

# Research on the characteristics and innovation paths of news dissemination on social media platforms

Jingyue Sun

School of Public Administration, Nanjing Agricultural University, Nanjing, 210095, China

**Abstract.** In the era of new media, social media platforms should pay attention to the innovation of news content, improve interaction, achieve accurate push and cross-platform cooperation and other innovation paths, so as to meet the diversified needs of users and promote the development of news communication. This paper aims to explore the characteristics of news communication on social media platforms and analyze its innovation path in the new media era. Through the case analysis of multiple social media platforms, combined with news communication theories, this paper deeply studies the characteristics of social media news communication, such as speed, interactivity and personalization, and puts forward corresponding innovative strategies, in order to provide useful references for news communication practice.

**Keywords:** social media; News dissemination; Characteristic; Innovation path.

## 1. Introduction

With the rapid development of information technology, social media platforms have become an important channel for news dissemination. By the end of 2023, there are 4.95 billion social media users in the world (see Figure 1), which means that 61% of the world's population uses social media. Its unique communication characteristics and methods make news and information spread faster, wider and more interactive. According to the Quantitative Research on the Change of Chinese Internet Users' News Reading Habits in 2019, 77.25% of Chinese Internet users use wechat group, 39.02% of Douyin, 24.61% of Toutiao and 24.03% of Weibo to obtain news information, while the share of traditional media such as TV and paper media in information dissemination has greatly decreased. Only 6.06% and 0.68% respectively. This paper selects representative social media platforms such as Weibo and Tiktok as cases to conduct in-depth analysis on their characteristics and innovation paths of news communication. By analyzing these cases, we can better understand the role of social media platforms in news communication and provide useful references for news communication practice.

years	Social media users
2027*	5.85 billion
2026*	5.64 billion
Year 2025 *	5.42 billion
Year 2024 *	5.17 billion
Year 2023	4.95 billion
Year 2022	4.59 billion
Year 2021	4.26 billion
Year 2020	3.9 billion
Year 2019	3.51 billion
Year 2018	3.1 billion
Year 2017	2.73 billion

**Figure 1:** Global social media users

(Source: [https://www.waiqicha.com/assay/i\\_PVMzUK0B99.html](https://www.waiqicha.com/assay/i_PVMzUK0B99.html))

## 2. Characteristics of news dissemination on social media platforms

### 2.1. Real-time

Social media platforms can spread news events in real time, so that the public can understand the latest developments of the event in the first time. This kind of immediacy makes social media occupy an important position in news communication, especially in the reporting of emergencies, and its response speed often exceeds that of traditional media. Take the final of a common international sports event as an example. If the event attracts global attention, the social media platform will respond quickly during the game and pass on the latest news of the event to users through news feed, hashtags and other ways. The official accounts of major media organizations will also update the score, player performance and other information on social media in real time to ensure that users get the latest content in the first time. In addition to text reports, social media platforms also present the event content through various forms such as pictures, videos and live broadcasts. For example, users can get a more intuitive event experience by watching live events, feeling the live atmosphere. Short video, photo sharing and other functions also enable users to easily upload and share their own watching experience, forming a rich and diverse content ecology. At the same time, social media platforms have a large user base and fast news transmission speed, which can quickly cover a wider audience group. Through user forwarding, comments and other interactive behaviors, news content can be rapidly spread on social media platforms, forming a powerful public opinion field. Suppose that within an hour after the game, the discussion about the game on the social media platform reached millions of times, the reading volume of related topics on the Weibo platform could exceed 100 million times in just a few hours, and during the game, the live broadcast of the game by the mainstream media through its official Tiktok account attracted more than 10 million viewers, and so on. Through rapid response, instant updates and diversified content forms, social media provides

users with a richer and more vivid event experience. Meanwhile, the wide range and influence of social media platforms further enhance their status in the field of news communication[1].

## **2.2. Fast spreading speed and wide range**

Social media platforms have fast information dissemination speed and wide coverage, and can quickly deliver news events to a large number of users. This advantage in speed and scope makes social media an important channel for news dissemination. On the one hand, it has a strong ability to update news in real time. Social media platforms such as Weibo, wechat and Douyin have the ability to update news content in real time. Once a major event occurs, the news media accounts on the platform can immediately publish relevant information, ensuring that the information is transmitted to users in a very short time. And users can comment, share and forward news content immediately, which further accelerates the speed of information dissemination. A popular story often gets thousands of retweets and comments in a short period of time. Algorithms on social media platforms also quickly push relevant content to more users based on their interactions, thus expanding the reach of information. On the other hand, global dissemination can be achieved, and social media platforms are not limited by regions and can achieve global information dissemination. Whether it is international news or local news, as long as it is posted on social media, it is likely to be followed and spread by users around the world. For example, some global news such as international political events or natural disasters can be quickly transmitted to all parts of the world through social media platforms in a short period of time. According to statistics, after a sudden natural disaster in a certain region, the playback of related videos on the platform of Douyin quickly exceeded 1 billion times, triggering widespread attention and assistance actions[2].

## **2.3. Personalization**

Social media platforms provide personalized information dissemination methods, and users can choose to follow different news sources and topics according to their interests and needs. This personalized communication mode makes news dissemination more accurate and improves the arrival rate and influence of news. First of all, the personalized characteristics of social media platforms are reflected in the segmentation of user needs. Social media platforms carry out fine classification of users by analyzing users' interests, preferences, geographical location and other information. This segmentation allows the platform to provide users with news content that is more tailored to their needs. For example, the microblog platform can push customized news about current politics, entertainment, sports and other fields to users according to their attention objects and interactive behaviors. Second, you can customize the news flow. Social media platforms provide customized news streams based on users' individual needs. This news stream arranges the news of interest to users in chronological order, allowing users to quickly browse to the content they care about. In Toutiao's case, the platform generates a unique news stream for users based on their browsing history, interest tags and other information, ensuring that users can see the content they are interested in every time they open the app. Finally, personalized recommendation is the core of personalized news dissemination on social media platforms. Through the use of big data and artificial intelligence technology, the platform can analyze users' preferences and needs based on their browsing history, likes, comments and other behaviors, and then recommend relevant news content to users. For example, Tiktok recommends short video news that matches users' interests based on their viewing habits. Moreover, the personalized characteristics of news dissemination on social media platforms also provide advertisers with opportunities for precision marketing. By analyzing the individual needs of users, the platform provides advertisers with advertising content that is in line with their target audience. This precision marketing approach not only improves the conversion rate of ads, but also improves the user experience. Take Weibo platform as an example, the platform will provide advertisers with accurate delivery strategies based on users' interests, regions and other information.

## **2.4. Interactivity**

Social media platforms provide opportunities for the public to participate broadly in the dissemination of news. Users can express their views and attitudes through comments, likes, sharing and other ways to form a strong public opinion field. This kind of interactivity makes news spread more deeply and enhances the influence of news. At the same time, the interactive function also enhances users' attention and stickiness to news. Take wechat circle of friends as an example, users can share the news they are interested in in the circle of friends and invite friends to participate in the discussion. And social media platforms support various forms of news content such as text, pictures and videos. This kind of multimedia richness makes news dissemination more vivid and intuitive. Users can choose their own news presentation according to their preferences. For example, short news videos on the Tiktok platform have the characteristics of short content and vivid pictures, which are favored by young users. In addition, social media platforms have strong social attributes, and users can easily share news of interest to their friends or groups. This convenient method of sharing allows news to spread quickly to a wider audience in a short period of time. At the same time, the sharing and discussion among users have further enhanced the interactivity and transmission of news. Take wechat as an example, users can share news articles directly with friends or post them to the circle of friends, and discuss the news content with friends[3].

## **3. Difficulties and challenges faced in the process of news dissemination on social media platforms**

### **3.1. Information authenticity and credibility issues**

On the one hand, there is the spread of false information and rumors in the communication of social media news. There are numerous information sources on social media platforms and the lack of strict censorship mechanism leads to the proliferation of a large number of false information and rumors. This has led to confusion and misdirection for users and reduced the credibility of the news media. On the other hand, fact-checking is difficult. On social media, information spreads extremely fast, and the fact-checking process often takes time. As a result, in the initial stage of information dissemination, false information may be widely disseminated and misleading. Moreover, the algorithms of social media platforms may be biased when recommending content, resulting in users only seeing content that is in line with their interests or views, forming an information cocoon, which limits the opportunities for users to obtain diverse information.

### **3.2. Information overload and fragmentation**

The amount of information on social media platforms is huge, and users are faced with the problem of information overload. This makes it difficult for users to sift through the vast amount of information to find valuable news content. At the same time, information on social media is often presented in a short, fragmented form, lacking in-depth analysis and comprehensive reporting. This makes it difficult for users to obtain complete and accurate information, affecting the overall understanding of news events.

### **3.3. Uncertainty of user engagement and interaction effect**

User engagement on social media platforms varies from individual to individual. Some users actively participate in the discussion and dissemination of news, while some users remain silent. This makes the effect of news dissemination difficult to predict and control. Moreover, the interaction effect is unstable, and the interaction effect is affected by many factors, such as user interest, topic heat and so on. In some cases, the interaction can be intense, while in others it can be cold. This instability makes it difficult to assess the effectiveness of news dissemination.

### **3.4. Market Challenges**

On the one hand, the competition of news dissemination on social media platforms is fierce, and the market share is limited. Businesses need to constantly innovate and improve the quality of their services to attract and retain users. On the other hand, with increased competition in the advertising market and increased user resistance to advertising, the advertising revenue of social media platforms may face the risk of decline. Enterprises need to find new advertising models and monetisation ways to improve advertising effectiveness and user experience. With the continuous growth and application of user data, data security and privacy protection have become important challenges for social media platforms. Enterprises need to strengthen data management and security protection, comply with relevant laws and regulations, and protect users' personal information and privacy rights.

## **4. Main ways of news communication innovation on social media platforms**

### **4.1. Content innovation**

Content is one of the main ways of news communication innovation on social media platforms. In the process of attaching importance to content innovation, diversified content presentation should be carried out first, combining various elements such as video, audio, images and text to produce rich and diverse news products to meet the diversified reading needs of users. For example, mainstream media organizations actively operate and maintain active video accounts on the wechat video account platform. Through the way of video to present news content, to achieve content innovation, according to statistics by the end of 2023, the mainstream media has released a total of 1.14 million video works, a total of nearly 2,000 popular works with more than 100,000 likes. In the list of 38 radio and television media organizations above the provincial level, the China Radio and Television Group, Henan Radio and Sichuan Radio ranked the top three; Beijing Taiwan made the biggest gains in the fourth quarter (see chart). The second is personalized content recommendation, which uses big data and artificial intelligence technology to analyze users' reading habits and interest preferences, and recommends personalized news content for users to improve user satisfaction and stickiness. Finally, it is necessary to enhance interaction and participation, encourage users to participate in news comments, voting, surveys and other interactive activities, increase users' interaction with news content, and improve users' sense of participation and belonging.

Ranking	Evaluation object	Video number score
1	China Media Group	94.64
2	Henan Radio and Television Station	87.03
3	Sichuan Radio and Television Station	68.73
4	Beijing Radio and Television	67.34
5	Guizhou Radio and Television Station	67.2
6	Shanghai Radio and Television Station	67.01
7	Shandong Radio and Television Station	66.34
8	Guangdong Radio and Television	66.23
9	Fujian Radio, Film and Television Group	65.46
10	Hubei Radio and Television Station	63.02

**Figure 2:** In 2023, 38 radio and television organizations above provincial level ranked TOP10 in the wechat video number sub-list.

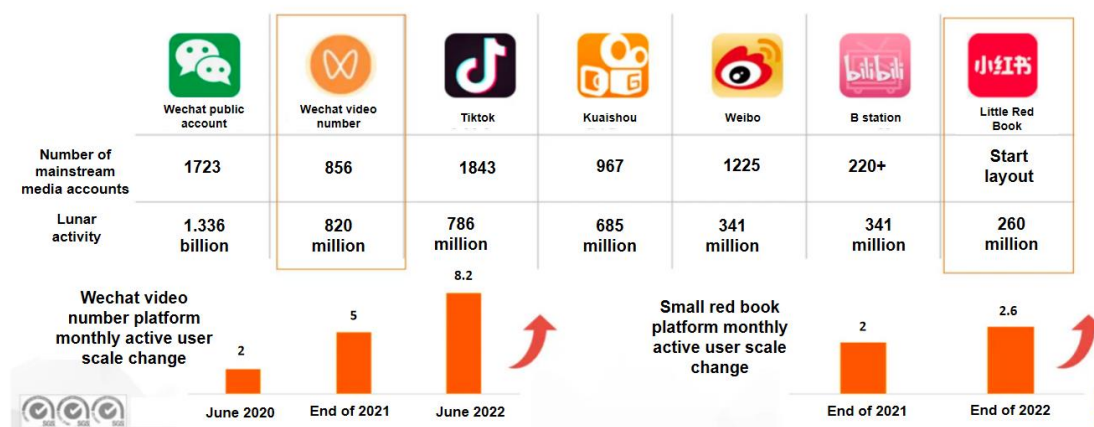
(Source: CCTR - VTSB Decision System)

#### 4.2. Technological Innovation

Technology is the core element of social media platform. In the process of promoting news communication innovation, new media technology should be used to improve timeliness. With the help of AR, VR, AI and other technical means, news should be collected, processed and reported quickly and in real time to improve the timeliness of news release. Intelligent recommendation system should also be applied, intelligent recommendation algorithm should be developed, and relevant news content should be recommended for users according to their interests and behavior data, so as to improve the efficiency of users' information acquisition. At the same time, we actively develop human-computer interaction technology, and provide convenient human-computer interaction by introducing functions such as voice assistant and intelligent question and answer, so that users can get news information more conveniently.[4]

### 4.3. Model innovation

Mode innovation mainly includes the innovation of communication mode, presentation mode and recording mode. First of all, social communication should be applied, social attributes of social media platforms should be utilized to strengthen the social characteristics of news communication, and users should be encouraged to expand the dissemination scope and influence of news through sharing, forwarding and other means. Meanwhile, new media such as Tiktok and XiaoHongshu should be actively applied to carry out news dissemination. The number of monthly active users of XiaoHongshu platform has reached 260 million (as shown in the figure), of which 70% are post-90s users, mainly in first - and second-tier cities. The number of creators exceeds 69 million, the daily volume of published notes exceeds 3 million, and the daily volume of search queries is nearly 300 million. Mainstream media have begun to try to lay out XiaoHongshu platform. Media organizations such as China Radio and Television Group ("Small Central Video" and "Central Bo"), Henan TV ("Henan TV Spring Festival Gala"), Beijing TV ("Feed China") and Cover News have account layout, including institutional accounts, channel accounts, program accounts and other types, which involve the people's livelihood news track, and have achieved normal operation. Secondly, in the presentation, the "dual-terminal one" mode can be used to innovate and launch the "dual-terminal one" App of the news client and the video client, so as to realize the synchronous update and presentation of news and video content, and provide users with a richer reading experience. Finally, a team of journalists with digital skills can be trained to conduct news interviews and reports using new media technologies to improve the accuracy and readability of news.



**Figure 3:** Little Red Book and video number become new sources of mainstream media traffic (Source: Open Data, CCTR - Only top Short Video Business Decision System).

### 4.4. Cooperative Innovation

On the one hand, cross-border cooperation is carried out with government agencies, enterprises and other media to share resources and exchange needed goods, so as to achieve mutual benefit and win-win results in news communication. On the other hand, actively open the platform, build an open news dissemination platform, attract more content creators and institutions to settle in, and jointly provide users with high-quality news content. At the same time, we should carry out international communication, strengthen cooperation and exchanges with international media, promote Chinese news to the world, and improve China's voice and influence in the international community.[5]

### 4.5. Management Innovation

In the process of news dissemination on social media platforms, special attention should be paid to management methods. Strengthen content review, establish a strict content review mechanism, ensure the authenticity and credibility of news content, and prevent the spread of false information and rumors. At the same time, optimize the user experience, pay attention to user needs, continue to

optimize product functions and interface design, and improve user experience and satisfaction. And strengthen data security and privacy protection, strictly abide by relevant laws and regulations, strengthen data management and security protection, protect users' personal information and privacy rights and interests. Through continuous management innovation, social media platforms can continuously improve their competitiveness and influence in news communication, and provide users with more high-quality, convenient and personalized news reading experience.

## 5. Conclusion

Social media platform news communication has the characteristics of fast transmission speed, strong interaction, personalized recommendation and multimedia integration. However, it should be noted that although the news dissemination of social media platforms has the above advantages, there are also some challenges, such as the authenticity and credibility of information, the spread of false information and rumors. Therefore, when using social media platforms for news dissemination, it is necessary to pay attention to the screening and verification of information to ensure the authenticity and objectivity of information.

## References

- [1] Guo Xiaokai. Analysis of Short video Trend and audience acceptance of video news [J]. News Research Guide, 2023 (21) : 1-4.
- [2] Ding Jie, Wang Xueyang. Research on short video communication Strategy of TV media transformation in intelligent media era [J]. News Culture Construction, 2023 (20) : 143-145.
- [3] Yu Duozhi. Thinking on short video communication of traditional media news [J]. News Culture Construction, 2023 (20) : 179-181.
- [4] Liu Fang. Research on the integration and innovation strategy of short video news under the new media environment [J]. News Research Guide, 2023 (20) : 103-105.
- [5] Wu B. Analysis of the innovation path of news dissemination based on the multivariate data chain network[J]. Applied Mathematics and Nonlinear Sciences, 2023, 9(1).