The Research on "Micro Age": How Does it Affect the Communication Process of the In-depth Investigation

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ABSTRACT

The domestic "Micro Age" is the age that media is represented by Micro-blog, WeChat with characteristics of small and refined cultural transmission at the present stage. With the development of technology and the awakening of people's active consciousness, as two ends of information transmission, the single linear transmission mode is no longer the only way between media and audiences. Therefore, information transmission is characterized by speedy, powerful and shocking transmission in "Micro Age". The new development brings new changes to the in-depth investigation of shallow information.

Keywords: "Micro Age", communication, in-depth investigation, shallow information

1. Introduction

In recent years, the in-depth investigative reporting depending on traditional media has been declining, which is due to the unmatched manpower and material resources invested by the traditional media to the rate of return and the dependency of investigative reporting on political environment and scale. Therefore, the in-depth investigation section is easily to be marginalized. Reviewing the new media platform, the information as the information source is constantly emerging like blowout. The improvement of new media technology increases the spatial and temporal identity. In addition, the fuzzification of the boundary among politics, economy, entertainment and sports melts the construction of personal identity such as political movement, personal identity and star-chasing, which provides greater chance and more extensive scope for in-depth investigation of shallow information. The value of black or white of the investigative reporting in traditional media is changing. The cognition of the news value in "Post-truth age" urgently needs to return to the professional standard.

2. Case Study

On May 3, 2015, a video that a female driver was fiercely beaten by a male driver of the car behind her was spread on the Micro-blog. As information and evidence were completed, the truth of the event was recovered gradually. The public opinion changed from censure of the male driver to cyber-violence to the female driver. In another example, the user whose user name is "@Qingdao seafood overcharging event on National Day" said that her father found that a dish of prawns was charged more than RMB 1500 on October 4, 2015, which means that one prawn was RMB 38. She took a photo of the receipt and uploaded it to the Micro-blog. Through intervention and promotion of the netizens, local government was active in investigating this case and released an announcement within four days. Thirdly, on November 30, 2016, a writer Luo Er in Shenzhen, published an article <Luo Yixiao, Stop!> on a WeChat Official Account to raise RMB 2,520,000 within one day. However, in no time, someone disclosed that Luo Er had the power to pay for the hospitalization costs of his daughter. Luo Er became a cheat from a pitiful father in the in-depth investigation from the users of new media. It can be seen from the cases that, "Micro Age" indeed influenced the in-depth investigation of shallow information.

First, analyze it from the perspective of the news maker. Producing investigative reports in traditional forms requires a lot of time and cost. The emergence of new media has led to major changes in the production of news. From the perspective of information sources, new media has broadened the production channels of news. News is developing in the direction of "civilization". "Internet +" technology gives citizens the opportunity to participate in the production of news. The "national journalist" format is Gradually replacing traditional professional journalists, the participation of citizens provides a rich source of information for new media reporters. At the same time, users of the new media platform can choose a variety of forms to support the news reports, making the production of the report three-dimensional. The production mechanism of investigative reports has changed from the immediacy of the traditional form to the full-time under the new media form. The production of news has no end, and it is not restricted by geography and time. The "fragmentation" of network information makes the hot event change faster, but when an event that has already calmed down is caused by someone or a clue, even if the development trend of the incident has calmed down, But there are always users who remember this incident, so this focus on the incident is full-time. At the same time, from the traditional form of single linear to the interaction under the new media form, the public can participate in all aspects of news production, helping professional journalists to obtain more in-depth news information.

Compared with traditional single linear information transmission, this interactive environment is more trustworthy. The investigative reporting model led by the public discourse power appears on the new media platform. Its main communication features are more public participation, explosive emergence of public opinion, and deep exploration of news information from professional journalists to audiences. The top-down approach to communication has become a bottom-up approach to production from sources to journalists. At the same time, the boundaries between communicators and recipients are further blurred, the subject of communication is more diversified, and the communication between communicators and recipients through new media platforms is the embodiment of social media interaction.

Second, from the perspective of transmitter, the traditional media has its own social responsibility in terms of politics and morality. In the self-media age, the political control is weakened. The professional media no longer control the speaking right of news production. However, the third-party media platforms are often used to gain users and publish information. The users generated-content (UGC), professional-generated content (PGC) and occupationally-generated content (OPC) had their respective advantages in various aspects complementary, and then the real-time of news production become the norm. Since the media era, the production mechanism of investigative reports has been "subjective" dominated by the audience. Due to the further blurring of the boundaries between the two parties, the audience is also carrying out information dissemination while producing information. When the audience receives the information, they can sub-distribute the information through forwarding, commenting, etc. In the process, the audience's communication behavior is the selected action. It can be seen that in the process of information dissemination, the audience becomes their own "gatekeeper" and disseminates information through complex network behavior. Internet public opinion is a collection of all cognitions, attitudes, emotions, and behavioral tendencies of people who are transmitted through the Internet due to the stimulation of various events. Internet public opinion is a public opinion situation arising from the Internet, which is formed by the spontaneous expression of the audience or the conscious guidance of opinion leaders. Network public opinion is generally formed after network events. The core of network public opinion is network events and the topics they generate. Similarly, the reason why online public opinion can produce supervision of government behavior is because lyrics represent the will of the people, the public's perceptions and emotional tendencies toward the social phenomena behind the network events, and fundamentally the public's public affairs. The attitudes and opinions of managers, etc., the formation of online public opinion is a kind of public conscious supervision and onlookers of managers.

Third, from the view of channels of communication, the improvement of the techniques of communication makes it possible to trace the preference of readers. The result is that the audiences who use the new media platform will be more easily to accept information with the same standpoint and benefit. Today, more and more smart objects appear, for example, the mobile terminal which is represented by mobile phone becomes "the extension of body". People can record and upload information through these mobile terminals, while the internet platform can trace the data of the people based on the media platform so as to quantify and trace the users. Based on these smart objects, the timeliness of news developed to the real-time news, so that the new-media platform is used longer and wider. In general, new-medias will be actively involved in the event, then get related to the reporting objects and gain their own benefits. The diversity of communication channels has led to the development of news reports in a diffuse direction. A hot news event will show a rapid spread after the new media is detonated. Professional journalists will inevitably consider the news events with strong Internet sensation when collecting news materials, and they will immediately gain the lyric tendency of netizens while collecting information. There is no need to wait for the press release to receive feedback from public opinion. News events will continue to evolve under the promotion of new media public opinion and public supervision. If things are handled properly, online public opinion will gradually ease and calm down. If not handled properly, rumors or false information will exist in the network for a long time and periodically. Appeared, but the outbreak of this paradox is often sudden.

Fourth, the terms "customization" and "narrow casting" will become the keywords when information is spreading. In the new media age, the audience will pay more attentions to the event which is suiting to their own interests. Therefore, small potatoes become the leading actors of events increasingly. Due to this reason, the in-depth investigation plays a practical-oriented role in the real world. During the process of information transmission, the audiences' desire to probe the truth has increasingly enhanced. More and more people receive and publish information through WeChat and Micro-blog. Therefore, a lot of shallow information published by transmitters will finally get in-depth investigation with the intervention of official media and witnesses. The cognition of the internet audience to this kind of information will through a process from subjectively to objectively. This kind of "customization" and "narrow casting" is relative to audience interest. Since the emergence of the new media, social issues and celebrity issues have always been the top priority of users. The reason why this situation arises is because the general public urgently needs an export to express their own interests and appeal to them through the new media platform. On the basis of personal feelings, seeking help and other means to seek their own interests. This approach makes it easy for a similarly experienced audience to form a group and generate a public opinion field. These audiences will become an information dissemination network, and the impact will be beyond the reach of personal influence.

Fifth, from the perspective of audience, the audience in "Post-truth Age" will pay more attention to emotional identification rather than the news itself. In addition, the

bound between audience and transmitter is increasingly blurred. The audiences in "Micro Age" no longer play the role who were forced to accept information. They are able to interfere the agenda setting by media through making comments and uploading words, pictures, even videos. At the same time, the flexibility of the report also satisfies the audience's perception of society. The production mechanism of traditional investigative reports is based on the public interest. The choice of subject matter according to media purposes, culture, and editorial guidelines is spent by reporters on a large amount of time to complete the survey independently, and finally published in the media. This production process is generally relatively independent, closed, and single. In the network era, the production process of investigative reports has undergone some changes, and more public participation has led to the trend of "fragmentation or rolling". During the reporter's reporting process, the public actively participated in and coordinatedly spread, making communication into a popular relay race. The development of Internet technology has led to the diversification of the network presentation methods of investigative reports. It can combine text, pictures, videos and links, and it is flexible, comprehensive, and free of time and space to present facts in a timely and full-time manner. Make the audience's understanding of the event more convenient and more thorough.

Sixth, from the view of communicating effect, the public can form public opinion force through "watching" and "expressing", which plays an important role in event investigation and development. The participation and conscious supervision by all people are worth to be spread from online to offline. Through the study of this issue, it is not only good for the government to know and control the social conditions and public opinions, but also help them to clarify the rumor in time through the authority of official media. In addition, the government can guide positive opinion, which is good for restoring the truth so as to stabilize the society. In addition, it can improve the quality of the news media. The advent of the Internet era has brought people a "fast food culture." Netizens access a large amount of information through the Internet anytime and anywhere, both as a recipient of information and as a disseminator of information. This has brought a powerful impact to traditional media, especially paper media. Part of the readers of the paper media have split into new media, causing a large loss of readers and a sharp drop in advertising volume, threatening the spread of paper media in the traditional era. In the face of the harsh environment, the paper media will take advantage of its content and give full play to its content advantages, and will take "content as the king" as a standard. Investigative reports are a powerful weapon for paper media to improve their competitiveness. At the same time, investigative reports in the Internet era also have the role of social early warning. The reporter is a watcher on the national ship. It is necessary to keep an eye on social dynamics and provide early warning of possible problems or dangers. Investigative reports play a role in environmental monitoring, especially in the current transitional Chinese

society. When the old and new systems alternate, the information is opaque, and various social risks are increasing, threatening social stability. Informative reports of information transmission, social early warning, and social supervision provide a strong guarantee for the Chinese government and audience during the transition period through real, objective and systematic reports. The use of new media such as the Internet has increased the social early warning function of investigative reporting. Some hidden problems that harm the public interest through the new media to obtain the truth of the truth, full coverage of the spread, let the public and relevant government departments understand the truth of the facts, and promote the resolution of the event. Finally, an in-depth investigation of shallow information has guaranteed the public's right to know. The right to know refers to the power of citizens to obtain public information through the mass media. Investigative reports protect citizens' right to know by exposing events that harm the public interest. Especially in the period of social transformation, people need to understand the social environment and obtain emotional stability. The investigation report satisfies the needs of the public to a certain extent. The rapidly evolving network provides a huge amount of information. Satisfying the information needs of the public, people understand all aspects of society through the network, but it also triggers the fragmentation of information, people cannot distinguish the authenticity from the massive information. Investigative reports can be used to verify the information, strip the seedlings, present the truth to the public, and not be confused by false information. At this point, the audience seems to have a bright light to improve the public's right to know.

Although "Micro Age" provides convenience to the in-depth investigation of information, the standard value of news in "Post-truth Age" based on new media platform has changed quietly. During the investigation of shallow information, the net participants appear to generate emotional tendency when they are spreading information. At the same time, the content will be stereotyped according to the preference setting by media. In "Post-truth Age", as personal emotion and belief are superior to news fact, pseudo event has more communicational value. Therefore, with more and more information and evidence appearing, a reversal always happens to the truth of some hot events. For example, in the "Female driver was beaten in Chengdu event", the reason of reversal is the anger and censure of the public to the female driver who did not obey the traffic rules. In other words, actually the male driver received much more sympathy from the netizens, then the truth of this news that female driver was beaten would not attract much attention. As another example of "Luo Er event", people paid more attention to blame the deception of the real situation writing in this article rather than the illness state of Luo Yixiao and the destination of donation.

3. Conclusion

The in-depth investigation of hot events in "Post-truth Age" can be seen as a flowing and changeable text written by billions of internet players. During the process, the truth is not as important as emotion, while truth is the basic pursuit of professional media practitioners. At this point, the clients or anyone with information are able to constantly reconstitute the event truth by the new-media platform. The official media and opinion leader can deny rumours through their influence to avoid the events developing to the Rashomon. The dynamic process produced by the information, that is the in-depth investigation of shallow information, can guide the public to think rationally. It can also lead the value of information investigation back to the standard position, thus returning the news truth to the public.

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