Original Paper

On the Construction Path of New Media User's Thinking

Fu Yingqi[1]

[1] Guangzhou Huashang College, Guangzhou, Guangdong, 511300, China

Abstract

Under the background of the current new media era, the traditional one-way information receiver has gradually become the two roles of information publisher and receiver. In the past, the means of information transmission have undergone drastic changes, the monopoly of the media itself has begun to fall apart, and the audience has become users, whose choice of new media directly affects the future development of the media. Therefore, for new media, the construction of user thinking can not be ignored.

Keywords

new media, User thinking, Construction path

1. Introduction

In the context of new media communication, information on new media platforms begins to show the characteristics of quantification, and a large amount of content is received by the audience. Moreover, the audience's own reading habits have also changed, and they have great initiative in choosing news. In particular, under the interference of a series of factors, the market share of the audience is gradually occupied by other news, which makes the competition of information dissemination become more and more fierce. Based on this, the audience in the process of news and information transmission changes towards the users of information service. Only by getting users and realizing their needs can the media really enhance the effect of information transmission.

2. The Concept and Essence of User Thinking

2.1 User Thinking Concept

Generally speaking, user thinking is a way of thinking based on user's own experience and needs to further enhance customer experience and maximize customer value through humanized product design. In other words, it is a role exchange between producers and consumers. If one is a product consumer, he/she should design products from the perspective of consumers. Only in this way can we clear the

customer's idea and be loved by them. For example, the current phenomenon of Internet products, including Tiktok and Weibo, can show the user-oriented design idea and obtain the expected harvest.

2.2 The Essence of User Thinking

Under normal circumstances, the essence of user thinking can be explained from these points: first, the user thinking has a very obvious audience group color. In the past, the definition of groups was divided according to the region. However, at the present stage, the classification criteria of groups have been radically changed, and it has become very common to take demand and interest as the classification criteria. Second, user thinking pursues "user experience". In the past, only through the eyes and ears to obtain information, until the current series of VR and AR products can bring customers a full range of information receiving experience, all the above are designed to enhance the sense of customer information experience. Third, user thinking reflects product thinking. In fact, the process of designing and developing a product is essentially a process of investigating and learning the specific interests of the customer. Research products can attract users; Only in accordance with the user's own needs, can we produce products that can make customers love. It can be seen that user thinking is usually around the user needs to constantly excavate methods and strategies to deal with problems. Therefore, new media should conduct in-depth discussion based on the audience level, plan, edit and disseminate news according to the audience's interests and hobbies, and develop high-quality products consistent with the specific needs of the audience. Only in this way can the overall communication effect be enhanced and the influence of the media be enhanced.

3. The Necessity of the Construction of New Media User Thinking

3.1 New Media Adapt to the Objective Needs of the New Communication Environment

At the present stage, the media environment is becoming more and more complex, and the competition is also becoming more and more fierce. While some traditional media such as TV still occupy a key position, various new media such as Weibo and Tiktok have become a powerful communication force in a short time. Moreover, everyone has the means to publish information and opinions, and the relationship between transmitting and receiving information is two-way. The changes in various communication tools and users' preferences for media mean that products need to change their thinking in the development process and upgrade from single production to comprehensive products, so as to meet the specific needs of current media users. At the same time, new media must design related news products based on the user side, only in this way can it attract more and more users.

3.2 The Actual Choice of New Media to Enhance the Communication Power and Influence

The most important point of user thinking is to always uphold the idea of user first, based on their own needs, to achieve a series of preferences. Under the background of the current era of new media, user needs are becoming more and more diversified, including users' experience needs for services, information, entertainment and other aspects. Once new media products can enhance users' reading experience, they must have the function of fulfilling individual needs and guiding users to actively

70

participate in them. Only in this way can they improve user stickiness, enhance communication power and influence. In recent years, short videos have been popular all over the country and have taken a place in the new media market. One of the representative short videos social media platforms is Tiktok, which has been unanimously recognized by the market and even registered an account on Xinhua News Agency. In addition to the official and star accounts of the news media, there are also some users who have become UGC users under the change of user role. In UGC mode, netizens are not only audiences, but also producers and providers of Internet content. They have a certain degree of enthusiasm and a certain amount of fans.The popularity of Tiktok, is a reflection of users' thinking, as well as their deep participation.

3.3 The Key to the Survival and Development of New Media

At the present stage, the new media has gradually penetrated into every corner of the public life, bringing great impact to the traditional media. One thing to be clear is that no matter what stage the media industry develops to, there will be no media that can dominate it absolutely. Even with the rapid development of new media, newspapers and broadcasting still have their own living space. Similarly, new media can not fulfill every user's needs. Therefore, new media must have the user-oriented thinking, listen to the audience's ideas and opinions, and disseminate information through means that the audience can agree with, so that they can experience the authenticity and convenience.

4. Practice Path of New Media User Thinking Construction

4.1 Clarify User Needs and Improve Service Level

The most basic content of the construction of new media user thinking is to clarify user needs, understand user expectations, and meet user demands, which is the focus of the construction of new media user thinking. Taking the new product development process as an example, the first step in the early stage of the development of an APP product should be to have appropriate market research to understand the needs of the audience: user pain points, functional requirements, target users and to do a good job of "user portraits" of the audience group. The second step is to develop a product positioning strategy, the most important of which is to analyze competing products, understand the characteristics and defects of similar products on the market, and clarify the positioning direction of our APP products. On this basis, we need to have innovative ideas, and we should also pay more attention to innovation, because there are already too many applications of the same type in the market. If there are no novel ideas that can attract users, the popularity of app development applications will be greatly reduced.The third step , user experience design is a very important step in the early stage of app development, and factors such as user usage habits, interface design, and interaction design need to be considered to improve the effectiveness of user experience. And build the information architecture of the APP application and sort out the design ideas. The fourth step, collate the prototype design based on the information architecture diagram, and use software such as Axure, Sketch, and Adobe XD for prototype

design. The fifth step , UI design is an important part of product design. The overall style, color, font, icon of the product are designed to improve the aesthetics and ease of use of the product. Only with exquisite interface design effects can users be deeply impressed and more interested in using and experiencing. The sixth step , the promotion before the product goes online is also very important. Before that, you need to make preparations for the promotion in order to have a very good download amount when the product goes online. The preparation here is to optimize brand keywords through soft writing and knowledge marketing in advance, as well as some initial applications for entrepreneurial media and application markets. If there is a budget, it is best to purchase one or two advertising channels and point walls to ensure the effectiveness, so that more audience groups can learn about our new APP products.

It is worth noting that in certain specific platforms, the dissemination of information is ranked based on the number of clicks, forwarding, and comments. We should often conduct in-depth discussions on products with high audience attention, and well summarize user comments. Only in this way can favorable conditions be created for the development of new products.For example, Colorful Guizhou network grabs new opportunities in the digital economy strategy, takes the promotion of the people's livelihood as the starting point, and explores the sharing, opening and scheduling of data. The APP government affairs service window of "Guizhou Caibao on the Cloud" has been built, and the online government affairs service has become a national benchmark. It is understood that up to now, the Guizhou government affairs service mobile terminal "Colorful treasure" APP has become the largest digital government affairs, digital people's livelihood and digital business platform in Guizhou Province. Can obtain or handle social security card, medical insurance card, ID card, household register, residence permit, driving license, marriage certificate, temporary plane certificate, electronic business license, tobacco monopoly license and other nearly 20 kinds of commonly used electronic license, has been connected to the departments of high frequency just need to service 1778 items, business covering social, education, medical, public security, civil affairs, tax, market supervision and other fields. Practical for the masses and enterprises to provide convenient "palm do", "fingertip do" services.

4.2 Enhance User Experience and Innovate Differentiated Products

Based on the self-optimization of each new media platform, to create differentiated news products for users and gain user recognition is the proper meaning of the practice and exploration of new media users' thinking construction. If we want to develop new media platforms, we should not only directly copy the content on traditional platforms, but refuse to do news porters. It is also forbidden for different platforms to act independently. Instead, they should enhance communication and discussion with each other, complement and integrate superior resources, and develop differently according to the advantages of different platforms. New media should summarize characteristics on the premise of doing a good job of studying users' behavior habits such as watching and listening, and then continuously dig on the platform, so as to produce high-quality content that effectively meets the characteristics of users on each platform. For example, the short video platform is characterized by

simplification and vividness, ensuring that users can see the news first, enhancing their sense of the scene of news reading, and further improving the appeal of news transmission.

For example, in the Qingming Festival in 2022, the wechat official account and the Tiktok account of People's Daily developed diversified news products according to the platforms and users' viewing behaviors to pay tribute to the dead heroes. On the wechat public account, "A" Nobody knows "Instagram pays the highest tribute to the hero by means of the expression of Instagram + character stories." The Brightest Coordinates "pays tribute to the heroes of public security by means of a series of stories of many heroes with very touching video means. Tiktok, on the other hand, makes use of the short film of PLA soldiers paying tribute in front of the cemetery of martyrs, which not only highlights the advantages of the platform, but also gives play to the appealing characteristics of news. In the context of the current new media era, new media technology, such as virtual reality technology, should also be used to enhance the user's own experience in the construction process of user thinking. News reports have a certain promoting effect, which can not only arouse the enthusiasm of users to watch news, enhance the liveliness of news reports, but also make news works become more and more image, so as to impress users. Before the advent of virtual reality technology, journalists in most cases only presented the information when they reported the news. However, if the journalist is not at the scene of the news, and the camera equipment is missing, the journalist can not show the actual situation of the news through the picture.

With the advent of virtual reality technology, the situation has changed, and the possibility of reproducing the news scene has slowly become a reality. With the help of this technology, journalists can fully simulate these news events according to the news facts they know, so that the scene of the news can be restored. For example, in the case of the landslide disaster in an industrial park in Guangming New District, Shenzhen, the news media reproduced the scene of the accident by means of 360° full perspective display, so that the audience could really know the situation of the accident, and further enhanced the appeal of news reports. Generally speaking, virtual reality technology has its own advantages, which can really enhance the user's overall experience.

4.3 Attach Importance to User Experience and Enhance User Viscosity

The timely and comprehensive interaction between users and media has gradually become an obvious feature of the new media era, which can enhance the adhesion of new media to users, and enhance the loyalty of users to new media platforms, so that users can participate in the whole process of news production and production as much as possible. In fact, it can be based on two points: First, pay attention to the enthusiasm of user participation. For example, netizens' comments after information dissemination on the wechat public account platform, generally speaking, due to a series of constraints such as the platform, each user's comment cannot appear in the comment area, and wechat editors cannot reply to all user comments. Therefore, new media should try to choose some representative user comments to give answers. In the interactive questions that people attach importance to, not only unified reply should be implemented, but also one-to-one reply should be implemented for the user

comments with more attention. In this way, the distance between users and new media can be further closed, and the viscosity can be enhanced. For example, the editorial staff of the wechat public account of Xinhuanet not only publicly displays various user messages to the audience, but also gives friendly interaction to some user messages on the premise of replying to various questions of netizens, so as to get a large number of "likes" from users. Moreover, in the new media era where everyone has the identity of a communicator, new media must make use of the advantage of "information source" of users to let users join the correspondent team, especially for some users who like to spread hot spots, the new media platform can create a harmonious communication relationship with its correspondent, with the help of UGC and other interactive methods. In the process of increasing information sources and expanding the scale of information, users' overall sense of participation in news production can also be enhanced.

Second, the most critical interaction is the feedback on the user's questions, dealing with the user's problems, such as content building and technical vulnerabilities. This can not only increase users' trust in the new media platform, but also enhance the authority of the platform itself, and slowly attract more and more loyal fans and live fans. Therefore, the new media platform should set up a user question and answer channel and establish a user demand processing platform. After integrating all kinds of problems of users, new media platforms and government departments should communicate and discuss, deal with these problems for users, and then show the final implementation situation on the platform. For example, the column of "Public Dissatisfaction" set up by Colorful Guizhou website on PC shows the contents of relevant sections such as "Netizens are asking" and "local replies", which not only covers various issues concerned by netizens such as housing and transportation, but also covers the answers given by functional departments and the handling of matters. Users can intuitively experience the high-quality interaction between new media and themselves, which has a very significant promoting effect on enhancing user praise and improving the overall reputation of functional departments. It is also a mutually beneficial interaction for both the platform and the user.

4.4 Establish User Database to Bring Precise Services

Under the background of the current era of new media, users are not only a vague group in the era of traditional media, but a group of individuals with their own characteristics and interests. If the new media platform wants to maximize the efficiency of information transmission, it must be clear about each user's own hobbies and specific needs. Only in this way can the information transmission become more accurate and ensure that the transmission content is targeted. Therefore, the establishment of user database also belongs to the actual reflection of user thinking, which has important practical significance for the development of new media platform. This can promote the platform to develop the "user portrait" of the user's personalized information content, grasp the user's own grade, preferences, specific needs and a series of information content, and at the same time, based on this to bring accurate services to the user, to achieve the maximum effect of "communication + service".

Generally speaking, there are significant differences between the audiences of daily media and evening

media. The groups faced by daily media are usually party and government organs, enterprises and institutions, which mainly focus on current political news reports. The evening news focuses on social and people's livelihood news. Therefore, daily media and evening media should also form differences when pushing information. They should carry out mining, packaging and pushing based on current politics and people's livelihood, accelerate the user's minds-oriented precision communication, and ensure the continuous upgrading and transformation of mass products towards personalized products.

4.5 Understand Users, Close the Distance between Them

The relationship between traditional media and users is often in the dominant position of one-way communication, so they cannot communicate with users and get feedback from users in the first time. With the help of user thinking, various interactive platforms that can communicate with user groups should be built. With the help of research and discussion on the integrated data of the platform, user portraits and user systems should be established and improved, so as to bring precise product experience to users. To realize the transformation of the audience from the "audience" who receives information in one direction to the role of "user" who can put forward demands, attach importance to experience, and have two-way interaction with producers. For example, Running Man, which has been running for eight seasons, has been adhering to the user thinking of "user first and experience king". While producing high-quality program content, it conducts in-depth research on a series of user data collected by terminals, so as to clarify the specific personalized needs of users, classify them, and retain the audience as much as possible with the help of personalized services and communication characteristics.

4.6 Operating Users, and Establishing a Benign Development of TV Media Ecosystem

For traditional TV media, under the background of new media era, TV programs are not only content products, but also the "whole industry chain" business model. TV advertising is not only the only revenue method of programs, but also the integration and win-win of traditional TV and new media by maximizing brand benefits, mining user value and establishing the whole industrial chain ecosystem integrating content production, sales and service. For example, the Life Channel of Beijing TV has been established for more than 20 years. Based on channel resources and platform advantages, it improves brand value and has its own characteristic development path of financial media. It has realized two major transformation from traditional TV channel to financial media ecological group of urban family life category with high traffic, and from content producer to urban family life service platform operator.

5. Conclusion

To sum up, under the background of the current new media era, users are not only information recipients, but also disseminators, and even major participants and promoters of news products. The audience gradually changed from passively receiving information to actively choosing the dominant position of media information. In other words, in the context of the new media era, who attaches the

most importance to the user audience, who establishes and practices the user's thinking, who can get the reading volume, market and traffic. Therefore, new media must adapt to the changes in the user market, build up the user's thinking, and enhance its influence and core competitiveness by means of a series of methods such as studying user needs, providing targeted services and increasing the interaction between users.

References

Chu, N., & Zhang, X. Y. (2023). Regional new Media Assisted by user thinking "breaking through layers" -- A case study of Xiangyang Network's wechat official account. *News Sentinel*, *2023*(04), 15-16.

Gai, Q. (2020). Construction and Practice of Traditional TV Media Users' Thinking in the All-Media Era. *Science and Technology Communication*, *2020*(13), 89-90.

Liu, J. Y. (2023). Why are they the ones who "come out of the circle"? -- Analysis of Improving media communication power with new media products in the era of financial media. *Sinopec*, *2023*(01), 83-84.

Ouyang Guohua. (2020). Analysis on the user thinking and innovation path of the mainstream values of new media communication: A case study of the daily user growth of Shiyan Toutiao Client exceeding ten thousand. *News Sentinel*, *2020*(04), 53-54.

Tosongfang. (2020). Review on the Development of new Media in Government Affairs Based on User Thinking. *Young Journalist*, *2020*(14), 46-47.

Wang, L. L. (2023). Thinking on the Evolution from Traditional Mainstream Media to New Mainstream Media -- A Case Study of Jiangsu Radio and Television Group. *Radio and Television Information*, *2023*(01), 44-47.

Yang, L. (2021). User Thinking Oriented Supplement Innovation Path in the New Media Era: The Practice of Supplement Linking Cover News and Huaxi Metropolitan Newspaper. *News Front*, *2021*(08), 176-180.