

Media Use in the Hypermedia Space of Environmental Movement

Yan Mengsi¹, Fu Zhengke²

¹Department of Humanity and Foreign language, Ningbo University of Finance and Economics, Ningbo, 315000, China

²Department of Communication and Design, Ningbo Institute of Technology, Zhejiang University, Ningbo, 315000, China

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Abstract: Based on the theory of network individualism, this study analyzed how hypermedia space embedded in the old and new media can be used to disseminate and use information related to environmental movement. Through questionnaires, it is found that the way individuals acquire information related to environmental movement is significantly related to their media literacy and communication background.

1. Introduction

Environmental protection has become an important part of the national reform in recent years. The concept of green development is Xi Jinping's ideological achievement of extracting the excellent Chinese traditional culture, combining with the reality of development and focusing on the future. At the Third Plenary Session of the Eighteenth Central Committee, Xi Jinping pointed out that "the Central Committee of the Communist Party of China's Decision on Several Major Issues Concerning the Comprehensive Deepening of Reform" pointed out: "We should realize that mountains, rivers, forests, fields and lakes are a community of life, with human lifelines in the field, fields in the water, mountains in the mountains, mountains in the earth and trees." Xi Jinping pointed out that "man and nature are a symbiotic relationship, and the harm to nature will ultimately hurt mankind itself." Therefore, it is urgent and unremitting to protect the ecological environment in an all-round, regional and whole process. Since the beginning of the new century, there have been various kinds of environmental movements in China.

"An important feature of a media society is the all-round penetration of media influence into society." For those who live in it, the imagination of the world is mainly constructed by media. Therefore, as an important channel of social information transmission, the media plays a key role in the construction of environmental movement, and also affects the public's awareness. The public's perception of environmental problems and even what kind of behavior they take also come from the constructed ideology and the constructed behavior pattern.

In the new media era, great changes have taken place in the form of communication, from the traditional mass media to today's digital media and new media. Based on this, many scholars at home and abroad have done a lot of research on individuals in environmental movement from the perspective of communication or media.

Based on this, this study raises the following questions: How can networked individuals obtain environmental citizenship-related information through different media channels in hypermedia space? How can different media be embedded in people's daily life to disseminate and use environmental protection information?

2. Theoretical framework

2.1 Hypermedia Space

Hypermedia not only embodies the integration of science and technology, but also implies that electronic media permeate and exist widely in the new media environment... "Transcendence"

(meaning transcendence or transcendence) emphasizes two core features of the new environment: the speed at which communication occurs and the intertextuality or interoperability of unrelated media... Together, it forms a single seamless digital-electronic-propagation network (Ronald Deibert, 1997, pp.114-115.). The theory of hypermedia space emphasizes the importance of emerging media such as You Tube, Facebook and Twitter. However, we have not neglected that "old" media, such as TV, Internet and newspaper, are indispensable links in hypermedia space. "New" and "old" media coexist in an interdependent, mutually reinforcing and complementary relationship (Wu Fei, 2016).

The emergence of hypermedia space fundamentally changes the way people seek, use, produce and feedback information. More importantly, hypermedia space expands the use of communication, because in today's era of mobile devices and blogs, it is easier for ordinary people to "produce" information than in the era of national broadcasting, telephone and newspapers. The new media environment is more participatory. As a result, because the communication process flows in several directions, and because the roles of transmitters and receivers have been disrupted, and because more people can theoretically shape information nowadays, we can expect a lot of discourse in popular culture (Marvin Credi, Sarah Mulla: *Research on Hypermedia Space and Global Communication*, Dong) Le Xuan, *Global Communication Review*, Beijing: Tsinghua University Press, PP. 117-127, 2012.

To sum up, we can think that hypermedia integrates new and old media into individual daily life. It has three characteristics: the speed of communication, the intertextuality or interoperability of unrelated media (Ronald Deibert), the integration of old and new media (interpersonal, mass and network communication occur simultaneously) (Wu Fei, 2016). The emergence of hypermedia space fundamentally changes the way people seek, use, produce and feedback information. More importantly, hypermedia space expands the use path of communication. (Marwan M. Kraidy, Sara Mourad). So in such a hypermedia space, how can individuals obtain information about environmental movement?

2.2 Network Individualism

The development of media has changed the media environment and the way of connecting individuals with the world. Faced with the new pattern of media ecology and social relations, Willman and other scholars put forward the concept of network individualism, which means that individuals establish links with the outside world through multiple media. Networked individuals acquire external information through hypermedia space and carry out communication practice, which will affect their cognition and behavior of participating in environmental movement, thus affecting the construction of their environmental citizenship. The author believes that networked individualism in hypermedia space can be seen from the following three aspects:

From the perspective of morphology, hypermedia integrates the old and new media into the daily life of individuals. It has three characteristics: the speed of communication, the intertextuality or interoperability of unrelated media (Ronald Deibert), the integration of old and new media (interpersonal, mass and network communication occur simultaneously) (Wu Fei, 2016).

From the individual level, hypermedia provides a new space for individual communication practice. Information acquisition, cognitive and behavioral changes occur here. The emergence of hypermedia space fundamentally changes the way people seek, use, produce and feedback information. More importantly, hypermedia space expands the use path of communication. (Marwan M. Kraidy, Sara Mourad).

From the social level, hypermedia provides a platform for networked individuals to participate in environmental movement. Firstly, individuals are influenced by background factors (Yao & Haggard), using different types of media to establish hypermedia space to obtain external information (Leung, 2009), which is then input to individuals; secondly, individuals will discuss and spread information based on social networks established in hypermedia space (Mo et al., 2014; Zhang & Leung, 2015), from which information will be generated to individuals. Cognitive level (identity pride, identity) (Mabweazara, 2009); finally, the information input from hypermedia space will affect individuals'willingness to participate in environmental movement (Lee, So, & Leung.

2015) and behavior (Kim & Chen, 2016) by changing individual cognition.

To sum up, one of the important characteristics of media society is that the media influence permeates the society in an all-round way. For those who live in it, the imagination of the world is mainly constructed by the media.

3. Conclusion

In conclusion, this study has the following two contributions: (1) Based on the theory of networked individualism, this study reveals that the way individuals obtain information related to environmental movement in hypermedia space is positively related to their media literacy. (2) This topic provides a theoretical basis for the construction of security mechanism and expands the empirical and explanatory fields of similar studies.

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