

A Study on the Effect of Financial Media in "Internet +" Environment —— Based on “the Uses and Gratification Theory”

Shuang Liu

School of Humanities and Social Sciences, North China, Electric Power University, Beijing 102206,
China.

15650759079@163.com

Keywords: Internet +; financial media; the uses and gratification theory; big data; share.

Abstract. The 21st century, the rapid development of the Internet under the circumstances derived from a new development model, innovation 2.0 under the "Internet +" for the economic and social development into new vitality. Financial media as a set of cultural industries and economic industries in the economic power of life, in the "Internet + cultural creativity" and "Internet + finance" under the dual background showing a new development model, and the uses and gratification theory is based on user position in the theory of communication, in the interactive environment of the Internet which can play a more full of dynamic, but also on the development of financial media and has a greater impact in the communication mode. It requires the communicator to provide more flexible and more real-time characteristics, but also requires to pass psychological quality, values to achieve a higher level of the requirements of the "use", to have a full understanding of the "satisfaction" and have a more objective understanding.

1. "Internet +" environment analysis and development overview

The development of the socialist market economy, people on the level of economic and social development and development model put forward higher requirements. In the traditional industry development potential shortage of circumstances, "Internet +" model came into being. "Internet +" is the new era of innovation under the era of innovation 2.0, but also the further development of Internet thinking. In the economic society, "Internet +" pointed out that the model of innovation linkage, the use of the Internet to control large data, give full play to the Internet will facilitate the characteristics of traditional industries for the development of new vitality.

Different from the previous information environment, the network environment is an open communication platform, a variety of information in the public platform to communicate with each other, according to the economics of "production determines consumption" theory, which also determines the current market. The change in the demand for information is largely due to the production of information on the Internet, how to filter the information needed for their own development services become part of the economic and social strength of the competition. As a financial news, and the majority of people's lives are closely linked in the open Internet to find information, dissemination of information has become a trend in the development of financial media. "21st Century China Economic News" and other financial media should use the Internet this force, to promote their own new development.

At present, the Internet is also gradually to large data, cloud and shared the direction of development. In the more interconnected social life, the economic development has also brought the industry within the differentiation and reorganization. Financial news as part of the social and economic forces, but also as a member of social information services, in the new environment is bound to get great attention.

2. The uses and gratification theory and the development trend in the new environment

The uses and gratification theory originated in the 1940s, with the development of the media, some scholars regard the audience as a specific "demand" of individuals, and their media contact activities as a specific demand motive to the media "use." However, traditional media engagement does not account for the complexity of the uses and gratification process, but also the social conditions of media exposure. Including the environment in which they complete the process of socialization, as well as their real political, economic and cultural backgrounds, group affiliation and interpersonal relationships. The uses and gratification theory to establish the basic assumptions are: first, people contact the media is motivated by the social factors and psychological factors driven. Second, people are rational, clear and able to express their own needs, and awareness to the media whether to meet their own needs. Third, the media cannot meet all the needs of users, they must compete with other needs to meet the way. Fourth, people are active. ^[1]

However, in the traditional media environment, the audience of media content production and choice is extremely limited, while the initiative as the audience cannot get a good play. All this, in the fourth medium - the rise of the Internet process has been greatly improved.

The Internet, as the fourth medium that developed rapidly in the 1990s, played a unique role in news communication and made the uses and gratification theory show a new color. With the development of network technology, the role of personal characteristics has been strengthened, everyone has become an increasingly independent individual, at the same time, virtual community so that the audience has a different group relationship, but also formed a different social needs, the definition of satisfaction also creates a new era of specific requirements. The Internet, through the great enrichment of information, promotes a more comprehensive media impression formation, and also changes the likelihood of media contact. It is through the sound, like, sound and other means of integration of multimedia, and to overcome the TV media information can not be retained to determine the audience all-round display information of the three-dimensional effect. Through real-time interaction, the entire communication process to complete the information feedback, so that the uses and gratification theory to be real-time implementation, but also the model in the new era under a new derivative form.

3. The Basic Characteristics of Financial Media and Its Development

The past few years is the period of great development of China's financial media, financial media not only become an important part of the mass media indispensable, and there are many specialized financial media continue to emerge. Some of the emerging financial media to further clarify the positioning of its financial media, with a more financial way to deal with news and financial information, focusing on the story, background, three elements at the same time, more daring to provide their own judgments, analysis and forecasting, operation way and more professional, market-oriented.

These have shown that financial media as a separate category, began to mature development. But the financial media in the country's credibility and influence with the mainstream foreign financial media, there is still a very big gap, financial news has yet to be further development and to be further improved. In the past, data acquisition and analysis is a development of financial media caliber, access to real-time market data dynamic makes the financial media can not be a good contact with the market, at the same time, there is no large data support, the analysis of information presented regional, one-sided specialty. In the large data environment, through the vast number of data in real time to master and share the development of financial media, thus forming a new impetus. Integrated data applications have also become a qualitative change in the financial media in the data age. ^[2]

In the context of the current Internet + environment, the development of financial media presents a diversified, three-dimensional characteristics, in order to better adapt to market demand and maintain the characteristics of the media itself, the financial media need to make flexible use of the current

convenient form, with professional point of view to look at the new trend of the market, with the vivid expression of the contents of the highlights of the content itself.

4. Explore the relationship between the spread of the Internet and the financial media

The Internet environment provides social conditions to meet the needs of some people with specific needs, so as to solve the basic conditions of people in the pre-generation requirements, while the large data environment, through the display and analysis of various media to form a "pseudo-environment" affect people's media impression, become people choose financial information part of the impact of factors. At the same time, a large set of data rich for people to choose the information provided the possibility of broadening access to financial information on the objective channels. After the demand is met, the Internet platform itself, the Internet sharing function at this time play a role, through the analysis of information digestion, the user will form their own understanding of the information content itself, through sharing, the formation of feedback, not only affect their media, information their own impression, but also through the public space, to convey their own ideas, the formation of their media impression, the impact of the interpretation of information.

The Internet environment uses its own characteristics, from the early formation of demand to the demand to meet the mid-term, to the late feedback has brought a great material rich, for the personal psychological factors to bring rich. To meet the Internet thinking under the user's dynamic display.

(A) Spread very fast. Using Internet technology, users can access the most cutting-edge information in real time with the fastest speed feedback, speed up the two-way circulation of information.

(B) The spread of a wide range. At present, the Internet has covered most countries in the world, a news can produce cross-users around the world impact, while making the spread of no boundaries possible. In the economic context, the exchange between countries is extremely important. The development trend of world economic integration can not be changed. Similarly, the sharing of information has become an important feature of information development. The development of financial media needs to rely on interconnection, mutual exchanges, an open communication environment is an important basis for economic development.

(C) The multimedia information. The form of traditional media information is always more or less limited. However, due to the support of advanced technology, it can realize the "data, text, sound and other forms in the digital environment in the integration of" information dissemination. This makes it easier for people to get information and enjoy new fun. The development of financial media has been the contradiction between professional and popular. Traditional newspapers focus on the professional analysis of the text, a lot of proper nouns is difficult for the public to accept, and broadcast and fleeting features, information can not be retained, but also not suitable for thinking the nature of the spread of financial news. Internet through the information of multimedia, you can use the sound, the image rich financial news content itself, so that professional economic terms in a flexible image of the form to show, both to meet the needs of users access to financial news, but also to ensure that financial news Of the professional and popular.

(D) The dissemination of patterns reflect the characteristics of human nature. Traditional media news is "point to the surface" of the spread, and the network will have to be much more flexible. From the traditional transmission of both sides, the network communication model can be divided into individuals to individuals, individuals to many people, many people and so on. Humanized communication mode will stimulate the user's information receiving needs, in the individual on the basis of respect, the public's initiative to get better play, the identity of the interaction between the two sides also makes the dissemination of information more vitality. Financial news as the closest to the market news, which itself has a strong professional characteristics, and its audience is also interested in a class of some of the professional knowledge of people. To expand its influence, in addition to the content of the province for processing, improvement model is also an important breakthrough.

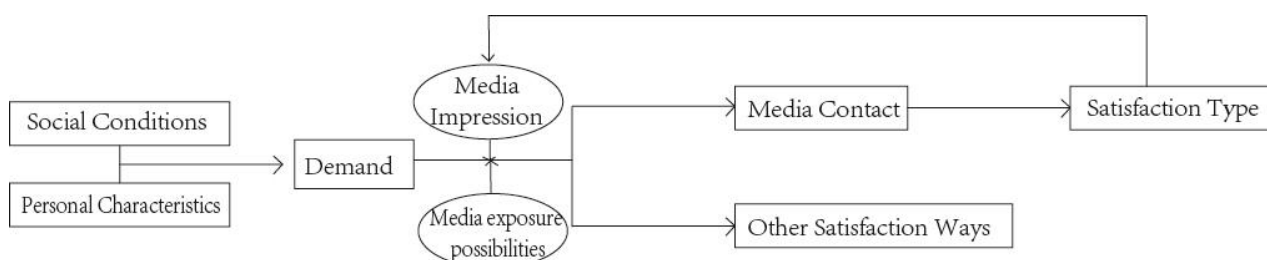


Fig.1 The basic pattern of the uses and gratification process

5. Analysis of their relationship between the Internet and the effect of financial communication based on the uses and gratification theory

As the network media itself there is a huge advantage, with the economic development, the scale of Internet users continue to expand, the Internet penetration rate increased steadily. Internet users in the use of information provided by the network at the same time, but also gradually began to consciously on the use of the network itself. For example, the use of online media to disseminate information to meet the needs of expression; the use of network media to carry out various activities; use of network media participation and interaction; use of network media self-expression, value realization and personalized satisfaction. The use of the audience to the media itself makes the audience the right to communicate, the right to know to a certain extent can be achieved, but also to the audience close to the right to implement the media. The network allows the audience's rights to be implemented so that they can freely publish personal information through the network at the same time, the audience can use the information also increased. In addition, the network provides a variety of instant messaging tools to make the audience feedback more convenient and timely. Which facilitates the easier access of the media and corrects its subsequent communication behavior, thus providing the possibility of achieving better communication effectiveness. ^[3]

In addition, the Internet + background, the audience behavior patterns have changed from AIDMA to AISAS, AISAS model compared to the former, in the third stage of behavioral patterns into S (Search), that consumers in the context of the Internet Take the initiative to carry out the search service, the fourth stage for the A (Action), that is, take action, the last stage into a share that S (Share), because the development of Internet technology, consumers become distributors, communicators, To convey their own access to information, the formation of a shared consumer behavior model for the dissemination of the process to bring a different impact.

In short, the Internet + background, the uses and gratification theory with the theory of new development, and the development of financial news is also increasingly showing a new dynamic interaction, all of this change is a user-oriented thinking model of the reality of the show The In the Focus today, as long as the moment to grasp the latest developments in order to achieve the most efficient dissemination of the effect, which for the popular information, or professional information is true

6. Conclusion

In general, the integration of development is now an important feature of economic and social development. Whether it is "Internet +" or multimedia communication, all forces are moving in the direction of "financial" development. Now is the development of the new society under the Internet age, opportunities and challenges coexist, the financial media want to achieve the greatest effect in the fierce competition, need to do the following.

First, the content is king

No matter what time, content is always the key to winning. According to Ebenhaus's forgetting principle, the memory of the human brain gradually decreases with time, and forgetting to start from the secondary attributes of information, from the long-term effect, the decisive role or the content itself.

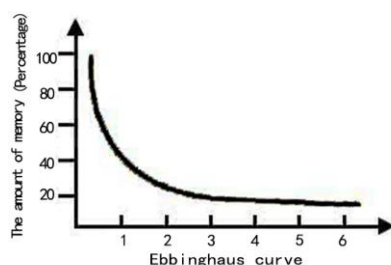


Fig.2 Ebbinghaus forgetting curve

Second, user-oriented

The core of "Internet thinking" is the establishment of user-centered thinking, from "audience center" to "user-driven", which means that the news from the mass communication era has a distinct personality "works" evolved into the Internet era more emphasis on the effectiveness of the "product".

^[4]The development of contemporary society attaches great importance to the development of human personality, people's independence and autonomy has been greatly improved. At this level, the media in the present work is to enable users to access information. To be satisfied, not as a medium itself in the creation of the "Pseudo-environment" itself. On the basis of the basic information dissemination, we need to maintain the sensitivity of the news, for the needs of users to spread the news, making loved, suitable for the digestion of the financial news.

Third, active mode of transmission

Financial news compared to other types of news, its own professionalism will bring a certain degree of difficulty is not easy to understand, resulting in narrow user groups. In the development of multimedia today, financial news should make full use of multimedia technology, and can create a story of the environment, the use of H5 and other forms of interactive sharing of the scene, making the basic needs of users on the basis of the user to bring a little surprise to the close integration of content marketing and entertainment marketing.

Fourth, to create a new era of shared finance

Social development and public change and now to a higher level of shared era, every socialized people in today's social life are shared with the convenience of sharing, but also for a broader sharing of life and sustained effort. Now the sharing is still in a period of development, at present we can accept a "shared bicycle", "shared car" and so on the model.

In my opinion, the shared financial media need to solve several major contradictions. First, the information security between countries; second, the exchange of media between the competition; Third, the convergence of different types of social forces convergence; Fourth, the user how to truly feel the convenience brought by the sharing of financial media. To solve these problems, I believe that the era of financial media will move forward, and all efforts will eventually lead to the realization of the goal, perhaps today, perhaps tomorrow, perhaps in the near future.

References

- [1]. Qingguang Guo. A Course in Communication[M].Beijing: China Renmin University Press, 2011, p.165-169.
- [2].Information on: <http://d.wanfangdata.com.cn/Thesis/J0059891>
- [3].Information on: <https://wenku.baidu.com/view/e113b76b0740be1e650e9a79.html>
- [4].Hui Lin. From "News Man" to "Product Manager", From "Audience Center" to "User-driven: Media Transition in the Internet Age and" Crisis of Public News "- Concurrently on Financial News Education Reform [J]. Journalism Quarterly,2015,(02):p1-6.