

Research on Fragmented Communication and Response Path Under the Background of New Media

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ABSTRACT

With the advent of the new media era, people's media usage habits gradually show the characteristics of fragmentation. The phenomenon of fragmented communication media is becoming more and more intense, and fragmented communication has become a new proposition to be studied urgently. Using the research methods of literature analysis and case analysis, this paper mainly explores the causes, characteristics and challenges of fragmented communication under the background of new media. Users, professional media and other media platforms should be aware of this problem. On the basis of fully recognizing the characteristics of fragmented communication, people should actively promote the optimization of information collection and promote the dynamic balance of the information environment.

Keywords: *New media, Fragmented communication, Media usage, Media multitasking behavior*

1. INTRODUCTION

Combined with the previous scholars' research on the definition of "fragmentation" and "new media", this paper defines "fragmented communication" as a massive, decentralized and incomplete communication mode with the advent of the new media era and based on information and communication technology (ICT), which is different from the previous linear communication. At present, there are many studies on "fragmented communication" in the academic circle, but there is little discussion under the background of the "new media environment", and the discussion on the causes of fragmented communication is relatively single. Based on a large number of previous papers and studies, combined with the technical characteristics and communication characteristics of new media, this paper discusses the fragmented communication and its phenomenon, hoping to provide new ideas and perspectives, re-examine the value of fragmented communication, and put forward countermeasures to the communication disadvantages.

2. CAUSES OF FRAGMENTATION PROPAGATION

2.1. Change of Communication Mode

With the development of information and

communication technology (ICT) and the emergence of mobile terminals, people are gradually accustomed to the complete time being interrupted at any time to deal with information tasks, and real-time processing came into being. People divide their whole time into countless pieces to process the information they receive at any time. As McLuhan said: media is information. The use of media will lead to changes in people's thinking and behavior, forcing the media to adapt to the fragmentation trend of the audience, produce more fragmented content and develop more fragmented communication platforms. For example, Tiktok, Kuaishou, and other short video platforms are online for speed multiplier, which is also a commercial response to users' fragmentation habits.[1]

The advent of the new media era has changed the linear viewing pattern in the previous mass media era. People can freely choose the content they are interested in and watch it anytime and anywhere. Collective media time, taking the "golden time" in the television era as an example, has also lost its cohesion. People no longer need to wait for the program to start in front of the TV and radio but can choose to broadcast the content on-demand at any time in the fragmented time, so as to meet the personalized needs of users to a great extent.

2.2. Need for Microfragmented Narrative Mode

New media gives the audience the possibility to participate in the creation, and gradually develops from

the audience to user. Compared with the content produced by media institutions in the era of traditional media, the content produced by users pays more attention to individual value and living actuality. With the support of various social media technologies and platforms, everyone is we media and can freely produce content. For example, on Tiktok and Bilibili, most of the users do not have the ability to produce traditional media content, and it is difficult to produce high-quality long content. They choose to use seconds of time or minutes to fragment information to convey information.

Technology makes "empowerment" possible. Users can no longer passively accept the information transmitted by traditional media as before, but begin to tell individual stories from an equal perspective and realize the return of humanistic care in the temperature of the "micro" perspective. Postmodernism's pursuit of a surface culture of fragmentation, randomness, uncertainty and noncentrality[2]. Its essence is the call for equality and empowerment. In this era of mass media, people pay more and more attention to individuals, build a more equal discourse system from the "micro" perspective, and fully express people's personalities.

3. CHARACTERISTICS OF FRAGMENTED COMMUNICATION

3.1. Cater to Users' Fragmented Media Usage Habits

"Fragmentation" has several derivative concepts in the field of communication: time fragmentation, content fragmentation and audience fragmentation. Users can read fragmented content or complete content in fragmented time to meet the requirements of fast-paced life and work, and derive media multitasking behavior.

When using media, users are no longer confined to the uninterrupted work task time and geographical space constraints but realize timely communication and real-time processing. Media multitasking behavior refers to at least one multitasking behavior based on media stimulation or response.[3] Users can perform multi-task processing at the same time, or switch between tasks to immerse themselves in the stimulation of uninterrupted fragment content in fragment time. Some studies believe that new task stimuli may carry important information, and media multitasking behavior can receive information from many different channels, which is very important to improve work efficiency.[4]

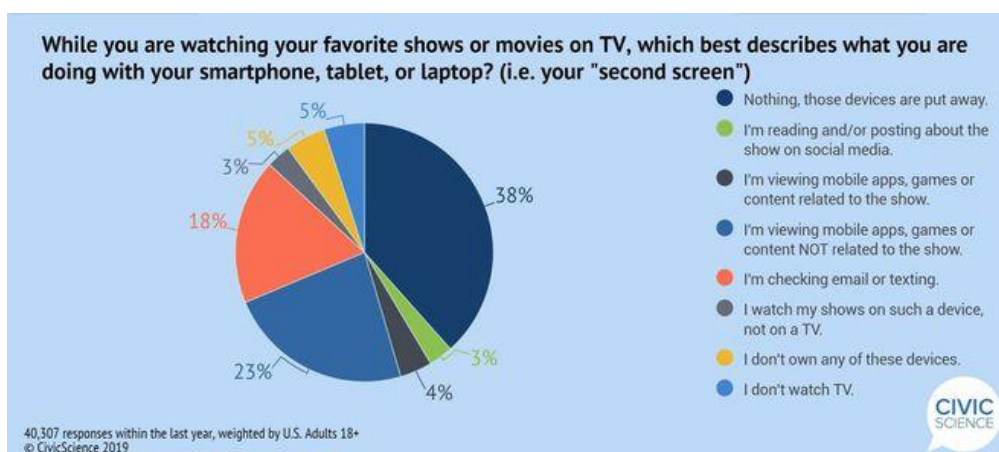


Figure 1 A survey of multitasking behavior from CIVIC

3.2. Miscellaneous Network Information Sources

With the development of the Internet, mankind has ushered in the era of information explosion. Fragmentation also means "diversity", and everyone can participate in information transmission, which makes it difficult to distinguish the authenticity of information and screen out truly valuable information. Incomplete fragmented information about an event may have emotional bias and guidance, which is likely to amplify the "post truth" (Ralph's case formally put forward this concept, which means that resorting to emotion and personal belief can affect public opinion and public opinion more than stating objective facts. [5]) problems.

Tsintzou believes that since the news recommendation system can learn from user preferences, in some cases, the recommendation system may amplify the bias in user input data, resulting in uneven bias.[6]

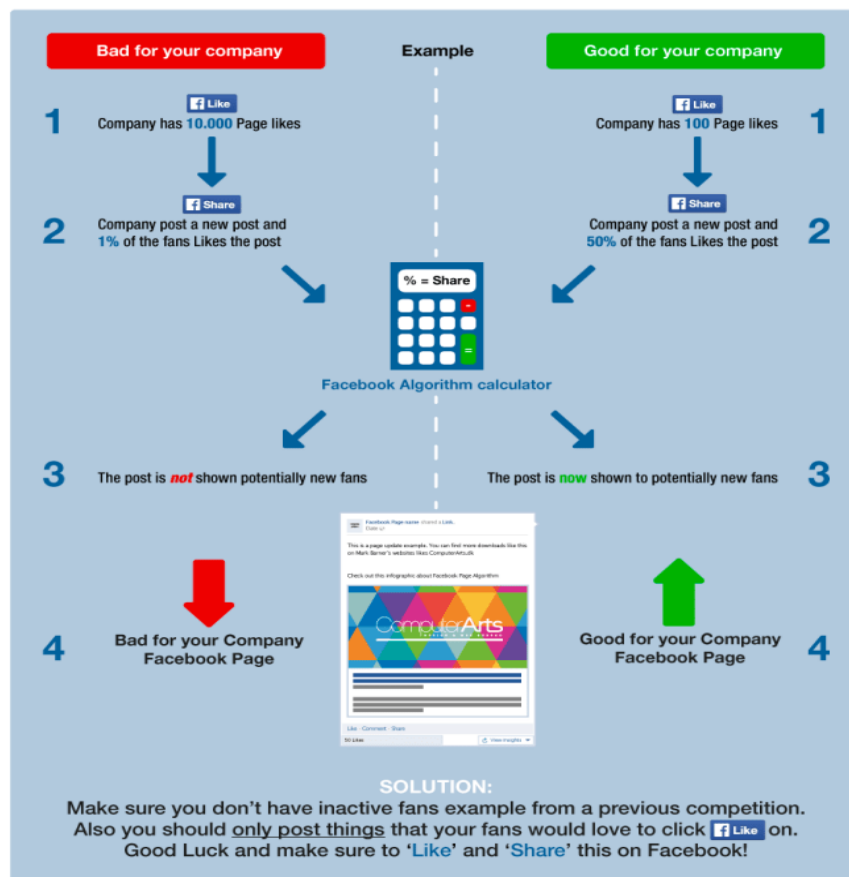
The way users transmit and receive information presents the characteristics of strong randomness and low relevance. On the one hand, people are at a loss in the face of massive and scattered fragmented information. On the other hand, the algorithm customizes the information according to people's preferences. The real-time and fragmented sensory stimulation strengthens the temptation and comfort of the information, making people trapped in the information cocoons (the information cocoons is a concept put forward by the American scholar Cass R. Sunstein. He pointed out that

the information cocoons mean that people only listen to what they choose and delight them. [7] It is further explained that the information field that people pay attention to will be habitually guided by their own interests, so as to shackle their lives in the "cocoons" like

a cocoon.) This leads to the decline of users' concentration and thinking ability, and it is difficult to form a complete understanding of a thing.

The new Facebook algorithm

We at ComputerArts.dk have designed an infographic for you! If you have too many fans on Facebook then this algorithm will determine if your Facebook posts are relevant or not to your fans. If the majority likes your post then it determines that it's relevant to them. If your post gets a low percentage of Likes from your fans then your post will not be displayed as much... see why:



Created & designed by: ComputerArts.dk - graphic design & web bureau.

Figure 2 How do algorithms affect people's acceptance of information

3.3. Film and Television Collage Creation

Collage creation has two meanings: one is that the film and television text is composed in the form of user production content (UGC), and the other is that the complete film and television text is divided into fragments according to the needs of different themes. With the Kuaishou TikTok and other apps, the creators have intercepted the most dramatic episodes or climax parts of the complete video text to cater to the audience's fragmentation habits, and output a large number of fragmented video clips. However, the random collage will cause distortion of film and television text, and the quality of film and television fragments is also uneven.

4. COPING PATH OF FRAGMENTATION PROPAGATION

4.1. Optimize Information Collection Mechanism

In the new media era, the popularity of the Internet is high, the group of netizens is huge, the composition is complex, and their media literacy is uneven. According to the characteristics of user information consumption, although most of the information received by users is fragmented and scattered, users will actively collect fragmented information and connect it when they

encounter interesting or useful information to form a personalized information network. At the same time, individuals can also filter homogeneous information and valuable information by participating in the cooperation of social media platforms.

Professional media should also give play to its inherent information integration ability, guide users, actively integrate into social, mobile and intelligent platforms, and help users improve their media literacy and obtain valuable information. At the technical level, new algorithm mechanisms can be developed to filter homogeneous information and form information topics according to user needs.

4.2. Promote the Dynamic Balance of the Information Environment

Some scholars believe that "social media not only did not broaden the scope of our communication and deepen our understanding but strengthened the established social hierarchy and closed social groups." The real relationship circle is still further extended in the network, forming the division of social capital, cultural capital and technological capital, which makes it difficult for people outside the circle to integrate. Opinion leaders who occupy the dominant position of discourse power in real life retain influence in the network. Ordinary users limited by media literacy and professional ability are difficult to flow to higher levels and obtain discourse power in the online world. The game between network social groups leads to the imbalance of information production and flow, which further leads to the fragmentation of the audience.

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With the gradual solidification and closure of the network circle, it is difficult for people to exchange opinions freely in the exchange market, which is not a good thing for social integration and the public opinion environment. Social media, professional media and opinion leaders should shoulder corresponding responsibilities, play the role of guide, and promote the

screening and integration of information and the dynamic balance of the information environment.

4.3. Constructing Collective Media Ceremony

Peng Lan pointed out that the mode of information production and dissemination in the new media era makes memory difficult.[10] The decentralized form of distributed content production gives users enough space for "self-expression", but its fragmentation makes this "self-expression" scattered, excessive, out of focus, and lacks continuity and integrity. Therefore, we need to consider how to make individual "self-expression" information fragments condense into consensus, promote social integration and construct collective memory.

Society needs to create cohesive topics, build collective media rituals, give play to the role of media storage mechanism, make multiple users participate in the construction of text meaning, communicate freely without time and space constraints, and produce emotional links. On this basis, collecting the user's "micro perspective" and "micro record" information fragments can make people gradually approach the truth, obtain a complete understanding of the whole picture of things, present the current social picture of people's mainstream concepts and survival status, and realize the leap from "self-representation" to "collective memory".

5. CONCLUSION

The emergence of fragmented communication in the new media era caters to users' media use habits and life and work rhythm, but it also produces a series of practical problems. The sources of network information are complex. The sensory stimulation brought by real-time and fragmented information makes people indulge in the "information cocoon room", which is restrained by the emotional bias in fragmented information. Therefore, users, professional media and other media platforms should recognize this, optimize the information collection mechanism and promote the dynamic balance of the information environment. Due to the limited space, the content of this paper still has room for in-depth research. In the future, the academic community will pay more attention to the research of new media and fragmented communication, and put forward more solutions and perspectives to deal with the challenges it brings.

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