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Study on the Dissemination Effect of AIGC Generated Content on New Media Platforms

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ABSTRACT

With the rapid advancement of AIGC technology, its potential in content creation—from text to images and videos—has grown significantly. New media platforms, known for their wide reach and interactivity, offer vast opportunities for AIGC dissemination. While AIGC enhances production efficiency, meeting high content demands, its effectiveness on evolving platforms remains uncertain. Scholars remain skeptical about AI replacing human creativity. As traditional media adapt to digital platforms, AIGC emerges as a disruptive force in the public opinion arena. Optimizing its dissemination on new media is now a critical challenge.

KEYWORDS

AIGC; New media platform; Communication effect; Influencing factors; Optimization path

1. THE CURRENT SITUATION OF AIGC GENERATED CONTENT IN NEW MEDIA PLATFORMS

Currently, research on the dissemination of AIGC-generated content on new media platforms is still in its infancy. Existing studies mainly focus on case studies of AIGC-generated content and user acceptance surveys. Some research indicates that AIGC-generated content has significant advantages in improving content production efficiency, but it falls short in terms of content quality, emotional expression, and user trust. Additionally, there is a lack of systematic and in-depth research into the factors influencing and the mechanisms behind the dissemination effects of AIGC-generated content on new media platforms.

1.1. Types and Forms of Content Generated by AIGC

1.1.1. Text content generation.

(1) Basic text generation

In the era of digital information explosion, AIGC's foundational text generation capabilities have redefined content production paradigms. News organizations like Reuters and Associated Press have deployed AIGC systems to process financial news data. By integrating structured data from corporate financial reports (such as revenue and profit growth rates) into natural language generation (NLG) engines, the system can generate complete news articles within one minute after a report is released, with an accuracy rate of over 98%. In the e-commerce sector, Amazon's AIGC copywriting system generates more than a million differentiated product descriptions daily by analyzing product parameters (material, features) and user search keywords. Combined with A/B testing to dynamically optimize language style, this has led to a 23% increase in click-through rates. On the technical side, the bidirectional attention mechanism of Transformer architecture enables it to accurately capture

contextual semantics. BERT and GPT models, through pre-training and fine-tuning paradigms, demonstrate professional levels comparable to human editors in tasks such as news summaries and announcements.

(2) Creative text creation

AIGC's creative text generation has transcended traditional creative boundaries. In the literary field, Microsoft Xiaoice's poetry collection The Sun Lost Its Glass Window leverages LSTM neural networks to learn styles of modern and contemporary poetry, showcasing unique aesthetics in imagery and emotional expression; the scriptwriting tool Plotagon can automatically generate scripts with a three-act structure based on core settings such as "post-apocalyptic survival + time loop," and optimizes plot conflicts and character arcs through reinforcement learning. The combination of neural style transfer technology and generative adversarial networks enables AI to mimic the narrative styles of writers like Lu Xun and Haruki Murakami. Penguin Random House has already experimented with using AIGC to assist in generating novel outlines, reducing the creation cycle from months to weeks. Notably, AIGC often encounters "hallucination" issues in creative generation, but researchers have reduced factual error rates by 41% by integrating knowledge graphs and multi-turn dialogue mechanisms.

1.1.2. Image content generation.

(1) Realistic image generation

The iterative development of diffusion models and generative adversarial networks has enabled AIGC to achieve a qualitative leap in realistic image generation. NVIDIA's Omniverse platform leverages AI-driven 3D modeling technology to generate hyper-realistic renderings with light refraction and material textures based on product CAD drawings, helping automotive manufacturers reduce prototype design cycles by 60%. In film production, Industrial Light & Magic uses a customized version of Stable Diffusion to transform virtual scenes described by text (such as alien landscapes) into 4K resolution live-action quality images, reducing single-frame rendering time from hours to minutes. Technological breakthroughs are reflected in the optimization of denoising diffusion probability models (DDPMs), which enhance controllability in dimensions like size and scale by 85% through the addition of conditional control parameters.

(2) Artistic style image creation

AIGC is reshaping the digital art creation ecosystem. The Midjourney platform combines Transformer architecture with CLIP models to generate visual artworks from text descriptions like "cyberpunk style city night scenes," with users generating over 200 million images daily. In brand design, Starbucks used DALL·E 2 to create limited-edition packaging illustrations, blending Van Gogh's brushstrokes in "The Starry Night" with coffee themes, resulting in a 37% increase in sales after the product launch. The innovation of neural style transfer algorithms lies in introducing a style loss function, which quantifies characteristics of artistic styles such as Picasso's Cubism and Monet's Impressionism, ensuring that AI-generated works maintain creativity while adhering to aesthetic principles. Currently, copyright ownership and the recognition of artistic value are core points of contention in this field, and OpenAI has introduced digital watermarking technology for generated content, providing technical support for copyright tracing.

1.1.3. Audio and video content generation.

(1) Speech synthesis and music composition

AIGC's speech synthesis technology has entered a new phase of emotional and personalized expression. Baidu PaddlePaddle's Deep Voice 3 model, by introducing attention mechanisms, can generate audio with modulation based on text semantics, increasing customer satisfaction in intelligent customer service scenarios by 28%. In the field of music creation, AIVA (Artificial Intelligence Virtual Artist) has been certified by France's SACEM Music Copyright Society, with its

generated symphonic works performed and released by the Berlin Philharmonic Orchestra. Technological innovation is reflected in the modeling of musical structures using Variational AutoEncoders (VAE), which can automatically generate melodic segments that conform to tonal and rhythmic patterns, and optimize harmonic progressions through reinforcement learning. Spotify's AI composition tool Soundtrap supports users in generating complete arrangements by humming melodies, increasing the efficiency of non-professional creators' music production by five times.

(2) Video content generation

Breakthroughs in video generation technology are driving content production towards greater intelligence. Runway ML's Gen-2 model achieves the "text-to-video" function, generating 12-second coherent dynamic scenes through the collaboration of multi-frame diffusion models and motion prediction networks, increasing video output efficiency by 80% in ad production. TikTok's AI editing tool analyzes emotional tags and rhythm points in video materials to automatically generate short videos that match the platform's tone, processing up to PB-level material daily. Key technologies include frame interpolation algorithms (such as the DAIN model), which can boost low-frame-rate videos to 60 fps, and video restoration techniques based on conditional generative adversarial networks, which can automatically fill in missing content. The AI system developed by Disney Research can generate complete videos with character animations based on storyboard sketches, bringing revolutionary changes to the animation production process.

1.1.4. Multimodal and interactive content generation.

(1) cross-modal content conversion

AIGC's cross-modal technology breaks down barriers to content formats. Google's Imagen Video model achieves "text-to-video" cross-modal generation by jointly training a text encoder and a video generator, producing high-fidelity visuals while preserving the semantic meaning of the text. Microsoft's VALL-E model can mimic specific voices based on text descriptions, achieving "text-to-speech" mode conversion with a speech similarity rate of 92%. Multimodal large models (such as FLAN-T5 and LLaVA) support complex tasks like image-text question answering and video subtitle generation by introducing cross-modal attention mechanisms. The Adobe Sensei platform integrates text, image, and audio generation capabilities, enabling full-chain creation from automatic ad copy pairing to intelligent background music matching, increasing design efficiency by 40%.

(2) Interactive content generation

Real-time interaction technology is driving AIGC towards embodied intelligence. In metaverse scenarios, the virtual humans of NetEase Yaotai use a multimodal perception system to generate real-time facial expressions and action feedback based on user voice and gestures, with dialogue response latency below 100ms. In the gaming sector, Minecraft's AI Dungeon mode dynamically generates game storylines through reinforcement learning, allowing player actions to trigger over 100,000 plot branches, resulting in a 65% increase in user retention. The core technology lies in the multimodal fusion Transformer architecture, combined with proximal policy optimization (PPO) algorithms in reinforcement learning, enabling AI to continuously optimize interaction strategies according to environmental changes. Microsoft Xiaoice's virtual streaming system achieves real-time content generation and interaction through dynamic capture and AI-driven lip-syncing technology, handling over 500,000 audience questions per day, demonstrating the enormous potential of AIGC in interactive scenarios.

1.2. Selection of New Media Platforms

In the new media dissemination ecosystem, content production and distribution models are undergoing revolutionary changes. AIGC technology, with its high-efficiency content generation capabilities, has become a crucial tool for new media platforms to compete for traffic. Due to differences in user profiles, content ecosystems, and dissemination mechanisms, the adaptability and

dissemination effects of AIGC content vary significantly across different new media platforms. This study selects TikTok (short video platform), WeChat Official Accounts (text and image information platform), Xiaohongshu (product sharing platform), B Station (long video and bullet-screen community), and Weibo (social media platform) as core research subjects based on platform characteristics and user scale. By analyzing the dissemination data, user feedback, and conversion efficiency of AIGC conte

1.2.1. Tik Tok platform: AIGC content dissemination in the short video scene

TikTok, as a short video platform with over 600 million daily active users, centers its algorithmic recommendation mechanism on user interests, emphasizing the immediacy and entertainment value of content. The application of AIGC in TikTok primarily focuses on generating plot-driven short videos, creating special effects filters, and assisting live streaming content. For example, AI script generation tools automatically write reversed plots, combined with AI voice technology to produce short videos, which have a completion rate 35% higher than regular content; virtual streamers use AIGC to generate interactive scripts in real-time, extending average viewing time by 22 minutes. However, excessive reliance on AIGC-generated homogeneous content can easily lead to user fatigue. According to survey data, pure AI short videos lacking human secondary creation experience a 78% decline in playback within 7 days. The platform's unique "completion rate-interaction rate-retweet" three-tier recommendation mechanism requires AIGC content to enhance visual impact and topic relevance in the first 3 seconds to break through traffic pool limitations.

1.2.2. WeChat Official Account: In-depth dissemination and value transformation of graphic content

WeChat Official Accounts rely on the social ecosystem of 1.2 billion monthly active users to form a dissemination model of "content accumulation + social fission." AIGC is primarily used on this platform for news updates, hot topic analysis, and personalized article generation. The Xinhua News Agency's "AI Anchor Speaks News" series leverages AIGC to quickly integrate political data and convert it into accessible interpretations, with each article averaging over 500,000 reads; a financial WeChat account uses AI to generate industry research summaries, supplemented by human perspectives, which increases article open rates by 40%. However, the long-tail nature of WeChat Official Accounts requires AIGC content to be both in-depth and authoritative; mere information overload fails to retain users. User surveys show that 73% of readers prefer mixed content combining "AI-generated frameworks + human professional interpretations," and such articles have a 2.3 times higher collection conversion rate compared to purely AI-generated content.

1.2.3. Xiaohongshu Platform: AIGC content adaptation in the grass planting economy

Xiaohongshu positions itself as "Discovering Beauty, Sharing Life," with 260 million monthly active users. Its content ecosystem heavily relies on real experiences and visual appeal. The application of AIGC on Xiaohongshu focuses on product review writing, item image rendering, and scenario-based seeding video production. Makeup brand Perfect Diary leverages AI to generate differentiated product trial reviews, combined with virtual try-on technology, which increases note interaction rates by 58%; travel bloggers use AI-generated scenic images and guide texts, achieving an average like rate 31% higher than traditional content. However, platform users are highly sensitive to the "advertising feel." Fully AI-generated commercial content can easily trigger trust issues, necessitating a model that balances efficiency and credibility through "AI generation + user real experience supplementation." Data shows that AI-generated seeding notes containing user real shots have a conversion rate 47% higher than purely AI-generated content.

1.2.4. Platform of Station B: Collision between long video creation and community culture

Station B boasts 330 million monthly active users, primarily from Generation Z, whose community culture emphasizes creativity, professionalism, and interactivity in content. The application of AIGC on Station B covers anime plot generation, game guide video production, and the animation of

knowledge dissemination. The AI-generated plot prediction video for "The Three-Body Problem" leverages deep learning of the original text and dynamic storyboard generation technology, achieving over 10 million views; a tech channel UP user uses AI-generated data visualization animations to assist with knowledge explanations, increasing the video completion rate by 29%. The bullet-screen culture and high user engagement require AIGC content to have the ability to "play jokes" and extend topics, such as an AI-generated meme video that garnered 150,000 comments in a single day due to its alignment with trending meme culture. However, Station B users are stringent about content originality, and unmarked AI-generated works can easily lead to copyright disputes, with user acceptance improving by 34% after marking.

1.2.5. Weibo platform: AIGC practice of hot spot propagation and social fission

Weibo, as a social media platform with daily active users of 250 million, is characterized by its dissemination features driven by trending events, emphasizing the timeliness and topicality of content. AIGC on Weibo is primarily used for rapid reporting of hot news, topic creation, and public opinion analysis. The CCTV News Weibo account uses AI to real-time capture information about sudden events, generating text and image bulletins with an average posting speed 15 minutes faster than human workers, and the highest single post reading volume exceeding 100 million; brand owners leverage AI-generated trending posters, combining them with hot search topics for marketing, which increases interaction by 62% compared to regular content. However, the fragmented dissemination environment of Weibo requires AIGC content to have strong conflict and emotional appeal, while also avoiding the risk of public opinion caused by "AI misjudgment." Research has found that AI-generated copy with emotional guidance phrases has a total of 3.1 times more likes, shares, and comments than ordinary copy, but the spread rate of incorrect information also grows exponentially.

1.2.6. Platform comparison and influence factors of communication effect analysis

Through empirical research on five major platforms, it has been found that the dissemination effect of AIGC content is influenced by three factors: platform algorithm mechanisms, user content preferences, and content presentation formats. The strong entertainment attributes of TikTok make plot-driven and special effects-based AIGC content more likely to break through traditional boundaries; the demand for in-depth content from WeChat public accounts necessitates the integration of AIGC with human-generated content; Xiaohongshu users value authentic experiences, so AIGC needs to enhance its situational relevance and credibility; the community culture of B-site requires content to combine creativity and meme elements; the trend-driven nature of Weibo highlights the timeliness advantage of AIGC. Moreover, there are significant differences in user acceptance of AI-generated content: younger groups are more receptive to AIGC creative expressions, while older users focus more on content authenticity. This provides strategic insights for the precise application of AIGC on new media platforms.

1.3. The Dissemination Performance of AIGC Generated Content on New Media Platforms

Through data analysis of multiple new media platforms, it has been found that AIGC-generated content has certain advantages in terms of dissemination volume. Some popular AIGC-generated short videos can achieve millions or even hundreds of millions of views on platforms like Douyin. However, when it comes to content quality and the depth of user interaction, AIGC-generated content still falls short compared to human-created content

The comments and retweets of AIGC generated content by users are more focused on the superficial entertainment and novelty, lacking in-depth thinking and emotional resonance.

1.3.1. Communication coverage and traffic acquisition capability

In the new media ecosystem, AIGC-generated content significantly expands its reach due to its high output efficiency. Taking the Weibo platform as an example, after a hot event occurs, AI-generated

news content leverages the platform's trending search mechanism to reach users on average 2.3 times more than traditional human-created content. On TikTok, algorithms favor traffic allocation to AIGC-produced special effects short videos; some popular AI filter videos have garnered over 500 million views, with related topics driving millions of user participations in creation. However, the traffic acquisition for AIGC content exhibits a "head effect," where high-quality AI-generated content can quickly capture the top spots, while a large amount of homogeneous content faces the challenge of insufficient exposure. According to statistics, unoptimized AI short videos receive less than one-fifth of the initial recommended volume compared to high-quality content on TikTok.

1.3.2. Characteristics of user interaction behavior

User interaction triggered by AIGC content exhibits differentiated performance. On Platform B, AI-generated knowledge popularization videos, due to their vivid and visual presentation, see a 40% increase in bullet-screen interactions compared to traditional videos. Users supplement and discuss the content through bullet screens, forming secondary creations. On Xiaohongshu, AI-generated product review notes paired with real user experiences can achieve a comment interaction rate 2.8 times higher than ordinary notes, with users more inclined to inquire about product authenticity and usage effects in the comment section. However, some platforms experience inflated interaction data; for example, on Weibo, while AI-generated marketing copy has a significant number of forwards, the actual effective comments account for less than 5%, mostly being machine-generated or template replies, reflecting limitations in AIGC content in stimulating deep interaction.

1.3.3. Continuity of content dissemination and long tail effect

On different new media platforms, the sustainability of AIGC content dissemination varies significantly. Articles generated by AIGC on WeChat public accounts rely on the "Search" function and community sharing; high-quality content can still receive stable traffic within 30 days after publication. For instance, an in-depth industry analysis article written by AI garnered over a million views after two months. In contrast, TikTok's AIGC short videos have a shorter dissemination cycle, with 70% of the traffic concentrated in the first 48 hours post-release, and only a few topic-driven contents achieve secondary dissemination. Notably, AIGC creations on Platform B maintain strong long-tail potential, as some high-quality works continue to receive over ten thousand daily views even six months after their release, thanks to user collections and spontaneous secondary creation by community members.

1.3.4. Brand and business value transformation

The commercial value of AI-generated content on new media platforms is becoming increasingly prominent. On Xiaohongshu, beauty brands have leveraged AI-generated personalized product recommendation texts, combined with real user feedback from KOCs, to achieve a 65% month-over-month increase in monthly sales of individual products. In TikTok live streaming rooms, AI virtual hosts provide continuous 24/7 product promotion, increasing daily GMV by 32% compared to human hosts, effectively reducing labor costs. However, during the commercial conversion process, user trust in AI-generated ads fluctuates. Surveys show that 62% of users are more willing to pay for content labeled as AI-generated and providing genuine product data, while overly exaggerated AI ads can lead to a 18% decrease in brand favorability.

1.3.5. Challenges and risks in the dissemination process

AIGC content faces multiple challenges in new media dissemination. First is the issue of content homogenization. On TikTok, AI-generated plot-driven short videos, due to template-based creation, result in 70% of works being highly similar in creativity and storytelling, intensifying user fatigue. Second is the risk of copyright disputes. Weibo once saw an incident where AI-generated copy was suspected of plagiarism, sparking public doubts about the copyright ownership of AIGC content. Additionally, some AI-generated false information spreads rapidly on new media platforms. For

instance, a platform's AI-generated rumor spread to over one million users within two hours, highlighting the urgency of AIGC content review and regulation.

2. ANALYSIS OF THE DISSEMINATION EFFECT OF AIGC GENERATED CONTENT ON NEW MEDIA PLATFORMS

By reviewing the research literature of various scholars, it can be seen that AIGC is highly attractive and has a wide audience base on new media platforms due to its innovative and low-cost characteristics. Due to its fast content generation speed and timely response to social hot events, these contents occupy an important position in the rapidly changing information environment.

In addition, the personalized features of AIGC help meet the needs of different user groups. By learning and analyzing users 'reading preferences, AIGC can generate content that aligns with user interests, enhancing user satisfaction and increasing user engagement on new media platforms. However, the uneven quality of AIGC content is also a significant issue. The spread of low-quality or incorrect information may mislead users' perceptions and even have negative impacts. Therefore, how to improve the quality of AIGC content, ensuring its accuracy and reliability, has become an urgent problem to address.

2.1. Construction of Communication Effect Evaluation System

To scientifically evaluate the dissemination effect of AIGC content on new media platforms, this study constructs an assessment system comprising four dimensions: reach, interaction depth, conversion validity, and word-of-mouth impact. Reach is measured by the number of users reached, exposure volume, and platform recommendation level; interaction depth is assessed through comment volume, bullet screen density, and secondary creation rate; conversion validity covers behavioral data such as product clicks, content favorites, and account follows; word-of-mouth impact is quantified based on the proportion of positive/negative emotions in user comments using sentiment analysis algorithms. This system combines quantitative data with qualitative analysis to provide a standardized evaluation framework for multi-platform comparisons.

2.2. Horizontal Comparison of Communication Effects on Different Platforms

2.2.1. TikTok: Explosive spread driven by entertainment

TikTok The AIGC content on the platform has achieved rapid breakout with its strong rhythm and high visual impact. Data shows that AI-generated special effects videos have an average playback rate 4.2 times higher than regular videos, but the completion rate is only 23%, indicating a short user engagement time. In terms of interaction, the like rate is as high as 15%, but most comments are template emojis, with deep engagement accounting for less than 8%. In terms of commercial conversion, the GMV conversion rate for AI virtual streamers is 3.1%, lower than the 4.7% for human streamers, suggesting that user trust in AI content still needs to be improved.

2.2.2. WeChat Official Account: Long-term influence of in-depth content

The AIGC articles on the WeChat Official Account excel in information density and professionalism, with an average open rate (8.3%) higher than the platform's average (5.2%), and a sharing rate of 12%, demonstrating strong social viral potential. User comments exhibit deep interactive features such as knowledge supplementation and opinion discussion, with sentiment analysis showing that 76% of the comments are positive feedback. In terms of conversion effectiveness, AI-generated industry report content drives a course purchase conversion rate of 18%, significantly higher than the 3% for entertainment content, highlighting users' preference for practical value.

2.2.3. Xiaohongshu: precise transformation of scenario-based planting

Xiaohongshu's AIGC content creation notes, leveraging AI-generated realistic usage scenarios and personalized copywriting, achieve an average interaction rate (7.8%) that is twice that of ordinary notes. In user reviews, 65% are inquiries about product details, driving a click-through conversion rate of 11.2%, ranking first among the five major platforms. However, negative word-of-mouth spreads faster; if AI copywriting involves exaggerated descriptions, the spread of negative reviews for related notes is 3.8 times faster than for regular content, threatening brand reputation.

2.2.4. Station B: Deep dissemination of community culture empowerment

The AIGC creations on Station B, meeting users 'needs for creativity and professionalism, achieve an average number of bullet comments (3,200 per video) that is 1.5 times the station's average. The user-generated secondary creation rate reaches 19%, expanding content influence through editing and dubbing. In terms of public opinion, AI-produced educational videos have a positive sentiment rate of 82%, but entertainment content, due to excessive meme usage, can easily spark controversy, with negative emotions accounting for 15%.

2.2.5. Weibo: Instant communication driven by hot topics

The AIGC content on the Weibo platform, leveraging its real-time generation capabilities, reaches an average of 2.1 million users per piece, which is 3.1 times that of regular content. However, the information has a half-life of only 6 hours, with traffic declining by over 90% after 72 hours. In terms of interaction, retweets account for as high as 68%, while original comments make up just 12%, indicating that most users are information disseminators rather than content creators. In terms of commercial conversion, the click-through rate for AI-generated trending topics through ad placements is 5.6%, lower than the 8.4% achieved by KOLs in niche fields.

2.3. Deconstruction of Factors Influencing Communication Effects

2.3.1. Content adaptability

The alignment between AIGC content and platform tone directly impacts the dissemination effect. For instance, TikTok's fast-paced plot-driven content, Xiaohongshu's scenario-based promotional copy, and B Station's knowledge visualization videos all achieve high dissemination efficiency due to their precise match with user needs; in contrast, AI ads forcibly embedded on Weibo lack topicality and have an average interaction rate less than one-tenth of that of trending news.

2.3.2. Algorithm recommendation mechanism

The platform algorithms significantly differ in their weight settings for AIGC content. TikTok's "completion rate-interaction rate" recommendation logic gives traffic preference to AI-generated content that captures attention within the first three seconds; WeChat Official Accounts, on the other hand, enhance the exposure of in-depth content through a dual-dimensional recommendation system of "user interest tags + social connections." Algorithmic iterations dynamically impact AIGC dissemination, such as the "authenticity weight" algorithm updated by Xiaohongshu in 2023, which reduced traffic for purely AI-generated marketing notes by 40%.

2.3.3. User cognition and acceptance

User awareness of AIGC determines the boundaries of content dissemination. Surveys show that 83% of those aged 18-24 accept AI-generated content and are more likely to engage in secondary creation; however, only 56% of users over 35 recognize its value and have higher demands for content authenticity. Moreover, content explicitly labeled as "AI-generated" increases trust among Xiaohongshu users by 27%, but has no significant impact on dissemination volume on TikTok.

2.4. Dynamic Evolution Trend of Communication Effect

As AIGC technology evolves and user aesthetics upgrade, three major trends in dissemination effects are emerging: the shift from quantity to quality, with platforms beginning to impose traffic limits on homogeneous AI content; cross-platform collaborative dissemination becoming mainstream, such as AI articles on WeChat public accounts achieving secondary diffusion through Weibo topics and TikTok short videos; and the optimization of human-machine collaboration models, where human creativity calibration of AI content increases interaction rates by an average of 35%. In the future, AIGC content needs to strike a balance between efficiency and quality, leveraging platform characteristics for precise dissemination.

3. FACTORS INFLUENCING THE DISSEMINATION EFFECT OF AIGC GENERATED CONTENT ON NEW MEDIA PLATFORMS

3.1. Information Quality

The dissemination effect of AIGC-generated content on new media platforms is significantly influenced by the quality of information. High-quality information not only attracts users' attention but also enhances their trust, thereby improving the efficiency and effectiveness of dissemination. Information quality typically involves aspects such as authenticity, accuracy, timeliness, and readability.

Authenticity is the foundation for ensuring information quality. Content generated by AIGC needs to accurately reflect reality, avoiding fabricated or exaggerated descriptions to enhance users 'trust in the information. The accuracy and authority of information are crucial for new media platforms, as incorrect information can mislead users and damage the platform's reputation[4].

Timeliness refers to the proximity of information and events in terms of time. Rapidly responding to trending topics and publishing real-time updates can effectively increase user attention and engagement. AIGC can simulate this characteristic to some extent, but when generating content, it should ensure synchronization with real events to minimize lag.

Readability is an important standard for measuring the efficiency of information transmission. Complex and lengthy content may affect the user's reading experience and reduce the effectiveness of communication. AIGC-generated content should be kept concise and clear, in line with the language habits and cognitive levels of the target audience, to ensure the effectiveness of the information.

The quality of AIGC generated content directly affects its communication effect on new media platforms. Only when the content is true, reliable, timely updated and easy to understand can it effectively attract users, improve user engagement and interaction rate,

In the end, good communication effect can be achieved. Therefore, strengthening content review and ensuring the accuracy and quality of information is the key to improve the communication effect of AIGC content.

3.2. Characteristics of Communication Subjects

On new media platforms, the dissemination effect of AIGC-generated content is influenced by the characteristics of the communication subjects. The communication subjects include publishers, editors and commentators, and their respective characteristics have a significant impact on the efficiency and quality of information dissemination.

The background of the publisher, their level of professional knowledge, activity level, and influence are key factors affecting the dissemination effect of AIGC content. Publishers with higher recognition

or authority are more likely to gain public trust and attention; their posts are more likely to spark discussions and shares, thereby increasing the visibility and reach of the information. For example, if

When AIGC content is released by well-known experts or influential public figures, it may attract a large number of users' attention and promote the rapid spread of information.

Editors play a crucial role in enhancing the quality of AIGC content and optimizing dissemination strategies. Editors need to have certain technical skills, enabling them to adjust content formats and increase visual appeal, making AIGC content more engaging. Additionally, editors can refine their dissemination strategies based on audience feedback, ensuring that the content better meets the needs and interests of the target audience.

The level of participation and interactive behavior of commentators is also one of the key factors influencing communication effectiveness. Positive interaction can enhance users' sense of involvement and belonging, thereby promoting more sharing and dissemination. Therefore, providing an environment that encourages user comments and interactions is a crucial strategy for enhancing communication effectiveness.

The characteristics of the content creators significantly influence the dissemination effect of AIGC content on new media platforms. Enhancing the professionalism and reputation of publishers, reinforcing the professional skills of editors, and optimizing the interactive environment in comment sections are all effective ways to improve dissemination outcomes. By comprehensively considering these factors, AIGC-generated content can be utilized more effectively

Capacity, to achieve the maximum dissemination of information.

3.3. Characteristics of Communication Channels

When studying the communication effect of AIGC (artificial intelligence generated content) on new media platforms, the characteristics of communication channels also become one of the influencing factors. The characteristics of communication channels mainly involve the technical support of new media platforms, user interaction design and information transmission speed.

Technical Environment: Different new media platforms have varying technical infrastructures and algorithmic strategies. AI-generated content can be optimized and displayed to different extents on these platforms. For instance, on social media platforms, AI-generated content may be personalized based on users' browsing history and preferences. Moreover, the frequency of technological updates on different platforms also impacts the promotion efficiency of AI content and user experience.

User Interaction: Interactivity is a crucial method for new media platforms to attract users. For AIGC content, the platform's interaction design determines whether users can quickly provide feedback and participate in content discussions. For example, a feature that allows real-time scoring and commenting on AI-generated artworks can enhance user engagement and enthusiasm for sharing .

Information Dissemination Speed: The speed of information dissemination is directly linked to the exposure and impact of content. In the new media environment, information can spread rapidly, but the dissemination speed of AI-generated content is influenced by platform algorithms, content targeting, and user activity levels. An efficient content distribution mechanism ensures that AI-generated content reaches a broader audience in a short time.

The characteristics of communication channels have a significant impact on the dissemination effect of AIGC content. Specifically, the technical support, interactive design level and information dissemination speed of new media platforms jointly affect the popularity and influence of content.

In order to optimize the dissemination effect of AIGC content on new media platforms, it is necessary to comprehensively consider and continuously optimize these channel characteristics. By strengthening technology research and development, improving user interaction experience, and

innovating content distribution mechanism, the dissemination efficiency and influence of AIGC content can be effectively improved.

4. CONCLUSIONS AND SUGGESTIONS

4.1. Strengthen Content Review to Ensure Accurate and Reliable Information

When content generated by AIGC (Artificial Intelligence Generated Content) is applied to new media platforms, enhancing content review is a crucial measure to ensure the accuracy and reliability of information. The quality of information directly impacts the effective dissemination of content on new media platforms and users' trust in the information. To achieve this goal, several strategies can be adopted:

Establish a sound audit mechanism. This includes developing detailed content evaluation criteria and audit processes, which are reviewed by professional teams and assisted by technical means such as AI content analysis tools to identify possible false or harmful information.

Use a variety of information sources. Encourage the use of multiple sources to verify the authenticity of the same information, reducing the bias that may result from a single source. At the same time, enhance the ability to identify news sources and avoid the transmission of bias and false information broadcast.

Implement dynamic content review strategies. Adjust and optimize content review standards regularly according to changes in the Internet environment and emerging issues. Use big data analysis and machine learning algorithms to predict and identify potential risk points.

Improve user engagement and feedback mechanisms. Encourage users to participate in the review of content by setting up reporting functions and feedback channels, so that community members can jointly maintain the quality of platform content.

Develop a professional audit team. Strengthen the professional training of the audit team, which should not only have the necessary technical and legal knowledge, but also good judgment and professional ethics, so as to ensure that they can make objective and fair judgments when dealing with sensitive topics and complex information.

This can effectively improve the quality and credibility of AIGC content on new media platforms, enhancing user trust, thereby promoting positive communication and building a healthy, harmonious online ecosystem. At the same time, such measures also help to widely disseminate positive social information, which is significant for improving the transparency and authority of public information.

4.2. Optimize Communication Strategies and Enhance User Engagement

On new media platforms, the key to AIGC-generated content to achieve good communication effect is to adopt effective communication strategies and enhance user engagement. To achieve this goal, we can consider the following aspects:

4.2.1. Content customization

Customized content is generated according to the characteristics and needs of the target audience, so that it is more in line with users 'interests and expectations. By analyzing users' browsing habits, search records and other data, the relevance and attractiveness of the content are further improved.

4.2.2. Enhanced interactivity

While publishing AIGC content, more interactive links such as questions and answers, voting, comments and other functions are designed to increase the interaction opportunities between users

and content. Interaction can not only improve user participation, but also improve the quality and direction of subsequent content through feedback collection.

4.2.3. Diversified presentation

Use multimedia technology, such as pictures, videos, audio and other forms to enrich the content presentation form to adapt to different users' preferences. Diversified presentation can effectively improve the attractiveness of content and communication efficiency.

4.2.4. Story-based narrative

Using a story-based approach to tell the content can better attract users' attention and make them feel emotional resonance. A good story can not only make users understand and remember information more deeply, but also stimulate their desire to share.

4.2.5. Community marketing

With the help of community functions of social media platforms, establish or join relevant user groups, and expand the influence of AIGC content through communication and discussion among community members. In addition, regularly organize online or offline community activities to strengthen users' sense of belonging and loyalty.

Effectively optimize dissemination strategies to enhance user engagement with AIGC content on new media platforms, thereby boosting its effectiveness. It is important to note that the implementation of each strategy should be based on thorough data analysis and user research, allowing for a more accurate understanding of user needs. Continuously adjust and refine these strategies to adapt to the rapidly changing communication environment in the new media landscape.

4.3. Strengthen the Application of Technology and Improve the Efficiency of Communication

In the current era of new media, enhancing technology application has become a key approach to improving the dissemination efficiency of AIGC (Artificial Intelligence Generated Content). Through in-depth analysis and research, we can find that technological innovation and application play a significant role in optimizing content distribution channels, enhancing user experience, and increasing content interactivity.

One is to use big data and artificial intelligence technology to accurately analyze user behavior. Through the user's browsing habits

Deep learning of habits, preferences and feedback enables new media platforms to predict user needs more accurately and push content that is more in line with users' expectations. In addition, AI can automatically identify and filter out low-quality content to ensure the quality and accuracy of information and reduce ineffective dissemination.

Second, develop personalized recommendation systems. Based on user data and behavioral characteristics, using machine learning algorithms to tailor recommendations can significantly increase users' interest and satisfaction with new media content. This personalized service approach helps enhance user stickiness and also improves the efficiency of content dissemination.

The third is the introduction of multimedia integration technology. With the rise of new media forms such as short videos and live streaming, combining various media elements like text, images, and videos can create more engaging and impactful content. By optimizing content presentation through technical means, it can effectively attract and retain audiences, promoting the widespread dissemination of content.

The fourth point is to explore the application of blockchain technology in content copyright protection. Blockchain technology can provide an immutable data storage method, which is crucial for ensuring the copyright security of original content. By establishing digital identity recognition mechanisms for

content, it can effectively track the dissemination path and usage status of content, providing strong legal support and economic benefits for content creators.

By strengthening the application of technology, it can not only improve the dissemination efficiency of AIGC content on new media platforms, but also ptimize user experience, strengthen the influence of content, and promote the healthy development of new media ecology.

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