

A Brief Analysis of Effective Development of New Media in Rapid Growth

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Abstract

The new media technology revolution has profoundly transformed information dissemination methods. This paper delves into the challenges faced by new media during rapid development—such as insufficient integration and content homogenization—by examining its developmental trajectory, characteristics, and advantages. Research indicates that the new media industry must establish an open and integrated communication ecosystem. This involves driving technological breakthroughs through content innovation, balancing commercial interests with social responsibility, strengthening data security and privacy protection, exploring diversified revenue models, and achieving sustainable, healthy development. Such efforts will provide new communicative power for building a culturally strong nation.

Keywords

New media development; converged media; content innovation; business model; information dissemination

1. Introduction

The iterative evolution of internet technology has created a vast stage for new media development[1]. From the one-way communication of Web 1.0 to the intelligent interaction of the big data era, new media has become the dominant force in information dissemination[2]. Current academic research on new media often focuses narrowly on either technological applications or business models, lacking systematic analysis[3]. This paper aims to comprehensively trace the developmental trajectory of new media, dissect its characteristics and advantages, and delve into structural challenges within its convergence. It seeks to provide theoretical guidance for the healthy and sustainable development of the new media industry. The research constructs an analytical framework across four dimensions—historical evolution,

feature analysis, advantage identification, and problem diagnosis—to uncover the underlying logic driving new media's rapid advancement. This framework offers insights and direction for media convergence transformation and innovative development.

2. The Development of New Media

2.1. The Web 1.0 Era

The Web 1.0 era, marking the early stages of internet development, was characterized by static web pages and one-way information dissemination. During this period, users primarily functioned as passive recipients of information. In the 1990s, the rise of portal websites like Sina and Sohu laid the foundation for China's internet landscape. While online media of this era broke some constraints of traditional media, content creation remained largely controlled by a handful of professional institutions, leaving ordinary users with limited opportunities to participate in content production. Online communication followed a “one-to-many” model, where media organizations produced content and users passively received it[4]. Technical limitations constrained interactivity, with most websites offering only browsing and reading functions and providing limited channels for user feedback. The media landscape of the Web 1.0 era can be viewed as an extension of traditional media onto the internet. While it expanded the reach of information, it did not fundamentally alter the power structure governing information production and dissemination.

2.2. The Web 2.0 Era

The Web 2.0 era marked the shift from one-way communication to interactive participation on the internet, transforming users from passive recipients to active creators. In the early 21st century, blogging platforms and social networking sites like Renren and Kaixin rapidly emerged, while platforms such as microblogs provided ordinary users with convenient tools for content creation. The concept of “everyone is a media outlet” gradually took shape during this phase, with user-generated content (UGC) becoming a vital source of online information. Complex interactive relationships formed between platforms and users, as well as among users themselves, resulting in a “many-to-many” information dissemination model[5]. The core of the Web 2.0 era lay in heightened user engagement, where social functions like commenting, reposting, and sharing greatly enriched information transmission methods. During this period, online communities flourished, unleashing unprecedented collective intelligence and awakening civic media consciousness, laying the sociocultural foundation for subsequent new media developments.

2.3. The Mobile Internet Era

The proliferation of smartphones and the rollout of 4G networks ushered in the mo-

mobile internet era, extending new media from computer screens to pocket-sized mobile devices. Mobile applications like WeChat and Toutiao rapidly captured user attention, making mobility the dominant trend in new media development. This phase was marked by fragmented, social, and context-driven media formats. Users' fragmented time was fully leveraged, with short-form content and instant messaging becoming the mainstream of information consumption[6]. The integration of location-based services enabled media to deliver precise, context-aware information pushes. Self-media flourished during this era, granting individual creators unprecedented influence. The widespread adoption of mobile payments deepened the integration between media and commerce, giving rise to new business models like content entrepreneurship and knowledge monetization. New media in the mobile internet era broke through temporal and spatial constraints, enabling information dissemination anytime, anywhere, fundamentally transforming people's information consumption habits and social interactions.

2.4. The Big Data Era

In today's big data era, new media development has entered an intelligent phase, with technologies like artificial intelligence, cloud computing, and 5G deeply empowering the media industry. Short-video platforms such as Douyin and Kuaishou are leading new trends in content consumption, while live-streaming commerce has become a quintessential form of e-commerce and media convergence[7]. Algorithm-based recommendations have replaced search engines as the primary gateway for users to access information, with personalized content delivery becoming the standard practice. New media forms exhibit omnichannel, omniscene, and omnimedia characteristics, with text, images, audio, video, AR/VR, and other media converging in development. Data-driven decision-making has become central to media operations, with technologies like user profiling, behavioral analysis, and sentiment recognition widely applied in content production and distribution. The emergence of the metaverse concept signals potential extensions of new media into virtual reality spaces. The new media industry ecosystem in the big data era has grown increasingly complex, making the balance between technology and content, as well as commerce and social responsibility, a critical challenge for the sector's development.

3. Development Characteristics of New Media

3.1. Diversification of Information Sources and Fragmentation of Information Access

In the new media era, information producers exhibit a trend toward diversification. Traditional media organizations, government departments, corporate entities, and ordinary individuals can all participate in content creation, forming a complex and diverse information ecosystem. Professional journalists coexist with grassroots

bloggers, institutional voices intertwine with personal expressions, and official information complements public perspectives, resulting in an unprecedented richness of information resources. Media content extends beyond serious journalism into diverse domains such as knowledge sharing, life documentation, and emotional exchange. Correspondingly, users exhibit markedly fragmented information consumption patterns, habitually consuming concise content snippets during scattered moments. Micro-moments like subway commutes, waiting in lines, or pre-meal breaks are fully utilized, resulting in significantly reduced reading depth but markedly increased breadth of exposure[8]. This fragmentation trend compels content creators to adapt their approaches, emphasizing opening hooks and self-contained segments to suit users' rapid skimming and selective reading habits. Consequently, it drives continuous innovation in media formats and expressive methods.

3.2. Real-Time Nature of Information Dissemination and Interactive Public Participation

New media has shattered the fixed release cycles of traditional media, enabling near-simultaneous real-time reporting where events unfold and information spreads almost instantaneously. When major incidents erupt, social media often disseminates firsthand information earlier than professional news organizations. Footage captured and shared by eyewitnesses using mobile devices rapidly proliferates across cyberspace. This immediacy drastically reduces the time gap between an event's occurrence and public awareness, reshaping the temporal dimension of information dissemination. Accompanying real-time transmission is unprecedented public interactivity: features like comments, likes, shares, and live chat enable audiences to transform from passive recipients into active participants. Users can not only provide instant feedback on content but also influence the direction of discourse and even engage in the content creation process. The fermentation of hot topics typically involves multiple interactive stages: netizen discussions, opinion leader guidance, traditional media follow-up, and official responses[9]. This interactivity blurs the boundaries between producers and consumers, giving rise to the role of "prosumers" and forming a more complex information ecosystem. It transforms media communication from a linear model into a networked structure, significantly enhancing the social impact of information dissemination and public engagement.

4. Development Advantages of New Media

4.1. Overcoming Constraints

Technological innovations in the internet have empowered new media to break through numerous limitations of traditional media, achieving a qualitative leap in terms of time, space, geography, and dissemination channels. Farmers in remote mountainous areas now access trending news simultaneously with urban residents,

while overseas Chinese can follow developments back home in real time. This enhanced equality in information access significantly boosts social inclusivity. Free from the constraints of print space and broadcast schedules, new media can accommodate diverse content formats—from in-depth reporting to short videos—satisfying varied information needs[10]. Lowered barriers to publishing enable marginalized groups to express their voices, while ethnic cultures and niche enthusiast communities find fertile ground in the digital sphere. Delayed feedback in one-way communication is replaced by instant interaction mechanisms, allowing user opinions to reach content creators directly and fostering a virtuous cycle. Diverse cultures coexist and intertwine in cyberspace, where differing values gain opportunities for inclusive expression. This enriches the public discourse arena while providing channels for public opinion in social governance, effectively mitigating various social conflicts and tensions stemming from information asymmetry.

4.2. Building New Communication Platforms

A diverse ecosystem of communication platforms has become a defining feature of new media development, with distinct media formats catering to the differentiated needs of various audiences. Microblogs focus on public discourse, short videos emphasize visual storytelling, and podcasts deliver immersive audio experiences—these platforms complement each other to form a multidimensional information network. Intelligent algorithms provide personalized recommendations based on user interests and behavior patterns, enhancing content matching accuracy and saving users time in information filtering. The traditional single-organization operational model of media has been replaced by open ecosystem strategies, where diverse entities jointly participate in content creation and distribution. Platforms and users form symbiotic relationships, exchanging technological support and traffic distribution for creative content and social interaction, achieving mutual benefit through collaboration. Cutting-edge technologies continuously empower these new platforms: speech recognition enables real-time captioning, augmented reality enriches content presentation, artificial intelligence assists in creation and review, and big data analytics optimizes user experience. This maximizes dissemination effectiveness while ensuring the platforms' sustained, healthy development.

4.3. Building Brands to Enhance Economic Efficiency

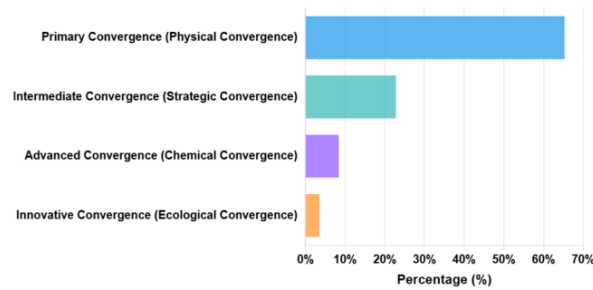
Brand development and economic growth have gained unprecedented opportunities in the new media landscape, significantly boosting corporate marketing efficiency and return on investment. Social media platforms have become crucial battlegrounds for shaping brand personalities, enabling companies to forge emotional connections with consumers and transform dry product information into compelling storytelling. User profiling technology allows for more precise ad targeting, enabling businesses to deliver content directly to their audience and avoid resource

wastage, thereby substantially improving marketing efficiency. Knowledge influencers organically blend product promotion with expert content, satisfying consumer curiosity while driving commercial conversions—creating a new marketing paradigm. Live-stream e-commerce compresses traditional sales channels, enabling manufacturers to engage directly with consumers, reduce intermediary costs, enhance product value, and strengthen market competitiveness. Market reaction monitoring tools empower businesses to adjust strategies in real time, making brand building more flexible and adaptive. Innovative monetization models—including content subscriptions, membership fees, virtual gifts, and customized advertising—collectively form a rich commercial ecosystem. This provides creators with stable income, fosters the flourishing creative economy, and establishes a virtuous cycle where content value and commercial value reinforce each other.

5. Challenges in the Long-Term Development of New Media

5.1. Issues in Convergence Development

The convergence process between traditional and new media faces numerous practical challenges. A 2024 survey by a university revealed that over 65% of traditional media organizations remain in the “physical convergence” stage, having yet to achieve deep “chemical convergence.” As illustrated in Figure 1, the distribution of media integration stages shows significant divergence, with physical integration dominating while only 3.5% of media organizations have achieved true ecological integration. Many media outlets merely repurpose content for online platforms without adapting it to different channel characteristics, resulting in fragmented user experiences. Rigid institutional mechanisms hinder integration progress, as traditional media grapple with issues like fixed staffing structures, outdated performance evaluation systems, and imbalanced resource allocation that stifle innovation. The imbalance in talent structure is particularly acute. Journalists and editors with traditional journalism backgrounds excel in content production but lack new skills like data analysis, product design, and technical development, creating a significant shortage of cross-disciplinary professionals. Exploration of profitable models for integrated media remains insufficient, with most transformed media still relying on traditional advertising or government subsidies, and sustainable business models yet to be established. As shown in Table 1, while the primary obstacles faced by different media types in integrated development vary, institutional mechanisms and talent issues are universally present. Against the backdrop of the all-media era, the pressure for convergence transformation is intensifying daily, urgently requiring dual approaches of policy guidance and institutional innovation to promote deep integration.

Distribution of Media Convergence Development Stages in China**Figure 1.** Distribution of China's Media Convergence Development Stages in 2024**Table 1.** Primary Obstacles Faced by Different Types of Media in Convergence Development

Media Type	Primary Obstacle	Secondary Obstacle	Obstacle Proportion (%)
Newspaper	Rigid institutional mechanisms	Lack of a viable profit model	78.6
Radio and Television	Imbalanced talent structure	Lagging technological application	67.3
Online Media	Insufficient original content creation capability	Declining user engagement	52.8
Emerging Integrated Media	Insufficient financial investment	Inefficient management processes	61.5

5.2. Issues in New Media's Own Development

The rapid expansion of the new media industry has exposed serious internal problems. According to the 2024 China New Media Development Report released by the Cyberspace Administration of China, content homogenization is particularly prominent, with over 72% of short video platform users perceiving content as “all the same.” During trending events, content across platforms becomes highly similar, lacking unique perspectives and in-depth analysis. Insufficient innovation capacity leads to declining user retention. Incomplete mechanisms for verifying information authenticity allow false information to spread far faster than debunking efforts. In 2024, among false information processed by national online rumor-debunking platforms, each rumor spread on average 7.3 times faster than the debunking information. The “information bubble” effect created by algorithmic recommendation systems has become increasingly pronounced, trapping users within their interest circles, limiting their perspectives, and fragmenting their social cognition. Data security and user privacy protection face severe challenges, with multiple leading new media platforms penalized for data violations, leading to declining user trust. As shown in Table 2, the reliance on a single business model remains a key constraint on the industry's healthy development. Data from 2024 indicates that advertising revenue still constitutes the bulk of most platforms' income, though its proportion has declined. Meanwhile, models such as content subscriptions and value-added services have yet to

achieve scale. Against the backdrop of diminishing traffic dividends, finding diversified revenue streams has become a common challenge for the industry.

Table 2. Trends in Revenue Source Composition for New Media Platforms, 2021-2024

Revenue Source of New Media Platforms	2021 (%)	2022 (%)	2023 (%)	2024 (%)
Advertising Revenue	72.8	68.5	65.2	62.7
E-commerce Commission (Product Promotion)	12.4	15.3	17.8	19.5
Content Subscription / Membership Fees	5.3	7.2	8.5	9.8
Live Streaming Tips / Virtual Gifts	6.9	6.4	5.8	5.2
Other Revenue Sources	2.6	2.6	2.7	2.8

6. Conclusion

Technological advancements in the internet have propelled new media from the Web 1.0 era into the big data age, characterized by information diversification and real-time dissemination. By transcending the limitations of traditional media and establishing multi-dimensional communication platforms, new media creates fresh value for brand marketing. However, challenges such as insufficient integration and severe homogenization continue to hinder the industry's healthy development. Moving forward, new media should prioritize content innovation, enhance technological empowerment, explore diversified business models, and balance commercial value with social responsibility. This will foster a healthy and sustainable ecosystem that better serves societal development and public needs, thereby contributing to the building of a culturally strong nation.

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