Research on Financial Media Management in the Era of Big Data

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Abstract. at present, with the continuous popularization of electronic information technology, the number of information on the network is also increasing, whether it is the type of information or the frequency of information acceptance is also accelerating. Based on this background, the era of big data has come. Therefore, financial and economic aspects should also make corresponding adjustments accordingly. This paper will study from the perspective of financial and economic media management, summarize its significance, find out its relevant characteristics and propose corresponding strategies.

Keywords: the age of big data; Financial and economic media; Management research.

1. Research Significance of Financial Media Management in the Era of Big Data

In the current era, the increasing amount of information makes people receive a large amount of information every day, both in life and at work. Studies have shown that the global total amount of information expanded by nearly 2.3 times from 2013 to 2018, and it is expected to reach 44ZB in 2020. Currently, China accounts for 18% of the total amount, and the specific growth trend is shown in figure 1. Under the premise of such a huge amount of data, nature has brought certain advantages to current work and life, but with it, nature also has some troubles. Due to the huge amount of information, the new reliability will naturally appear some problems. In order to solve this problem, people often look for the most reliable media to obtain the most reliable information in the era of big data. Among them, the media is just one of the general terms[1]. The media can be either an institutional group or an individual, but its specific function is to convey information to the outside world. There are various types of financial information, which mainly include stock, bond, futures, financial management and other directions. Therefore, this paper conducts a questionnaire survey on its main user groups, and 100 people participate in the questionnaire survey. The survey results are shown in Table1.
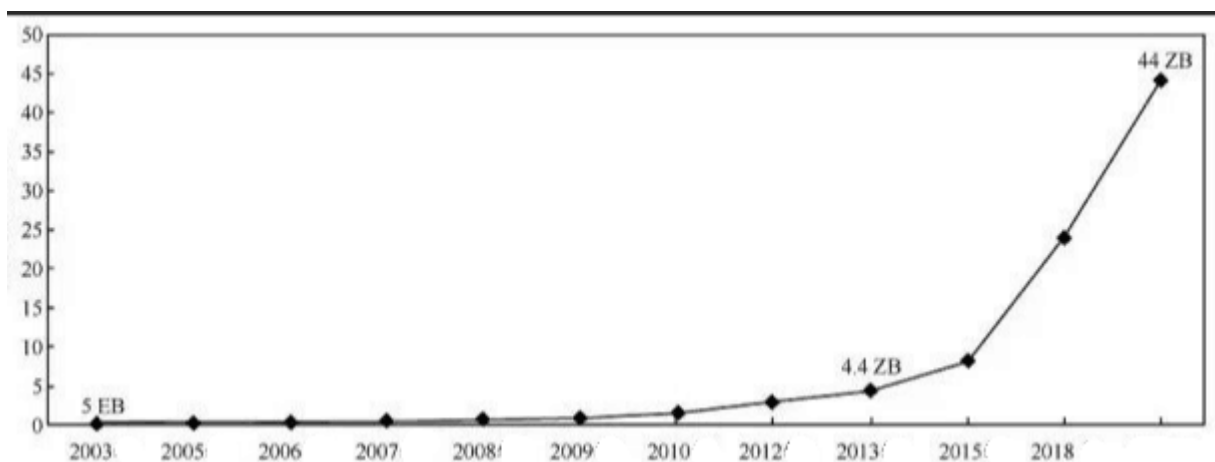

Fig. 1 trend chart of big data aggregate growth

Table 1. statistical chart of reasons for use by financial media participants

Select the project	Focus on the reason	The number of	The proportion
stock	Ensure timeliness and accuracy of information	67	67%
bond	Ensure timeliness and accuracy of information	12	12%
futures	Confirm the market situation	13	13%
financial	Reasonable choice of financial products	8	8%

2. Financial and Economic Information Media Requirements in the Era of Big Data

2.1 Accuracy of Financial Information

As mentioned above, in the era of big data, the number of data shows an explosive growth trend. At the same time, a large number of new data are constantly emerging in each item, which will naturally have an impact on the accuracy of information to some extent. Compared with versa, financial information has a certain particularity, and its accuracy requirement is more stringent. Once financial information is inaccurate, it is likely to have serious knock-on effects. There are many sources of financial and economic information, among which the actual market survey, the professional opinions of expert teams and the analysis and processing of real-time data all occupy the same proportion. Therefore, with the establishment of its professional team and professional system, financial information media in the era of big data has the characteristics of extremely high accuracy, which is closely related to the attention paid to details in the actual investigation process, as well as the rich experience of the expert team and the double-check in data analysis. Therefore, the accuracy of financial information is based on the pursuit of quality, rather than blindly pursuing the speed and sensational effect of news[2].

2.2 Timeliness of Financial Information

In the era of big data, the large increase in the amount of information not only puts forward certain requirements for the accuracy of financial information, but also has more stringent requirements for timeliness, which has always been a key factor influencing financial information. First of all, financial information has a strong liquidity, a large amount of information in a period of time has a strong use value, but after the impact of the effect will be greatly reduced or even no, so the financial information must be delivered to the right user at the right time. And with the increasing of amount of data, the user in the face of large amounts of data process of screening will be waste a lot of time, it is likely to lead to time migration information missing case, so the need for more financial information users save this on the one hand, the waste of time, thus helps the user to gain the market environment of the future budget report better. In order to meet this condition, financial and economic media should be reliable enough in information sources, and have certain requirements on the rate of information audit, so as to ensure a proper balance between timeliness and accuracy.

3. Financial Media Management Strategies in the Era of Big Data

3.1 Data Visualization

In the traditional financial and economic information reading media, no matter the information comes from magazines, television, radio and other media, they will face the same problem: the content

of data reading is boring, complex and repeated. Therefore, most information readers can only face this situation if they have to, and the complex situation of data list is a very complicated task for readers to draw their own conclusions and choose the most suitable investment mode. Therefore, in the context of financial media management in the era of big data, data should be made more vivid, and its visualization should be satisfied to the greatest extent on the basis of accuracy and logic. Make full use of digital technology to help the reader's brain process the content more quickly from a visual perspective. Specific measures can be achieved by means of charts, patterns and animations. At present, relevant websites have taken corresponding measures to integrate big data and financial information management. The following paragraphs will be displayed in the form of pictures. See figure 2 for details.

Fig. 2 visualized financial media effect diagram

3.2 Objectification of Comments

In traditional financial review programs of magazines, TV and radio, information asymmetry often occurs due to the subjective emotions of commentators or experts in the process of analysis. After entering the era of big data, financial and economic media should avoid the recurrence of this problem when expressing opinions. In order to achieve this goal, we can not only retain the opinions of experts and commentators, but also participate in the investigation of the actual market situation and the analysis of big data, so as to jointly determine the information content transmitted by the three factors. Taking vanke's equity competition from June 2016 to July 2016 as a specific example, the analysis results after integrating expert advice, data analysis and market situation survey are more accurate in terms of accuracy and timeliness than the analysis results of experts and commentators alone. Therefore, in the future era of big data, financial media management should not only be vivid, specific and comprehensive in content, but also pay attention to the objectification degree of its comments if it wants to make further progress in accuracy[3].

3.3 Personalized Push

Finally, in the era of big data, traditional paper financial media has been gradually replaced by software in electronic products. For this reason, the following paragraphs will show it in the form of charts, as shown in Table 2 for details.

Thus it can be seen that the number of electronic products to check the financial information is increasing, and electronic products to check the information is an important advantage is that it can push for users through the network, while the content of the push can according to user's demand for personalized custom, in order to reduce the user to choose among a lot of information required information waste of time, in order to enhance the user experience[4].

Table 2. comparison chart of financial information media

year	Number of people using electronic devices to view financial information (ten thousand)	Using traditional media to view financial information (ten thousand)
2013	2149.25	3700.86
2014	2514.62	1480.54
2015	2918.22	496.58
2016	3814.54	172.48

4. Endnotes

It can be seen from the discussion in this paper that the era of big data has come. Under this background, the management of financial media also needs to be changed accordingly. This paper also discusses its requirements to find out its corresponding strategies. It is hoped that the discussion in this paper can make some contributions to the future work related to financial media management and achieve a win-win situation for both media and information readers.

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