Impact of New Media Development on City Image

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Abstract: In this era, the city image is an essential symbol of a city. The rise of new media is a significant factor that affects the city image. The city image has changed dramatically with the development of new media. This study is proposed to study the strategies implemented by new media in affecting the city image and is expected to analyze the positive and negative effects of these new media strategies on the image of cities in three aspects: cultural, social, and economical aspects. This is achieved by reviewing, summarizing, and analyzing the literature on new media and the city image. The authors used data collection on new media development and city image, case comparison of different cities, case analysis of different cities, and literature finding to research. By studying the impact of new media development on city image, in order to achieve an understanding of the importance of new media on city image. The results show that new media cities can use the short video platform to analyze the latest information about the city's technology, the media industry, and the city's news and events. New media promotes the city image and gives it a positive and negative impact.

Keywords: We-media, image, literature, technology

1. Introduction

1.1. New Media and Its Swift Emerge

In today's society, the new media industry is growing rapidly, and new media is on a magnificent rise. It is necessary here to clarify what is meant by new media. New media refers to a method of media communication in which the audience and media are combined with each other on the basis of electronic technology and the Internet, which is interactive and personalized [1]. In recent years, short video platforms and social software have been innovated, and social media have emerged. The popularity of electronic devices such as mobile phones and computers has influenced people's daily lives. According to relevant statistics, global smartphone shipments reached nearly 1.405 billion units in 2018. It is expected that international smartphone shipments will likely rise to 1.654 billion units by 2022 [2]. New media is affecting the world at an unpredictable rate. With the development of new media, media platforms such as Weibo, TikTok, and Twitter continue to grow.

1.2.   City Image and Its Spreading Power

Also, in this era, the city image has changed dramatically under the impact of new media in this era. The phrase city image will be used in this study to describe the role of the city for people and to form a general impression and feeling of the city through its physical geography, economy, social conditions, architectural landscape, culture, and other elements [3]. There are many factors that have an impact on the city image, such as the media, economy, politics, business, geographical location, and a number of other factors.

1.3.   Relationship Between New Media and City Image

In this paper, the authors propose to explain new media and city image. In the past, the communication of city image relied mainly on traditional media, but with the development of the times, the primary medium relied on for the transmission of city image has changed. The communication of city image now relies mainly on new media. The change in communication media and the development of new media have had a significant impact on the communication of city images. New media has not only become the main method of city image communication but also influences the way in which the city image is communicated with its own characteristics of interactivity and pluralism [4].

The topic of this paper is the strategies of new media to change the image of cities and the impact of new media on the cultural, social, and economic aspects of city image. The shaping and this paper uses a review and analysis of literature related to new media and city image to conduct research. In the section on strategies for new media to influence city image, the authors use a literature search method. In addition, the authors use data collection, comparisons and examples to examine the positive and negative effects of new media on the city image from three perspectives: cultural, economic and social. This article will allow people to gain some understanding of the relationship between new media development and city image and to develop some impressions of new media and city image.

2.   Communication Strategies in New Media Cities

New media city is a city that has developed to become a hub for the growth of the media and technology industries. New media city involves an ecosystem comprising businesses, entrepreneurs and talents. Therefore, the rise of the new media city brings significant benefits to the region that it is situated in both economically and socially. Much investment is made to ensure that the city stands to create jobs and create wealth. One of how this investment is made includes communicating the image of the new media city.

In this communication, several strategies can be employed. One of the strategies that can be deployed to deliver the desired results includes using social media, concise video social platforms such as Douyin and others. According to the statistical report on the development of China's Internet, as of December 2022, the scale of short video users exceeded one billion for the first time [5]. Using such short video platforms allows the new media city to share updates about the city, technology, and media sectors. According to Liu, Yang and Li, the platforms can give updates about the existing opportunities and the growth that is being witnessed [6]. The audience can know what to expect in the new media city by offering these updates. The updates provide a basis for planning future engagement with the media city and keep the audience informed of how the critical sectors are panning out and how the target audience can come in.

These platforms also bring to the audience news from the new media city. By telling the audience the news from the city, they can understand what is going on in the city effectively. The information can further highlight new features developed within the new media city. On top of that, the target audience remains informed about the new media city, which means they can participate in its growth.

The news can also highlight the developments that have been realized and what is being done by the city [7].

In addition, the platforms can be used to showcase events in the new media city, especially those related to the media and technology industries. Through these events, the audience can understand what is happening in the new media city and what they need to do to be part of those events. By being part of the event, they can effectively understand the city and what it entails [8]. This short video platform also allows the new media city to engage with its target audience constantly. They can answer the questions and participate in activities, including challenges that can encourage the audience to understand what the new media city is all about and what is going on in that particular city. Through constant engagement, the audience will feel valued.

3. Analysis of the Influence Factors of New Media Development on City Image

With the development of new media, social media such as Tiktok, RED and Weibo have become an indispensable part of people's daily life. Because of the interactive and personalized characteristics of the new media [1], people's evaluation of the city image will be more concerned and detailed. People will appraise a city by shooting videos, writing comments or taking photos on social media, and forming a more professional city comment account. However, people's views and evaluations of specific things are highly subjective in most cases. No matter how beautiful a city is, there will always be negative comments. After all, not all readers like Hamlet. Therefore, the development of the new media has positive and negative influences on the city image. The consequences can be divided into economic, cultural and social aspects.

3.1. Positive Influences

Firstly, the influence on the economy is that it brings financial revenue to the city, increases the income of residents, and promotes the economic development of the city. With economic growth, people's sense of happiness and positive image of the city will also improve. This economic growth is mainly due to the rise of short videos, which has led to the development of local tourism.

For example, in recent years, Changsha has become a popular tourist destination, attracting many tourists to visit. One of the most important reasons is that Changsha's delicious food has been filmed by netizens and sent to the short video platform, which has attracted a lot of attention. The number of likes of a single video can reach millions. Then, "go to Yuelu Mountain to see the sunrise", "go to Orange Island to see the statue of Mao Zedong", "Wen Heyou" (a restaurant with the retro atmosphere) and "Sexy tea" (a famous milk tea that starts from Changsha) also became hot topics on social media, making the tourism industry in Changsha thoroughly popular. According to the latest statistics, Changsha received 2.7894 million tourists during the Spring Festival holiday in 2023, an increase of 109.25% year on year, and achieved 2.969 billion yuan of tourism revenue, an increase of 93% year on year [8].

In 2019, a video of an actress changing into a Tang costume and stepping on a tumbler and holding hands with tourists in the Tang Never Sleeping City in Xi'an exploded on the Internet, attracting many tourists from all over the world to watch, just to take a "hand in hand photo" with her [9]. It also has promoted the development of tourism and the economy. In the ranking of the domestic cities with the highest number of likes in Tiktok in 2019, Xi'an ranked 8th with 1.96 billion likes, while in the ranking of the scenic spots with the highest number of likes in Tiktok in 2019, Xi'an's Datang Never Sleeping City ranked the first. The performance of the actress was concentrated in the Tang Dynasty Never Sleeping City, which significantly increased the local attention in the region [10].

Secondly, the development of new media has publicized the city's culture and brought a positive impact on the city's image. In 2020, the video of a Tibetan boy named Ding Zhen became popular in

Tiktok. Because of his pure smile, wheat skin, and unique Tibetan clothing, people were fascinated by his difference from ordinary people, and attracted a large number of fans. Later, after the documentary "Ding Zhen's World" was released in his hometown Litang County, Ganzi Tibetan Autonomous Prefecture, Sichuan Province, another wave of public opinion climaxed. Ding Zhen became the cultural and tourism publicity ambassador of Litang County, Sichuan Province [11]. Because of Ding Zhen, people really learned about his hometown Litang, also publicized Tibetan culture and Tibetan clothing and promoted the promotion of local culture.

3.2. Negative Influence

First of all, the cities that have become popular through video have not done an excellent job in the corresponding infrastructure construction to cope with a large number of tourists, resulting in a shortage of demand. During the Spring Festival of 2023, due to the surge of tourists, Changsha Wenheyou (one of the most famous catering complexes in China) queued up for more than 4000 tables, and the Sexy tea needed to wait for more than two hours. Not only has it brought a bad tourism experience to tourists and influenced the positive image of the city, but it also has affected the daily life of local residents and increased the negative comments of tourists and local people on the city. During the Spring Festival in Xishuangbanna, the hotel room price soared ten times. However, the quality of the rooms booked at high prices was not high, which caused tourists to roast and upload the video to Tik Tok and Red, which to some extent affected people's views on Xishuangbanna.

Secondly, according to a survey, the longer the new media contact time, the more negative comments on the image of the city [3]. The survey takes Wuhan City as an example. With the development of We Media, such as Weibo and Tiktok, citizens have more channels to learn about the city's appearance. The longer they contact the media, the more information they will learn. The media will release some negative news related to the city's appearance, which will let the public know more negative information, thus affecting the image of the city [3]. At the same time, people's freedom of speech will weaken the government's dominant position of speech.

Also, because new media platforms such as Tiktok and Weibo now publish the IP address of each netizen, each person's comments represent the image of the city to some extent. If someone's comments are inappropriate, they may be refuted by others, and the city they represent will also be criticized, thus affecting the image of the city.

4. Conclusion

The main goal of the current study was to discuss how new media affects the city image. In regard to the measures taken by new media on the city image, the findings clearly indicate that new media affects the city image through social media, especially short video platforms. Using such short video platforms, cities can promote their image by sharing news about the city, events and the latest information about the technology and media industry. The second significant finding was that while the new media were promoting the economy and culture of the city, they were also having a negative impact on public opinion. In short, this paper has studied the relationship between new media and city image at both the measure and influence levels. The study shows that new media and city image have a close relationship, and both affect each other. In addition, the workers concerned can use this paper to refer to the methods of shaping the city image by the new media, which is more beneficial to the spread of the city image. The findings in this paper are subject to at least two limitations. Firstly, the measures and impacts the authors have found may not be applicable to every city. Secondly, a number of important weaknesses need to be considered. What is required now is a cross-national study involving research on the situation in different cities. Because each city has a different city image, the measures and effects of new media on different cities are also different. In future, case

studies of individual cities will provide more insight into the relevance of different city images to new media.

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