

Research on the Development of New Media from the Economic Perspective

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Abstract: With the popularity of some apps, such as Tik Tok, Little Red Book and Taobao, people are easily swayed by their marketing methods, such as the launch of the Double 11 shopping festival, Tik Tok group purchases, and other preferential policies, which have attracted more consumers and changed people's consumption habits to a certain extent. In the days when e-commerce was not popular, most people would go to shopping malls to do their shopping, but through my surveys in shopping malls, this paper found that fewer people were going to shopping malls, especially to buy clothes. The new media has changed the way people consume, but it has also taken a big toll on the traditional economy. This paper also mentioned some development strategies and the competition between new media and traditional media. We need to continue to improve the technology of new media to promote better economic development and better understanding of public psychology, and we also need to pay attention to the traditional economy to make it more even.

Keywords: new media, economy, development strategies, advertising and marketing

1. Introduction

The 21st century is an era of information technology, and the rapid development of high technology has brought great convenience to our lives. For example, we can use our mobile phones to make WeChat payments instead of the paper money we used to use, and we can eat delicious meals without leaving home through takeaway software on our mobile phones. Through social networking software, we can communicate with more people, even with foreigners, expanding our social circle. The internet is becoming more and more popular and we can do a lot of things through it, with different benefits and disadvantages for both consumers and sellers. Consumers can see a wider range of products through the internet and sellers will choose to lower the price or improve the quality of their products in order to make more sales, so consumers can get cheaper and better-quality products. Consumers can also use the platform to see the real reviews of consumers who have used these products and judge whether they are worth buying. The disadvantage for consumers is that they will be counted in the algorithm and form price discrimination, the same product will lead to different prices because of the elasticity and inelasticity of demand. For the demand elastic user, the product is not necessary, so consumers will abandon it when they see the high price, while for the demand inelastic user, the product is necessary, they will choose to buy the product regardless of the price increase. So the seller will raise the price for the demand inelastic user to obtain higher profits. For sellers, the popularity of the internet has allowed them to use

algorithms to understand consumer demand, saving money on market research, allowing them to better tailor their products to their needs, as well as pushing advertising based on consumer preferences and promoting their products on major social networking software to make their brands more visible, allowing them to make higher profits. The downside is that there is more competition, which can lead to them having to lower their prices to get higher sales, resulting in lower profits [1]. This article will introduce in more detail the concept of new media, the development of new media and the new economy, the inspiration for China's economic development and the analysis of the development of new media and the new economy, using economic theory communication theory and survey results to analyse and propose development strategies to make better use of the internet to market products and promote China's economic development.

2. Concept and Feature of New Media

2.1. Concept of New Media

The concept of new media was pioneered by American Goldmark in 1967. Today's new media mainly refers to the state of generating and influencing media based on computer processing technology, including online media and other digital media forms. Compared to traditional media, new media has the following characteristics, immediacy, personalization, massive amount of information, low cost global dissemination, but the new media's essentially characterised by the digitalisation of technology and the interactive nature of communication [2]. New media is a relative concept to traditional media, which mainly includes sound and images. Traditional media include newspapers, magazines, radio and television. The distinction between hot and cold media lies in the clarity of the message provided and the level of engagement of the recipient. Hot media provides a high level of clarity and people can easily receive the message such as radio. Cold media are media with low clarity of information but high involvement of people, such as television and other media [3].

2.2. Feature of New Media

The new media have the characteristic of immediacy. Most people have mobile phones and can immediately publish news anywhere, anytime, using photo and social media applications. Unlike traditional media, which requires professional staff to find, process and handle the news before it is published on TV, radio or in newspapers, new media has greatly reduced the time required to publish news. New media also has personalised features, through the algorithm, new media companies can easily know the interests of the viewer and make targeted recommendations; as for the viewer, if there are videos that he does not like, he can also click "not interested," and the software will automatically block the video and related videos. Thirdly, the new media also has a low cost global dissemination feature, the mobile phone can be disseminated on the news or through the short video software such as Tik Tok to traffic video release, without the need for expensive equipment, saving manpower and reducing costs and allowing more people to see the news or video. And one of the main forms of new media is videoing, briefly allowing users to receive information, or using a live broadcast format that allows the broadcaster to communicate with the viewer. The second main form is entertainment, where most videos aim to attract attention by making funny segments that are more relevant to the user's needs. The third main form is quality, where the platform automatically screens out the best videos to promote more output of high quality videos.

3. New Media and the Development of a New Economy

3.1. Interactive Communication of New Media and New Economic Development

Every industry has different stages of production, so for new media, the first step in the framework it uses to link consumers and producers is to find material to attract consumers, such as news material, through big data surveys of consumer preferences and so on, then the second step is to process and integrate the existing material, take Tik Tok for example, when enough attractive material is collected, it can be processed and integrated using editing software, and then placed on Tik Tok to attract fans [4]. One of the main sources of income for many media organisations is advertising, so the advertising model has a huge impact on the entire media industry. New media is very different, it can not only understand the consumer's preferences for advertising delivery, but also can receive timely feedback from consumers, its dissemination speed and dissemination range is also much higher than the traditional media, or take newspapers as an example, if consumers do not buy then advertising will not be delivered, the newspaper cycle is also relatively long, need to collect news material and then edit, but the new media is different unlike new media, where consumers can deliver advertisements as soon as they open their mobile phones. The number of internet users in China has reached 1.032 billion as of December 2021, which proves that new media can deliver advertising to a much wider audience and its reach is far greater than that of traditional media. New media communication is generally through both fast and attractive means, such as microblogs, which can often be read by readers in a few hundred words, simply and quickly, while newspapers often use a lot of space to narrate a matter, which is difficult to keep readers interested. The advantages of the advertising industry of new media are much higher than those of traditional media, with the internet as the basic, and outdoor advertising is also seen everywhere, such as bus stop signs, this generates more profit and gradually replaces the traditional media advertising market. In addition, the new media advertising has a very high cost performance, the cost is also relatively low, the dissemination range is wider and more attractive to consumers' attention, interactivity is also one of the important factors for the development of new media advertising better it can provide advertisers. It provides advertisers with a wide range of information about the tastes, habits and preferences of specific audiences, making it easier to understand the tastes of customer groups. Generating revenue through advertising and generating more profits for new media companies has largely contributed to economic development. In addition, the new media has also driven the economic development of e-commerce, etc. The widespread use of new media has brought new opportunities for e-commerce, with the rapid expansion and development of the new media industry, network services, business promotion, and other services have also experienced rapid growth. The popularity of online shopping has also created more work units, more and more people engaged in the electronic business industry, providing more employment opportunities for young people, and to a certain extent, reducing unemployment, which has a positive impact on economic development. The popularity of online shopping has also created more workplaces and more people are working in the e-commerce industry, providing more job opportunities for young people, reducing unemployment to a certain extent and having a positive impact on economic development. Electronic commerce is becoming one of the key components of our economy. Moreover, digital technology is reducing the cost of production. In the audiovisual sector, the arrival of low-cost digital cameras, camcorders and editing equipment capable of producing broadcast-quality output has reduced production costs and lowered the barriers to entry into the industry. Replacing analogue technology with digital technology not only reduces the cost of capital equipment, but also reduces the number of technicians required to produce audiovisual content.

3.2. The Competition Between the New Media Economy and the Traditional Economy

The medium is information, whether it is new media or old media, they can deliver information, for old media such as radio, television, old media often attract consumers through advertising to achieve the purpose of promoting economic development, while for new media, such as Taobao, Tik Tok and other platforms, the information flow dominates overwhelmingly, the new media industry can use big data. For example, if you are desperate to buy a flight, and you browse the web again and again, the website will use big data to understand the consumer's needs, and raise the price and the consumer can only accept it helplessly, which is a kind of price discrimination of the highest level. There is a theory in economics called game theory, in normal sales, two companies need to test each other's information to protect their own information to make more profit in the market, but the information is often very different and does not play a key role, new media sales is very different, through the way of big data, the company decision makers can easily understand the public preferences to push the corresponding products, or by using big data, company decision makers can easily understand the public's preferences and push products accordingly, or set different prices according to different needs to achieve big data to kill the familiarity of each consumer in front of big data is transparent, so online sales can bring more profits to the company and use the new media platform to exploit the consumer to gain more benefits to promote the economy. The new media has also developed a fan economy, where the term 'fan' refers to the followers of celebrity groups in the context of popular culture. In the early years, this group of people was basically star-struck. In the new media era, however, celebrities, idols, corporate brands and video distributors all have their own unique group of "fans". This group has a very high level of affection and loyalty to the things they follow. The number of "fans" is growing and the overall number is expanding, making the number of "fans" an important measure of the popularity of a celebrity [5]. Fans will provide traffic for their favourite celebrities or videos, and new media companies can rely on the flow of fans to promote economic development, such as the recent hot live streaming with goods. During the epidemic, when people are closed in their homes and unable to go outside to socialize, most people will choose to watch entertainment videos during their rest time. Anchors can chat with fans in the live streaming room, fans can make virtual gifts for the anchors. Fans can also recommend products to buy because of the idol effect. There is also social marketing in the new media fan economy, which refers to relying on microblogs, WeChat and forums to post the latest video or audio material to complete the publicity and promotion. Weibo, in particular, has a very open and interactive nature, which allows for the rapid delivery of a large amount of content in a short period of time. The Xiaomi brand has absorbed a large number of new "fans" based on the microblogging medium, which has effectively enhanced its image and expanded its influence [6]. In the traditional economy, the fan economy is mainly used to get idols to endorse products or film commercials. In the new media economy, the fan economy only requires a mobile phone to broadcast live and allow fans to have real-time conversations with the anchor, which is not possible in the traditional economy.

4. Discussion

New media and traditional media have their own advantages and disadvantages. The shortcomings of new media itself lie in the lack of persuasive power and the lack of information supervision, some videos will distort the facts and mislead the direction of information in order to attract traffic, so that people receive wrong information, while traditional media can avoid this. The traditional media can provide news material for the new media and publish it on the new media platform. The new media ensures the accuracy of the news, and the traditional media can also play a role. The traditional media also has good recognition of the information; there are some brands such as

Newswire that have high authority in people's minds. Different brands can build their brand homepage on social media to gather loyal users, or they can keep users updated about their products or after-sales service to improve product quality and user satisfaction. Quality and convenient after-sales service are very important because they can improve supply and demand in the market [7]. New media companies should capture people's psychology, build their own brands, and attract consumers with advertisements, videos, and other means.

5. Conclusion

New media makes our lives easier, but it also has an impact on traditional media. Traditional media and new media can cooperate and jointly promote economic development, but new media also has certain problems such as a lack of innovation. The new era of technology is developing rapidly; to keep pace with the times, higher technology can make users have a better experience, and a better experience will bring more consumption. The government should encourage young people to innovate by giving subsidies and finding other ways to get those who can afford to invest in the new media development industry. New media also has insufficient regulation; consumers are prone to buy fake products, bad products, or even be cheated of their money on the website. The relevant departments should focus on this problem, impose severe punishment as well as warnings on counterfeiters, protect the rights and interests of consumers, and promote the economic development of new media. All in all, new media can promote economic growth but also help to deal with the problems that arise in the development process in a timely manner and carry out more innovation.

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