

The Operation Mode and Development Strategy of Crowdfunding News

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Abstract: The emergence of crowdfunding news has subverted the traditional news production mode, promoted the revolution of news industry, and effectively combined the communication characteristics of new media with the optimization of high quality content of traditional media under the environment of media convergence, and the initiator and the audience in the process of news production in the process of social interaction, to meet the audience's sense of social participation and identity. This paper will start with the rise of crowdfunding news, analyze the mode of operation of crowdfunding news, discuss the predicament faced by crowdfunding news, and then put forward the corresponding solutions and development strategies to provide suggestions for the development of crowdfunding news.

1. Introduction

The concept of crowdfunding goes into the combination of journalism and news production, dating back to 2008, the American crowdfunding news website "Spot." The establishment of us, a non-profit start-up, marks the emergence of crowd funding, a business model that is involved in news production and dissemination via the Internet, making a new news production model, crowdfundingnews (crowdfunding Journalism). crowdfunding news can be seen as a collection of interactive news and participatory news, because crowdfunding news production is a community of media practitioners, web platforms and audiences. Of the production and production of the object; That is, crowdfunding news is a news professional, and news organizations and organizations publish crowdfunding news projects and reporting programs on ecommerce platforms, crowdfunding websites, social media, media and other crowdfunding platforms. Let the audience take the initiative to raise funds to help the project to smoothly carry out the news production model.

2. Mode of Operation of crowdfunding News

In the production mode of traditional news, media organizations play the role of spreading and explaining knowledge and standardizing value orientation in the process of spreading information to meet the needs of the audience. However, the emergence of crowdfunding news does not follow the framework between the traditional media and its practitioners, it has a unique mode of operation.

2.1 Production: socialized production and production on demand

Social production: the traditional process of news production is mainly carried out within the media, its environment reflects the characteristics of closure and independence. The production environment of crowdfunding news shows a relatively free and open situation. It takes the Internet as the platform and the crowdfunding as the guarantee for news production. The sponsors of the crowdfunding news project rely on the crowdfunding platform to display the reporting plan, and the audience subsidizes the approved news projects through pre-purchase. From this perspective, To a certain extent, crowdfunding news makes news production mode change from relatively closed organization to relatively open socialization, and also makes news content production more socialized.

On-demand production: news as a special commodity, "the market exchange of traditional news products is mainly through the direct purchase of the audience, or the sale to advertisers of

value-added news products (layout and broadcast time) [1]." So the traditional news audience and advertisers are buyers and sellers. The audience of crowdfunding news participates in news production by financing news projects, which makes news consumption mode become the relationship between buyers and sellers of "I invest, you produce", which makes the characteristics of "buyer's market" appear. Moreover, the topic of "long tail" of "niche" should be transformed into news products that need the support of investors, and then the audience will use The investor's identity actively participates in the production and operation process of the crowdfunding news, and integrates the identity of the consumer and the gatekeeper, and becomes a crucial link in the chain of news production mechanism. The audience is in the active state in the whole process, their needs and attitudes are related to the final appearance of the news project, so the production of crowdfunding news can be said to be on demand production.

2.2 Consumption: narrow consumer market

Maxwell McCombs (Maxwell E. McCombs) analyzes the significance of agenda setting by studying the corresponding relationship between the media's attention to the content and the audience's attention to the topic. It is the media that attracts the attention of the audience by increasing the number of reports on a problem and building a framework to change the importance of a problem. In the setting of crowdfunding news agenda, these two levels of agenda setting are both directly facing consumers, accepting their concerns and choices, and these audiences are relatively small and neglected groups compared to the traditional news audience. Therefore, the consumer market for crowdfunding news reports is narrow and crowd sourcing, which is also in line with the niche and long tail of crowdfunding news topics. At the same time, the audience of crowdfunding news is not the mass information provided by the Internet age, but the depth and professionalism of a certain news item in the vertical direction, so minority topics occupy an advantage in crowdfunding news.

2.3 Communication: opening the way for UGC Communication

UGC (User Generated Content) is the process by which Internet users display their original works and share them with others, that is, users. With the development of Internet technology, the producers and disseminators of information are no longer confined to media professionals, and everyone is likely to become the main body of UGC. The sponsor (user) initiates the application of the crowdfunding news project proposal on the crowdfunding platform and publicizes the relevant information in case of user original and integrated content production on the platform. Because of the openness of crowdfunding news, the level of professional skills is no longer the primary test As a matter of fact, anyone can be a sponsor of a news crowdfunding project as long as the idea is good enough. Some subjects that do not accord with the traditional news report can appear in the public view and be disseminated by means of crowd funding, and then get further attention. In addition, the interaction and communication between users can optimize and integrate the user-generated content, thus producing more scientific and comprehensive content.

2.4 Feedback: process feedback interaction

Crowdfunding news audience's participation in news reports is more permeable, and its operation process embodies the characteristics of "you support, I report" mass participation, that is, communication and interactive participation. The essence of crowdfunding news can be said to be "raising people". As gatekeepers, the audience is a key link in the production chain of crowdfunding news, because they not only have the right to invest but also have the right to vote. First, the audience needs to examine the crowdfunding news projects and topics, only by their approval to raise sufficient operating funds; Secondly, the audience in the implementation of crowdfunding news projects, need to understand the progress of news projects, and the implementation of the project to monitor the process Finally, after the completion of the news project, the audience should provide feedback to the news works, so that the future crowdfunding news projects can be carried out on the basis of reference and analysis.

3. The predicament of Crowdfunding News mode

Crowdfunding news is the pursuit of high quality news and participating in news production in the Internet environment, and as a new germination in the process of development, although it has been developing on a global scale, but in terms of the current situation, There are also various problems to be solved.

3.1 The professionalism of news projects needs to be strengthened

Judging from the development practice of crowdfunding news, because of its openness and low threshold, the sponsors of crowdfunding projects have some problems in their professionalism, although most of them are professional journalists. But there are also some ordinary citizens who are not professionally educated or perhaps even have no professional media literacy. The professional and professional nature of the promoters of crowdfunding news makes the feasibility of news report plan and topic selection doubtful, and can not guarantee the authenticity and objectivity of crowdfunding news, which will also affect the development goal of the depth and specialization of crowdfunding news. The original intention of news crowdfunding is to break through the restrictions of the media in the mode of crowd funding, but it is stuck in the funders. In the limitation of journalism, it may become the report that caters to the investor, and then turn into "paid news", so that the criterion of "objective, fair and true" of journalism professionalism is trampled on.

3.2 The idea of crowdfunding consumption is not well known to the public

"Although crowdfunding is increasingly recognized in social and economic activities, its impact is still limited, and for the masses accustomed to free news, paid crowdfunding news is even more limited." In the age of the Internet, people can get massive information free of charge. In addition, with the emergence of Spot.us as the starting point, in a short period of 10 years, a considerable part of the audience did not agree or fully agree with the concept of crowdfunding news consumption. In addition, the public funding of the news audience has some commonweal color, but from the actual situation, the citizen's public welfare behavior lacks the social atmosphere, the citizen's participation consciousness is not enough. Strong, most citizens are only willing to be a spectator, leading to the public interest public funding news consumption concept is very difficult to win the hearts of the public, crowdfunding news without an audience, will be difficult to develop.

3.3 The regulatory system of crowdfunding platform is not perfect

The platform of crowdfunding plays the role of bridge between sponsors and funders. It should implement strict and detailed news supervision and management mechanism for the operation of crowdfunding news. At present, the platform of crowdfunding has no specific regulations on the access, approval and supervision system of the project, and its standardization and self-discipline are worrisome. Most of the crowdfunding platforms only review the identity of the sponsors, news project plans and fund-raising. After the commission has been drawn, they do not further supervise and check news writing, press releases and feedback. As a result, some crowdfunding projects were aborted or fruitless, leading to difficulties in the development of crowdfunding news. The investor was deprived of his interest. The supervision system of crowdfunding news platform is not perfect, it is easy to make the news reporter have subjective thought, and it is difficult to guarantee the quality of news product.

3.4 Lag of relevant legal rules

The legal operation of crowdfunding news can not be separated from the specific legal norms of the news industry. However, most of the current news crowdfunding activities follow the relevant terms and regulations of the news crowdfunding platform (most of which are related to the service agreement on the website), and the news laws and regulations that are fully applicable to the crowdfunding activities have not been issued accordingly. News crowdfunding lacks the standard of legal yardstick, and the legitimacy of existence is also not clearly defined. As a result, because there

is no perfect legal protection and effective system protection, the sponsors, crowdfunding platform and audience in the process of crowdfunding news operation, their respective interests are in danger of being damaged.

4. The Development Strategy of Crowdfunding News

Crowdfunding news is a new thing in the Internet age. Although the present situation of development is facing severe challenges, the way of "crowdfunding news" provides a new way of thinking and developing direction for the traditional media people. crowdfunding news can look forward to the future through some of the following development strategies.

4.1 Sponsor: upgrading professional literacy and skills

The professional literacy of the promoters of the crowdfunding news project is related to the authenticity of the crowdfunding news, that is, to promote the news professional literacy of the promoters can not only promote the development of crowdfunding news and crowdfunding platform, Also can establish good cooperative relationship with the investor, gain the audience trust. Therefore, the establishment of a third-party organization, which is responsible for the training of these crowdfunding news promoters, can improve the quality and accomplishment of the promoters from the aspects of political theory, cultural knowledge, professional skills and professional ethics. Sponsors are qualified to launch a news project on a crowdfunding platform only after the institution has been qualified for accreditation On the one hand, it can improve the overall quality of the project sponsors; on the other hand, it can reduce the probability of violating the objectivity of news.

4.2 Donor: enhancing awareness of crowdfunding and sense of social responsibility

The finished product of crowdfunding news is a relatively narrow mass of high-quality news, it needs the audience to raise funds to obtain the finished product, that is, the traditional consumption concept of "secondary sale" is no longer applicable. The audience can participate in the process of news project production, it is realized through the way of supporting the project implementation with investment, and after the news product comes out, it can also receive a certain reward-material or spiritual reward. This requires the audience to have a strong awareness of crowdfunding and a sense of social responsibility. Only by accurately recognizing their own needs and the needs of society can they choose the topics that are most in line with the interests of the public, and make further contributions to support them, so as to truly put the awareness of crowdfunding and social responsibility into practice. The sense of Ren melts into the bone marrow.

In addition, the audience has to actively communicate with the sponsors. The choice of the crowdfunding project shows the audience's tendency to pay attention. In the course of the project progress, the audience puts forward their own opinions, which can not only promote the completion of the news crowdfunding project. It also promotes responsibility and self-recognition. At the same time, it is the consensus of gatekeepers to supervise the behavior of sponsors and crowdfunding platform in real time.

4.3 Crowdfunding platform: perfect Operation Mechanism and Supervision system

To break through the plight of crowdfunding news development, it is necessary to innovate and integrate the simple dualistic structure model of "connecting the sponsors and funders in the middle of the crowdfunding platform and obtaining the success of the project", and at the same time widening the cooperative channels of the crowdfunding news platform. First, the crowdfunding platform can introduce more third-party power, enrich the structure pattern, and realize the organic optimization and integration of resources. Second, the crowdfunding platform can strengthen cooperation with other vertical web sites and integrate network resources. On the one hand, it can enhance the popularity of the crowdfunding platform with the help of audience groups of other websites. On the other hand, it can attract more people to participate in the project crowdfunding and improve the success of crowd funding. Power. Just as Yu Guoming said, "collect user's opinions

through cross-media platform, associate audience's preference and demand, set up the database that suits the audience's needs, and select the most suitable content for the audience [3]". Third, the crowdfunding platform can also cooperate with more professional traditional media to publish and publish the news report results of the crowdfunding projects in the traditional media, so that the news products can be more persuasive and influential. Thus form a complete set of crowdfunding news dissemination mode.

In addition, the establishment of a sound credit regulatory system is also crucial. The crowdfunding platform can first invite professional audit teams to strictly audit crowdfunding projects to ensure the safety of crowdfunding news operations from the source; then formulate investment risk norms to ensure the fairness and fairness of news projects. Through the establishment of strict supervision and audit mechanism and the establishment of standard platform business rules, not only the crowdfunding platform has been benign development, there are more sponsors and investors to participate, and the quality of crowdfunding news can also be improved.

4.4 Legislative Department: perfecting the system of laws and regulations

Due to the lack of targeted legal constraints, the participants of crowdfunding news do not have a clear understanding of the bottom line of the law, so the probability of committing an offence is extremely high. If crowdfunding news is to continue to develop healthily, the relevant legislative departments must, first of all, make a clear definition of laws and regulations in the areas of fund-raising and management of news funds, supervision of news content and news sources, and adhere to the requirements of the Marxist view of news. To establish and improve relevant laws and regulations; Second, the risk warning, information leakage, capital management and other aspects of the establishment of specific laws and regulations to improve the network news production and dissemination; third, on organizational operations, financial supervision Management and reporting procedures and other links should also have a sound legal and regulatory protection. Finally, laws and regulations should guarantee the news quality after news production and perfect the protection mechanism of intellectual property. The legislative department should perfect the relevant laws, the government should guide the relevant policies, and the state would support the law and policy, thus encouraging and supporting the development of crowdfunding news.

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