The Interaction of New Media and Social Information Based on Artificial Intelligence

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Abstract. With the continuous development of network information technology, the process of social informatization is further accelerated, information transmission and exchange between different regions is more convenient, and people's demand for information is further met. At the same time, with the continuous advancement of media technology, new media has gradually emerged, becoming the main force of social media and playing an important role in people's daily lives. The purpose of this article is to study the interaction between artificial intelligence and new media based on social information. This article explains the meaning of new media from the narrow and broad perspectives, and introduces the characteristics of new media; then the interaction between new media based on artificial intelligence and social informatization is studied from both positive and negative effects. In the experimental part, this paper adopts the questionnaire method and uses 472 valid questionnaires as the data basis to count the respondents' awareness of the interaction between new media based on artificial intelligence and social information. The statistical result is that only 31.8% think that the degree of mutual influence is very deep. This article also puts forward suggestions to promote the mutual development of new media based on artificial intelligence and social informatization.

Keywords: Artificial Intelligence, New Media, Social Information, Mutual Influence

1. Introduction

From the perspective of the history of science and technology and the development of science and technology culture communication, science and technology culture communication and the development of new media are inseparable. It can be said that the history of media development in human society is a history of science and technology, but the history of science and technology is not exactly the history of media. Both the emerging media and the traditional media are connected to all
aspects of the scientific world, the real world, and the philosophical world. Interdisciplinary developments and changes are often closely connected scientific and technological means. The spread of cultural information will affect people's worldviews, values and moral outlook, in turn, has an impact on the masses of the people and national construction. This makes new media play an indispensable role in the dissemination of cultural information in the development of socialization. Based on this, the discussion in this article hopes to enrich the understanding and grasp of information culture and other related issues to a certain extent in the new media era.

At present, science, technology and cultural communication rely more on newspapers, televisions, and new media technologies with the Internet as the main body [1-2]. It is not difficult to find that today's media not only has the important task of disseminating information and popularizing knowledge, but also shoulders the scientific spirit of guiding people to think and reflect on issues and explore the nature of things [3-4]. As a communication bridge between the public and information, the information is disseminated to the public through the media, and the public understands the information through the media and feedbacks the understanding and views of the information in time. Such a communication process can achieve the goal of improving the public's cultural quality and scientific literacy [5-6]. Therefore, the correct understanding and application of new media can help people to grasp useful information in a timely manner, thereby accelerating the progress of social harmonious development. The research in this paper also has a positive effect [7-8].

This article first explains the meaning of new media from a narrow and broad perspective, and introduces the characteristics of new media in detail; then it analyzes the interaction between new media based on artificial intelligence and social informatization, including negative and positive effects. Two aspects. In this paper, the questionnaire method is used to count the respondents' awareness of the interaction between new media based on artificial intelligence and social information.

2. Method

2.1. New Media

New media in a broad sense is based on information technology such as social information transmission, storage, and services. On the one hand, it can realize interactive communication and non-linear operation of new media; on the other hand, it uses computers, televisions, mobile phones, etc. as display terminals, a service platform that displays all video, audio, and text content [9-10]. It is not only the dissemination and sharing of information, but also a general intelligent display tool. Under the narrow sense of new media and new technologies (Internet, Internet of Things, etc.), information sharing media between different clients is realized. The characteristics of the new media are as follows:

(1) Massive and unlimited information

The information source of the network media involves all aspects of people's lives such as politics, economy, science and technology, military, culture, history and so on. Its large amount of data and wide coverage are its biggest characteristics. It can be seen from this that the information capacity of the new media is unmatched by any other media. The new media integrates diversified factors such as text, images, and sound. The strong visual impact of the new media makes the display of information
more at the same time. At the same time, it gets rid of many limitations of traditional media. Massiveness and infinity are amazing, and its appearance completely subverts the traditional way of obtaining information.

(2) Openness and freedom of the subject

Traditional media is disseminated in an open and real-name manner, and the main body of opinions of the new media can hide the real name, express opinions freely and decentralized, and do not need to provide personal information. This very distinctive feature makes the new media participants. There is almost no screening and filtering, everyone can freely express their views and views on others. According to the analysis methods of psychology and sociology, it is found that when people are in a public state, they will be bound by laws, regulations and morals, and speaking and doing things often appear in a rational posture; while in a non-public state, people usually express their hearts unscrupulously. True feelings, there are many emotional, excessive sentences, even irrational speech.

2.2. The Interaction Between New Media Based on Artificial Intelligence and Social Information

(1) The positive impact of new media on the development of social informatization

The dissemination of new media is mainly reflected in the process of the public using various new media to understand or know about social hot issues, and to publish personal views or comments on events. With the deepening of social informatization, the impact of new media on social informatization has penetrated into all aspects of people's work and life, and even to a large extent has had a huge impact on people's life and communication methods and even social structure. Because of its unique advantages, the new media has brought a huge impact on the media market as soon as it appeared, changed the traditional media structure and quickly occupied the market. Undoubtedly, the impact of new media on traditional media is huge. If you want to survive harmoniously and develop in harmony, traditional media must change its strategy. While subdividing the mass market, it will seek greater development space through cooperation with new media in order to achieve mutually beneficial and win-win development.

(2) The negative impact of new media on the development of social informatization

The powerful and open communication function of new media has also become an ideal tool for some special interest groups or organizations to spread malicious information. In an open public opinion environment, social discordants can freely express various complaints, dissatisfaction, or unfavorable statements to the organization and the government. Most of the people who post these negative messages are those who harbor social hatred and revenge. They spread rumors maliciously and used various new media to cause social panic. Since the new media does not have strict information management, there are serious scientific problems. New media does not have the strict censorship system of traditional media. Many information publishers are not professional news experts. Therefore, in the communication process, it is impossible to distinguish between right and wrong, and the reliability of information cannot be fully understood. A large amount of pseudo-science information is inevitable. The reliability of scientific information and technical information is doubtful, violates the authoritative image of scientific knowledge, and does not contribute to the development of social informatization.
3. Experiment

3.1. Research Object

This survey selects a city, which is located in a region with a relatively high level of economic development, has a high level of information technology development, and is representative. The author selected 500 students from a university in the city as the research object. Gender composition: There were 240 men and 260 women in this survey, which accounted for 48% and 52% of the total, respectively, and were relatively balanced. Age composition: Of the participants in this survey, 459 persons were 18 to 26 years old, accounting for 91%, 32 persons were 26 to 29 years old, accounting for 7%, and 9 persons aged 30 and above, accounting for 2%. Generally speaking, this audience is a group of young people who have received higher education. Education level: This questionnaire involves four different levels of education, namely college, bachelor, master and doctor. Among them, 23% are undergraduates, 39% are undergraduates, 21% are undergraduates and 15% are undergraduates, and 2% are undergraduate teachers.

3.2. Experimental Method

The purpose of this article is to study the survey respondents' understanding of the impact of artificial intelligence-based new media and social informatization. The topics of this article are mainly divided into the types of new media, the degree of cognition of social informatization, and the degree of understanding of the interaction between new media and social informatization. And hope to analyze the experimental results, so as to promote the development of new media and social information based on artificial intelligence. In this article, the online questionnaire was distributed in two time periods. A total of 500 questionnaires were distributed, 487 were recovered, and 28 scraps were removed. Finally, 472 valid questionnaires were obtained, and the effective rate was 94.4%.

4. Discussion

4.1. Experimental Results and Analysis

This article counts the answers to the question “Do you think the influence between new media based on artificial intelligence and social informatization?” Among them, 150 people think that the degree of influence is very deep, accounting for 31.8%. There are 70 people who think that the degree of influence is not deep, accounting for 14.8%. The test results are shown in Table 1 and Figure 1.

|       | Very deep | A bit deep | General | Not deep |
|-------|-----------|------------|---------|----------|
| People| 150       | 152        | 100     | 70       |
| Rate(%)| 31.8     | 32.2       | 21.2    | 14.8     |
Figure 1. Test results

4.2. Suggestions for Promoting the Mutual Development of New Media Based on Artificial Intelligence and Social Informatization

(1) Establish a prior review mechanism to improve the authenticity and reliability of information dissemination

The duality of things gives people the freedom to choose massive amounts of information, but also because it is too free, it makes the network information into a flood out of control state. In view of such a situation, it is very important to establish a pre-examination mechanism and strictly control it to improve the authenticity and reliability of information and help people choose information. The development of social informatization drives the development of new media, which is becoming more and more mature. As a new generation of media, new media can check the information, revise and improve it through the pre-examination mechanism. The staff of network supervision need to have a high sense of social responsibility when reviewing and filtering information, to reduce the randomness of supervision, and strive to spread the information accurately, truthfully and reliably. Taking Weibo as an example, people are more and more accustomed to understanding news and hot events through Weibo. Due to the uneven quality of Weibo users, publishers inevitably have deviations in the spread of news events, so they simply rely on ethics to require news The authenticity is obviously not enough. It can be seen that the prior review mechanism has improved the authenticity and reliability of scientific information dissemination at the technical and management levels, allowing useful information to be widely disseminated and benefiting society.

(2) Form a benign interaction between the media, actively guide public opinion and respond to crises

Traditional media and new media should develop together while maintaining benign interaction between them. Nowadays, the release and dissemination of information will be conducted through forums, microblogs or chat groups for the first time. Mainstream media can use these methods to discover public opinion hot spots for timely supervision. The mainstream media supervision has a
lagging problem compared to the network supervision. At this time, the benign interaction between the media is particularly important. Mainstream media should use the timeliness and mass of new media to dig deeper in investigation and analysis to ensure its dominant position.

(3) Establish and improve laws and regulations, laws, and guide and restrict scientifically

For the management of new media, it is not enough to rely on moral standards. The relevant departments should strengthen coordination and cooperation and establish a complete new media management system to regulate the online behavior of netizens and enhance their consciousness to resist harmful information on the Internet. In this regard, the country should enrich the content of information dissemination, innovate the form of information dissemination, strengthen the development of information technology, and enhance the overall planning and positive guidance of the society while complying with the new media technology and the law of social information dissemination. For the information released, it is necessary to distinguish between personal and public on the content, and effectively supervise in accordance with the law while defining; on the management mechanism, explore and establish a new media public opinion processing mechanism, perfect the content jurisdiction, and regional management as the supplement prevention system. Since the management of new media involves all aspects of society and multiple departments, it has intangibly increased the difficulty of management. To achieve effective management, it is necessary to have a clear division of labor and responsibilities, and establish corresponding supervision and management departments to ensure the safety of information.

(4) Adhere to the principles of compliance and guidance, improve communication skills

In the information age, the inclusive development of social informatization and new media makes information more and more orderly. This requires us to improve our skills in the process of communication. For more and more advanced high-tech crimes, it is necessary to use advanced scientific and technological means to properly handle it to protect computer systems from infringement, application software from destruction, and the most important thing is to ensure the privacy and security of users; seriously deal with individuals or organizations that maliciously attack personal or political attacks on others or a certain group of society to ensure that people's personal and social interests are not violated; some people use the Internet to escape social responsibility fight firmly to reduce the growing media problems.

5. Conclusion

Artificial intelligence-based new media and social informatization are inevitable results of social development, and people are actively choosing their own development methods. Only fully recognize the positive importance of new media and social informatization in the future development of the country, and adopt corresponding methods and measures. For example, research and development and application of information technology, strengthen the cultivation of high-quality technology leaders, and strengthen the optimization and improvement of the network environment, new media, interaction, individualized development, and social information development continue to play a huge role. This not only improves the efficiency of state management and social operation, but also greatly ensures the development of the country's comprehensive strength.
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