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The influence of news communication for production mode on computer news dissemination

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Abstract: *The objective is to prove the effectiveness and superiority of crowdsourcing production mode in news communication by computer through the research on the influence of crowdsourcing production mode on computer news dissemination. First, the two levels of crowdsourcing production mode are analyzed, i.e., the UGC (User Generated Content) mode and the PGC (Professional Generated Content) mode. Then, the production mechanism and operation mechanism of crowdsourcing production mode in news application are discussed. Next, a video platform, the Pear Video, is taken as an example to analyze the application process. Second, the impacts of the crowdsourcing production model on the changes and propagation mode are analyzed. Results: Among all the social media software, the most popular ones are WeChat Moments, which showed an increasing trend in 2018. In addition, the WeChat Subscription with the most followers is the news media, accounting for 42.1%. By applying the crowdsourcing production model to news communication, the diversity of news content and news communication channels can be promoted, providing direction and guidance for the transformation and development of emerging media.*

Keywords: *crowdsourcing production mode; journalism and communication; UGC; PGC*

1. Introduction

With the continuous development and advancement of science and technology and mobile information technology, the ways and means of news communication are constantly changing. From the initial dissemination of information based on newspapers and the gradual transition to the era of communication dominated by television broadcasting, the communication propagation has developed into an era of big data and Internet technology [1]. It is precisely because of the changes in the way of communication and the continuous development of Internet information technology that the "crowdsourcing model" has been proposed and applied [2]. The concept of crowdsourcing originates from economics. As the name suggests, applying the "crowdsourcing model" to news communication indicates that the communicator who accepts the news has become a provider of news, giving the public a dual identity. Through the application of the crowdsourcing model, the news content is enriched and disseminated. The channels are more diverse, and the scope of dissemination is broader [3, 4].

The crowdsourcing production model based on material engineering analysis technology in the field of communication brings various benefits to news dissemination; however, everything has its advantages and disadvantages, and it inevitably brings certain negative effects [5]. When the public is transformed from a news communicator to a news provider, the lack of professional culture and moral literacy will cause the quality of news information to decline. The content of news information will become overly entertaining, one-sided, and even the fake news because of the occasional negligence of the platform operation, which will mislead the public [6, 7]. The emergence of the crowdsourcing production model has solved the bottlenecks and problems of the traditional communication of news, which makes the public participate in the production of news content and enriches the form of news dissemination, providing reference and direction for the development of emerging Internet media. However, the way to proceed correct and reasonable application to avoid the appearance of adverse consequences is a problem worth studying [8, 9].

The influence of crowdsourcing production mode on computer news dissemination is discussed. First, the two levels of crowdsourcing production mode are analyzed, i.e., the UGC (User Generated Content) mode and the PGC (Professional Generated Content) mode. Then, the production mechanism and operation mechanism of crowdsourcing production mode in news application are discussed. Next, a video platform, the Pear Video, is taken as an example to analyze the application process. Second, the impacts of the crowdsourcing production model on the changes and propagation mode are analyzed. In this study, the effectiveness and superiority of

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crowdsourcing production mode in computer news communication are proved. By applying the crowdsourcing production model to news communication, the diversity of news content and news communication channels can be promoted, providing direction and guidance for the transformation and development of emerging media.

2. Crowdsourcing Production Mode

Under the crowdsourcing production mode, users are the recipients of information and producers. Therefore, users are critical. According to the professional nature of users, the content of crowdsourcing is divided into the UGC mode dominated by ordinary users and the PGC mode led by opinion leaders.

UGC refers to "User Generated Content". With the popularity of the network, users can upload their original contents through the media platform. Among the various crowdsourcing platforms, the news information platform occupies an important position. Every netizen can become a provider of news information content, which promotes the rapid and timely dissemination of information. However, when the public is transformed from a news communicator to a news provider, the lack of professional culture and moral literacy will cause the quality of news information to decline. The content of news information will become overly entertaining, one-sided, and even the fake news because of the occasional negligence of the platform operation, which will mislead the public.

PGC refers to the "Professional-Generated Content", i.e., the content produced by professionals. The advantage of UGC mode is that it can effectively guarantee the quality of the content, make the content more professional, and solve the problem of uneven content of UGC mode. Even the professional teams have joined the editorial team to conduct full-time review of mass production content information, which is a practical form of professional media personnel participating in content production under the PGC mode.

3. Production Mechanism and Operational Mechanism of Crowdsourcing News

3.1 Production mechanism: users as the main body of content production

News production needs collection, generation, and dissemination. News organizations invite users to provide news content through the media platform. Under such a model, the concept of journalism has been affected. In the past, the news content was subverted by the media, and it was passively received. Ordinary audiences can also actively participate in the news production process, the efforts and actions of users are affirmed, which become the main part of content production under the crowdsourcing model. In the crowdsourcing mode, the user as a "outsider" of non-professional media practitioners, through the support of Internet technology, has become a part of the news activities in the form of providing material to participate in crowdsourcing content. The bloggers provide contents to complete the news gathering. The Pear Video platform verifies, produces, and disseminates these contents. It is based on the cooperation of media and users under technical support.

3.2 Operation mechanism: the content collection and distribution channels provided by the platform

The dissemination of information requires the platform as a material entity. The communication of information requires the platform as a bridge. The news media is a platform. It refers to the intermediary of communicators and audiences in the process of news communication. It is the material carrier of news information and is used to express a sort of static or dynamic arrangement of any object. The crowdsourcing news model is widely used in Internet and mobile intelligent terminals. With the development of Internet technology, the platform publishing channels are diversified. The Pear Video itself developed an independent APP as a communication channel. Also, in the form of distribution, it relies on 4G and mobile Internet technology to focus on short videos, which is in line with the current reading orientation of audiences. The media software resource creation and organizational model continues to progress, providing a platform for the wide and uncertain public.

4. The Application of Crowdsourcing News Production Mode in the Media

4.1 Mobile application support, shooting anytime and anywhere

With the continuous development of modern science and technology, the public do not need to borrow the professional video photography equipment. Instead, they only need a mobile phone to complete the video shooting and production. The application of the mobile phone is easy, and everyone can operate. The continuous

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advancement of mobile technology has also promoted the development of the news media. According to statistics, the total consumption of mobile Internet in China has exceeded 70 billion GB in 2018. The most popular video platform "Douyin" is taken as an example. By applying the crowdsourcing news production model, the public can make what happens to them or what they see into videos and upload these videos to the platform, producing news contents. The public only needs to use the mobile phone to obtain the rich news contents. Everyone has become the main body of news manufacturing and communication. It is the application of crowdsourcing news production mode.

4.2 Reward mechanism encourages users to participate

The "Pear Video" platform is as an example. Users will receive a certain salary reward for making uploading videos. If the video content meets the standards and is adopted, the users will be rewarded. There are two main criteria for the reward: one is to create enough social influence, and the other is large playback amount. Through such a mechanism, the enthusiasm and participation of mass media production and communication can be effectively improved. The public has changed from a former recipient of information to an information disseminator. The bonus list information is shown in the software. Among them, there are a total of nine on the list, which has become a popular content. The application of the crowdsourcing news production model, as well as the innovation and establishment of reward mechanisms, can promote the expansion of the scope of news dissemination and the diversity of content. In addition, the public also enjoy it, adding the fun of life.

5. The Essence of Changes in UGS communication model

5.1 Chained relationship communication

Regarding the information dissemination model, it was the American political scientist Lasswell who first studied and achieved something. He proposed the famous "5W" model, which caused great repercussions at that time. The traditional media propagation process is a relatively concentrated one-way linear propagation with closed features pre-controlled by the rights relationship. This is because the technical threshold was high at the time, the transmitter was in an authoritative position, and the relationship between the two parties was still in an unbalanced state. Therefore, the "5W" model at that time also had certain defects. It belonged to one-way linear propagation, and did not involve a feedback mechanism, ignoring the two-way interaction between the two parties, as shown in Figure 1:

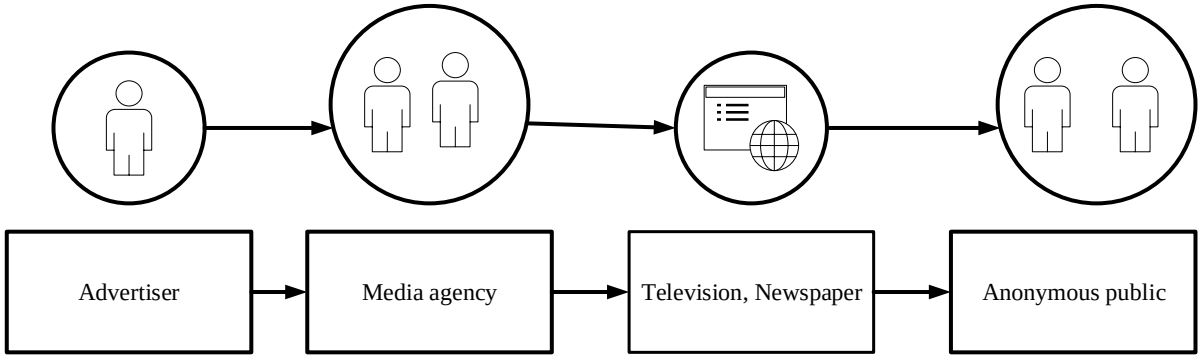

Figure 1. "Broadcast" process of traditional media

News communication has moved from a relatively simple information dissemination level to a more complex relationship communication level, and the relatively closed communication system is a more open and interactive circular communication system. The most obvious one is the transformation of users after participation. It integrates one-to-one, many-to-one, many-to-many and other modes. It can be said that it is a chained propagation of "big market" with relationship as the link.

The essence of communication is more the interaction between the propagating subjects, and the establishment of various relationships in the process of communication. It is also the integration of social relations. In the various relationships, the subject chooses the appropriate communication content. The selected communication content also reflects and explains a social relationship, as shown in Figure 2:

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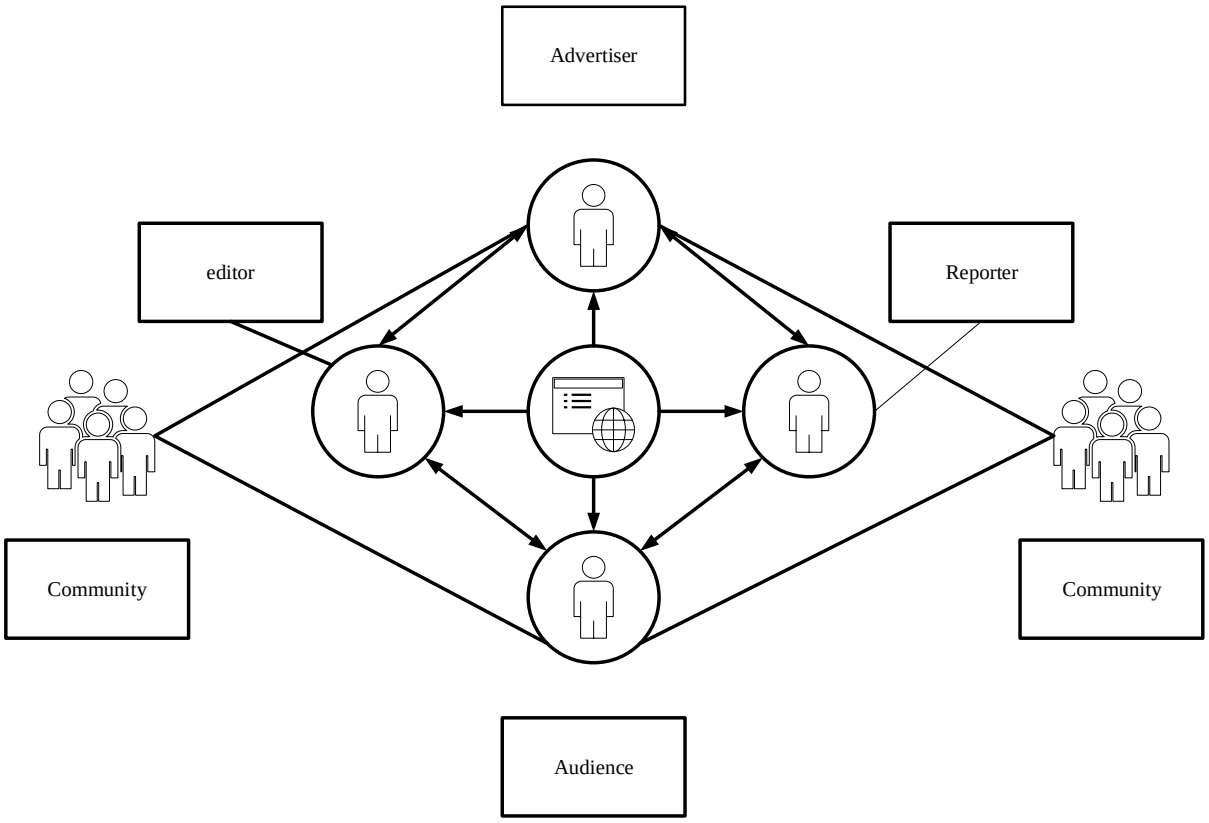

Figure 2. "Inter-cast" process of new media in user-created content mode

5.2 Network community communication

Citizen news, crowdsourcing news, and crowd funding news in the user-generated content mode are social network communication, mutual broadcast, and network community communication. Users participating in news communication activities participate in an independent individual status and can join or withdraw from a community group at any time according to their own interests. The community is a necessary condition to strengthen the participation of users in the crowdsourcing platform. Through the community platform, users share their own crowdsourcing information and put forward crowdsourcing opinions, which enhances the sense of community identity and belonging if participants. Therefore, the participants are more willing to actively and compulsory disseminate and publicize the interests of the community. Moreover, the community provides the public with a place for full discussion and interaction, which it will attract more people to participate and generate interests. Under the rapid development of network technology, the popularity of social applications such as WeChat and Weibo have divided the majority of users into different relationship communities and formed a network community. Users in the same community frequently exchange and share information under the same theme. In addition, different communities can also form a larger community for common development until the emergence of the online community.

5.3 The transition to fragmentation and personalization of content dissemination

The emergence of the crowdsourcing production model has made the public participate in the production process of news, which has greatly changed the form of news communication. The scope of the main body of news communication has become increasingly large and diversified. In addition, the nature of news communication has shifted from the previous professional organization to decentralization and socialization. People can carry out the production and dissemination of news according to their unique personality and make the content of the communication to be fragmented and personalized.

5.4 The transformation of communication channels to mobility and socialization

Due to the continuous advancement of society and the rapid development of Internet information technology, the traditional backward media has been unable to adapt to the development of society. The utilization rate of news dissemination using paper and TV broadcasting has gradually declined. In recent years, people have used

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mobile phones and computers. The application rate of news dissemination on the Internet is getting higher and higher, and the emergence of several emerging media software has transformed the news communication channel into mobile and socialized.

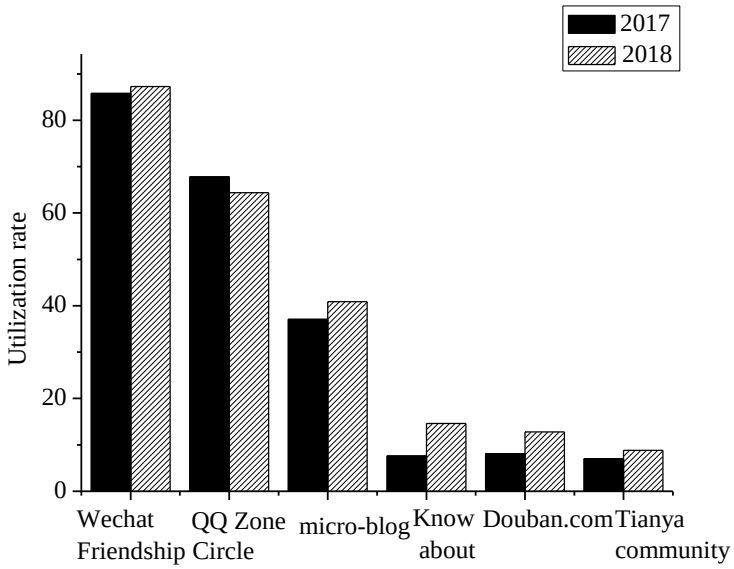

Figure 3. The usage rate of typical social applications

As shown in Figure 3, of all the social media software, the most popular ones are WeChat Moment, which showed an increasing trend in 2018. Its usage rate increased from 85.4% to 87.8%. Second, the social software with high to low usage rate is QQ space, Weibo, Zhihu, Douban, and Tianya community. Besides, except for QQ space, the usage rates of them are increasing, among which the growth trend of Zhihu is the highest. It can be seen that new media applications have become more and more widely used as society develops, and the application rate is also higher and higher, which plays an important role in the dissemination of news.

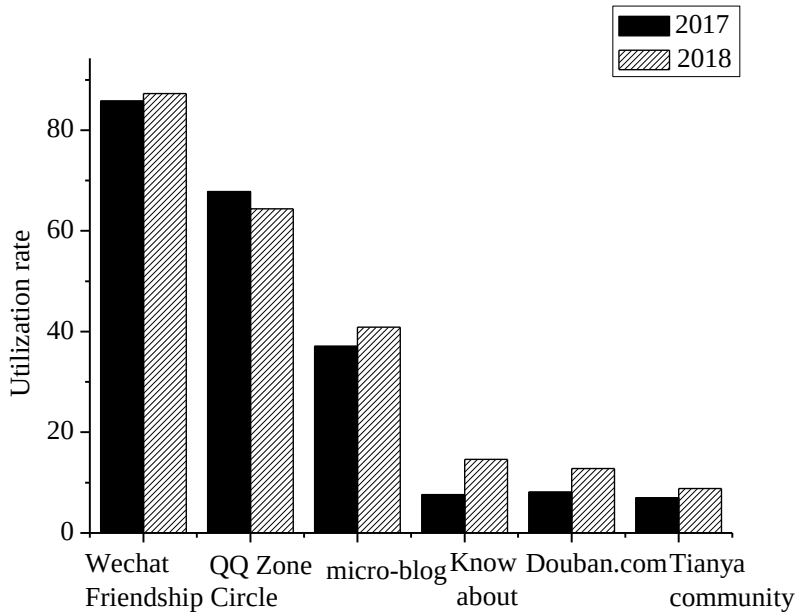

Figure 4. The attention of netizens on WeChat Subscriptions

According to Figure 4, of all the subscriptions, the most popular among the netizens is the news media, accounting for 42.1%, followed by celebrities. The subscriptions with lowest followers are the service providers. It can be seen that WeChat has become the major way for people to obtain and disseminate news information. As a social software, WeChat has gradually expanded from the initial social function to the sharing of news. The launch of several public numbers has promoted the mobilization and socialization of news communication.

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6. Conclusions

With the continuous development and advancement of science and technology and mobile information technology, the ways of news communication have been constantly changing. The emergence of the crowdsourcing production mode has transformed the communicator who accepted the news into a provider of news, giving the public a dual identity. Through the application of the crowdsourcing model, the news content is enriched and disseminated. The channels are more diverse, and the scope of dissemination is broader. In addition, the crowdsourcing production model has solved the bottlenecks and problems of the traditional communication of news, which makes the public participate in the production of news content and enriches the form of news dissemination, providing reference and direction for the development of emerging Internet media.

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