

# Research on the Effect of Original Content of News App on User Adoption

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**Abstract:** With the development of Internet platform and electronic communication system, news APP has gradually become the main channel for people to obtain information and media communication. There are many kinds of news APP, including traditional media news APP, comprehensive information news APP and professional news APP. However, in the process of communication, news APP faces the problems of information assimilation, lack of originality and lack of personalized planning. Users' acceptance of original content is restricted to some extent, which affects their satisfaction of use and media access. This paper analyzes the user's use behavior and user's demand satisfaction of news APP, discusses the influencing factors of original content on user's adoption, and puts forward corresponding solutions to provide reference for the long-term development of news APP in the future.

## 1. Introduction

News APP, as a key channel for the public to obtain news information and media communication, promotes the in-depth reform and technological innovation of various industries and occupies a large market share of news communication. With the advantages of communication speed, media convergence and self-media communication, News APP quickly integrates into people's life. According to the statistics on the economic operation of the communication industry released by the Ministry of industry and information technology from June 2018 to June 2019, the number of mobile Internet users in China has reached to 1.3 billion, showing great market development potential. In the background of multimedia information flooding, news APP will process and transform the information to attract the attention of users. In order to obtain real information, users need to refer to the original content, so the processed data has a certain impact on the user experience and acceptance.

## 2. Behavior Analysis of News App Users

With the rapid development of news APP in China, many news media have developed their own APP with different content and functions. As long as they have mobile Internet and terminal receiving devices at the same time, users can get news information through news apps anytime and anywhere. In order to timely and accurately grasp the use of news APP users, this paper uses questionnaire survey method and data access method to explore the user's use habits and behavior characteristics of news APP.

Through the comprehensive sample analysis, at present, the audience of news APP is more extensive among the educated young and middle-aged office workers and student groups, and the majority of women, which indirectly shows that users are willing to use news app as a platform to understand the social news information dynamics. On the one hand, the audience group of news app shows a trend of youth, which reflects that young people are easy to accept new things, have a strong curiosity and desire to explore around the phenomenon, and are easy to accept new things. It is the main group of news app media. On the other hand, news APPs are more presented on mobile devices, which meets the real needs of the pace of life of office workers, and meets their fragmented reading experience, so as to gain more audience experience and good adoption effect.

### **3. Analysis of Existing Problems in Original Content of News App**

#### **3.1 Complicated News Sources and Poor Credibility**

In the process of obtaining information sources, most websites tend to obtain information from traditional media, various commercial websites and emerging self-Media. Due to the lack of necessary verification information, this mass of information enters the app system without strict screening. With the lapse of time, users have doubts about the credibility of this kind of APP and tend to pay more attention to the original content.

The reasons for the poor reliability of news APP information can be summed up as follows: first, news APP is based on the development of emerging media information technology, which requires high timeliness of information. In order to compete for the information publishing market, sometimes it is distributed without on-site verification, lacking the originality of news. In the existing app client audit, both the author and reviewer even directly reprint other news articles. If the reprinted news content is not original, then the originality of these pushed messages is even more impossible to talk about. Second, news app has the function of daily push and update, so as to meet users' needs of news and information anytime and anywhere, and avoid falling into the situation of no material when users have needs. This requires the major media in the process of news creation, must be timely and fast, update the release of information, and the first time to release the news. Otherwise, the time left for editors and reviewers will be greatly shortened, which will cause serious distortion of news information.

#### **3.2 Serious Homogenization of News App Content**

As a news APP that provides information services for the public, most of the news collection and editing process rely on the traditional news media and major portals. When using information equipment to capture information, it is easy to cause the phenomenon of information homogeneity. Generally speaking, the homogenization of the original content of news app can be divided into several categories: first, the journalists' professional attitude and professional ethics; second, the news hot spots are highly homogenized, and some news articles even appear repeatedly in different pages, thus affecting the original experience of users and the satisfaction of news app.

The formation of original content of news APP is closely related to news collection, compilation, viewpoint, writing technique, educational level and value orientation. For those authors doing original creation, once the original content is published on the Internet, it will be immediately reprinted and used by competitors with different property rights or news APP, and the original creators of news content are likely to be ignored, which is extremely unfair to the original creators.

#### **3.3 Inadequate Personalized Experience of News App**

Generally, news APP meets the needs of users' entertainment motivation. Most users will choose to relieve and release pressure and adjust the pace of life through news APP after high-intensity physical and mental work. Especially with the constant acceleration of the pace of life, people's life and work pressure increases dramatically, and the free time in busy work is increasingly reduced.

In reality, users will decode the original content according to their own education background, life practice and cognitive ability after they get information from news APP, which will cause some reading error. News APP has integrated high information technology in technology development, but there is still a lack of personalized needs in user experience. Users lack personalized app experience, which reduces their experience and entertainment to a certain extent.

## **4. Improvement Strategy of News App User Acceptance**

### **4.1 Establish the Database of Audience Application Experience with the Goal of Users**

Users are not only the direct recipients of news apps, but also verifiers of information reliability and applicability. Therefore, no matter what kind of news APPs, they need to start from the user's original experience to meet the original needs of users to achieve sustainable development.

Based on their own motivation, news APP users actively contact with a certain media. After meeting the needs and contact impression, they spontaneously form the phenomenon of media acceptance and make continuous evaluation. The user's acceptance degree is a systematic evaluation of the service object after combining the user's own expectation and experience. Therefore, we should actively understand the user's different needs, use motivation and demands for news media to improve the brand loyalty and subsequent use intention of news app users, so as to highly meet the user's acceptance degree.

### **4.2 Ensure the Quality of Original Content of News App**

Based on their different educational background, cultural environment and production and living practice, journalists have a great gap in news collection and compilation, information release, awareness and other aspects, which requires journalists to strictly check, screen and extract original content.

No matter what kind of environment news app is in, information quality is always one of the core elements of seizing users. At present, many news apps are free trials, but the amount of reading is really paid by businesses. If the quality of news content is poor and the user experience is poor, few people will pay for it again. One is to ensure the source reliability of news app news, which requires the news editing team to be highly responsible, cultivate professional and reliable editing team, and collect, edit and audit the reliability of information sources, so that users can safely reference when reading news app. Second, push the instant message in time. According to the reading habits of users and the time tightness of the audience, optimize the push time to achieve the timeliness of news communication. The third is to ensure the readability of information. News collection and editing information should reflect the ideas of news itself, knowledge and user experience, which is what users like to see, while empty news description will lose a large number of users.

### **4.3 Enhance the User's Personalized App Function Experience**

As a rapidly developing new media in the new era, news APP should add some registration methods, comments, sharing, error correction, original modification and other contents in the process of editing and publishing to welcome users with an open attitude and enhance users' participation and experience.

For ordinary users, the experience of news information is basically formal, mainly focusing on the design of APP content and the original content of the manuscript. Sometimes, they want to further add questions to track the progress of news. Using the APP provided by the third-party platform can avoid many complicated procedures of registration, such as the setting of login account and password. On the one hand, the role of the comment area increases the communication and interaction between news APP editors and users, and becomes the main communication platform; on the other hand, the platform can modify the news content as an important channel for further response according to the views put forward by users, so as to ensure the sustainability of the original news content. In the process of user experience, it not only relieves the pressure, but also realizes the carrier of mutual communication.

## **5. Conclusion**

The rapid development of news APP benefits from the reform of information technology and

media communication channels, more importantly, it meets the individual needs of users. Therefore, no matter what kind of functional model the news APP develops, the most basic thing is to maintain the originality and quality of the news content. Only by grasping the most basic motivation of the audience, can the audience be guided in accordance with the established objectives of the news media, so as to ensure the stability and sustainability of the audience behavior.

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