Research on Communication Strategy based on Mobile Information Technology

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Abstract. Under the background of the enhancement of modern information technology, the dissemination of information tends to be diversified. The further development of mobile Internet and its communication technology has changed the way and speed of information transmission. With the advent of 5G era, smart phones, smart terminals and other devices play an important role as media due to their convenience and become the main channel for people to obtain information. The purpose of this paper is to study the emerging mobile intelligent terminals in the background of the information age and examine these new products of The Times and the propagation rules and methods behind them from the perspective of media. Based on the questionnaire survey on the usage habits of users of these intelligent terminals, this paper makes a bold prediction on the mode of communication in the information age. The research results of this paper show that in the information age of media convergence, various communication subjects are faced with the challenge of adapting to the requirements of The Times and changing the mechanism. Only by actively innovating and improving the communication mechanism from the perspective of the audience can the relevant subjects better meet the requirements of the information Age.

Keywords: Information Technology, Mobile Propagation Method, Intelligent Terminal Equipment, Internet Age

1. Introduction

With the rapid development and wide application of information technology and communication technology, every corner of the society is no longer an information corner. What makes us more unpredictable is that people's traditional way of obtaining information through portal websites, search engines and other "people go with the terminal" has been replaced by intelligent push "information surrounds people around".

On February 28, 2019, China Internet network information center (CNNIC) released the 43rd statistical report on the development of the Internet in China. As of December 2018, China had 829 million Internet users, with mobile phone users accounting for 98.6 percent and the Internet penetration rate reaching 59.6 percent, according to the report. From the early "bulky" computers to
today's ultra-thin laptops and smart phones and other terminal devices, people's access to information resources has become more and more convenient [1]. This also indicates that people have entered an era of mobile Internet. After the penetration of mobile Internet into life, people can enjoy the great convenience brought by the new technology anytime and anywhere [2]. Intelligent terminal devices based on mobile Internet have become an important carrier for interpersonal communication and information transmission [3]. At the same time, in today's information explosion, the pure text or sound has long lost the market, instead of the multiple forms of expression integrating pictures, sounds and words [4]. Everything has two sides. While providing the public with many conveniences, information technology also confuses people's behavior and judgment due to its fragmented self-replication, such as information overload, information flooding and rapid changes [5, 6].

Based on the classical theory of communication, when studying how operators should carry out effective communication in the context of mobile Internet, communication studies and theories should be used to analyze their unique patterns, so that academia and industry can have a clear and systematic understanding of them [7]. It summarizes a set of scientific theories and methodology from the aspects of audience, content and channel, and provides effective strategic guidance for the communication activities of market players in mobile communication [8, 9]. The solution of these problems can not only provide new communication ideas for media practitioners, but also contribute to the formation of a benign and orderly media pattern.

2. Method

2.1 Research Ideas

Based on the basic theories and models of communication, this paper adopts the method of combining theoretical research with case study to examine the product of the era of new mobile communication under the background of informatization and the communication law behind it from a more comprehensive perspective.

2.2 Research Methods

Literature research method refers to a series of means such as collection, induction and sorting of relevant literature to study the existing literature of the research object. The documents needed in this paper include domestic and foreign researches on mobile media, network video, mobile Internet, as well as many examples of emerging communication carriers.

Questionnaire survey is a means of data collection in which researchers send questionnaires prepared and designed to the respondents and ask them to fill in their personal views on a phenomenon or problem. This paper summarizes the needs and habits of Chinese citizens in the process of using intelligent terminals, and brings new research ideas for the development of mobile media in the information age from the perspective of the audience.

3. Experiment

Under the information age background, the user is the key. In the design of this questionnaire, the researchers in this paper take user experience as the basic basis, and set questions from the basic situation of users, user's use experience, content preference, use scenario and other aspects.

The questionnaire design of this paper involves 16 questions, including single choice questions and multiple choice questions. In the specific part of the survey, a combination of online survey and offline field survey is adopted. This is because in order to preserve the objectivity of the survey results, the opinions of users with low Internet frequency are reserved. Offline in shenzhen, chengdu, chenzhou and other cities at different levels of the field distribution of questionnaires. In the offline delivery of questionnaires, a total of 800 questionnaires were issued and 775 were collected, with a recovery rate of 96.88%. After strict inventory, excluding some incomplete questionnaires, questionnaires with logic conflicts and other unqualified questionnaires, there were 705 valid questionnaires, with the effective rate of 88.13%. All the analysis data in this study came from these valid questionnaires.
It should be noted that at present, mobile apps in China are emerging in an endless stream, and many interviewees lack mature media literacy, so their judgments are bound to be colored by their subjective value judgment, so the complete objectivity of data cannot be guaranteed. However, this study will flexibly deal with the differences in sampling standards, observation angles, calculation methods and other aspects, and try its best to make the overall judgment and analysis basically consistent, so as to ensure a relatively true reflection of the real situation of users in receiving information dissemination, which is representative to some extent and can be used for reference.

4. Discuss

4.1 Analysis of User Behavior Characteristics

In this study, the characteristic analysis of user behavior was carried out from the aspects of content preference, upload survey, interaction survey and usage environment. The results of the survey on the frequency of users receiving mobile communication information are shown in Table 1 below.

Table 1. Frequency scale table of users' habit of receiving mobile communication information

| Category           | Content              | Frequency |
|--------------------|----------------------|-----------|
| Content preferences| Network popular      | 36.10%    |
|                    | Entertainment news   | 29.20%    |
|                    | TV information       | 15.30%    |
|                    | News and information | 13.40%    |
|                    | There is no habit    | 27.96%    |
| Upload to share    | Worried about privacy| 17.65%    |
|                    | Untechnical          | 12.68%    |
|                    | Wi-Fi                | 36.45%    |
| Use habits         | Mobile network       | 33.15%    |
|                    | Offline viewing      | 30.40%    |
|                    | Comments with thumb up| 41.76%  |
| Interactive habits | Forward to WeChat    | 32.40%    |
|                    | In post              | 25.84%    |

The survey shows that the top four information content users expect to see are: Internet hot, entertainment news, movies and television news, news and information. According to the data obtained from the survey, film and television information has become the most expected content type of letter, accounting for as much as 35.2%. Entertainment news was next at 28 percent; Again for news information, 16.4%. Therefore, what audiences most expect to watch is interesting information, as shown in Figure 1 below.

![User content preference survey results](image)

Figure 1. Results of the user content preference survey
According to the data obtained from the survey, 38.5% of users have the habit of uploading information, and most users use these information communication software in a single form, just browsing on the terminal, but do not develop the initiative to upload. Among them, the habit of not sharing is an important factor limiting users' uploading and publishing, up to 27.96%; The second was concern about personal privacy leakage, accounting for 17.65%. Non-technical operations accounted for 12.68%. Thus, users' habit of sharing and uploading information needs to be explored and cultivated, as shown in figure 2 below.

**Figure 2. Survey results of users' willingness to share**

This survey shows that in the process of using information and information software, nearly 70% of users prefer to watch the information posted by their friends. Among them, 41.76% of users will comment and thumb up; 32.4% of users will share with WeChat, weibo and other third-party social comments. This shows that online information has been developing towards "socialization", and the influence of social channels can be seen to gradually become the mainstream social new form, as shown in figure 3.

**Figure 3. User usage environment survey results**

The survey shows that nearly 90 percent of users use fragmented time to browse information, no fixed time period. It is worth noting that 36.45% of users choose to participate in the discussion of network information in the case of WIFI. It can be seen that, although the time to participate in mobile discussion is less, the traffic with high charges is a major factor restricting the transmission and communication of network information, as shown in figure 4.
4.2 Analysis of Communication Strategies

(1) Identify the target user group

One of the golden rules of the mobile Internet is that users come first. A post or hot style product must be a pain in the user's grasp of the user's need. Take short video apps as an example, users with a high school or higher education tend to use douyin, while users with a lower education tend to use kuaishou. According to the "use and satisfaction theory" to follow up the product service, further precise positioning and in-depth exploration of the subdivision of the field, through the positioning of the user group, can accurately extract the needs of the user group, to meet the needs of the user group, user experience to achieve the best in the market competition in an invincible position.

(2) Use social elements wisely

The mobile smartphone is not only a one-way information carrier, but also metaphorically referred to as "man-machine interaction interface" or even "body extension", which means that the mobile terminal is not only a media communication platform, but also plays a social function of maintaining interpersonal, interpersonal and social relations. This study found that nearly 70% of users preferred to watch the information published by "moments", and there was a strong correlation between the frequency of users using social platforms and the frequency of browsing and using information, showing a positive relationship between the two.

(3) User participation and rapid iteration

The 《GLOBAL TRUST IN ADVERTISING AND BRAND MESSAGES》, a report by Nielsen, found that recommendations from friends were the highest, at 92%, AND the asia-pacific region was even higher at 94%. Therefore, the communication strategy must enhance user stickiness, which can enhance users' participation in product design and activity design, make them become "die-hard fans" of products, and generate word-of-mouth communication effect. Companies such as xiaomi are examples of word-of-mouth communication. At the same time, the core of any communication is high-quality content. Excellent information and information are often targeted at current events and presented in a humorous and humorous diversified expression. This style of content breaks the traditional thinking, more in line with the Internet era of the audience's psychological and emotional expression.

5. Conclusion

Mobile information technology has brought massive information, but also accompanied by information crisis. Overall public trust in news has fallen to 42 percent, according to the Reuters institute for journalism's 2019 global news industry report. Therefore, in the face of various opportunities and challenges brought by new technology, we should be cautious in the development and use of information technology for information dissemination, must not fall into the one-sided thinking of "flow is king". Faced with the fourth communication revolution brought by Internet
technology, the new mobile communication has broad space and development potential. If we can fully apply information-based technology and adopt effective communication methods and reasonable strategies, the development path of mobile communication will be broader and smoother.

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