, resulting in much news content being very one-sided. With the birth of new media, citizens have more freedom of choice in accessing information. The authenticity of the news has been enhanced; there are more ways and channels for people to read and watch the news. Socially speaking, citizens can judge the authenticity of the news from the different views of the same event in different media. Multiple directions and multiple media readings make the phenomenon of traditional media dominance solved. New media is more convenient; people can read and disseminate news anytime and anywhere. No longer limited to traditional media, readers can read through various media anytime and anywhere; enhancing the convenience of news reading makes a variety of platforms for reading and dissemination also increases the breadth of news dissemination.

The integration of new media into news has promoted the development of journalism. The integration of new media makes the news content cover a broader range of content. While the traditional news presented to the audience is mostly news of more serious social concern, the new media news can show multiple angles of news, presenting the news to the audience in a comprehensive and multi-angle manner<sup>[11]</sup>. Kavanagh's (2019) article also mentions the change of news from objectivity to subjectivity after the convergence of new media. For example, in the war between Russia and Ukraine, the leading news of each country, represented by traditional media, showed Russia and Ukraine's attitude and the war situation. On the other hand,

new media, such as Twitter, showed the people's reality at the time of the war <sup>[12]</sup>. They presented a multifaceted and realistic record of the war between Russia and Ukraine through society, reality, and family. The combination of traditional media journalism's ideals and new media journalism's sensibility made the coverage of the events more precise and more explicit and realized the complementarity of the two.

### 3. Conclusion

The combination of news and new media may lead to a decline in the credibility of news. Compared with traditional news, news under new media, publishers' requirements are reduced, and the timeliness is enhanced simultaneously, leading to a particular decline in the credibility of news. With the rapid development of information technology, new media gradually replaced traditional media and occupied the mainstream media <sup>[13]</sup>. However, with the continuous growth of new media, the quality of media practitioners gradually decreases, and news loss of credibility and untruthfulness emerges one after another. New media release news faster at the same time; the limitations of the release of news to see the effect resulting in many news, news has yet to be confirmed before the release. Media credibility is gradually reduced under this false news. The freedom, low threshold, and timeliness of new media affect traditional media's authority, objectivity, and authenticity. Therefore, in combining new media and news, attention should be paid to grasp its credibility <sup>[14]</sup>. The two have complementary roles and should complement each other by taking the best and the worst to ensure that the media is objective, realistic and authentic. Truly serve the public and become an authentic channel of information dissemination <sup>[15]</sup>. To enhance the overall quality and technical level of journalism practitioners, new media practitioners should remember their original intention and learn relevant professional knowledge to upgrade their level of journalism. At the same time, traditional media should cultivate a full range of talents and integrate new media technology to develop the journalism industry better.

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