

The O-S-R-O-R Based Communication Mechanism and Media Power Indexes in Networked Individualism Era

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Keywords: O-S-R-O-R, Media power indexes, Networked individualism

Abstract: Under the networked individualism environment, the mass media should consider the difference of communication practice of audience. They construct the personal communication network to get, transfer, commend the message and change their cognition and behavior in such a process. The mass media group should take such change into consideration when construct the media power indexes in such era.

1. Introduction

In the report of the 19th National Congress of the Communist Party of China, Xi Jinping pointed out that it is necessary to “adhere to the correct guidance of public opinion, attach great importance to the construction and innovation of communication methods, and improve the dissemination, guidance, influence, and credibility of news and public opinion.” In order to achieve this goal, Xi Jinping pointed out that we need to “follow the laws of news dissemination and the development of emerging media”, integrate mainstream and new media, and conduct publicity based on individual mobile Internet media usage habits.

Therefore, the following questions need to be analyzed: In the era of networked individualism, what is the information dissemination mechanism of mainstream media? How to construct a mainstream media information dissemination performance evaluation system from the four dimensions of “credibility, dissemination, influence, and guidance”? What is the dilemma of the “four forces” of mainstream media information dissemination? How to optimize the “four forces” effect of mainstream media communication? How to ensure the effective development of mainstream media information dissemination?

In summary, this research will explore the following questions: In the new media environment, how should we construct a suitable theoretical basis to evaluate the four forces of mainstream media? What kind of research methods are suitable for quantitative evaluation? What kind of countermeasures should we propose to improve the four powers of mainstream media?

The OSROR model models the audience information-cognition-behavior trajectory in the hypermedia space: individuals are affected by background factors (country, religion) [3] and use different types of media to obtain external information; individuals will be based in the hypermedia space. The established social network discusses and diffuses information, which has an impact on the individual's cognitive level [4]; finally, the information input in the hypermedia space will affect the individual's identity and emotions on the issue by changing individual cognition [5].

With this theory as the background, the relationship between the variables involved in this research is as follows:

O (objectbackground): spread background variables

How the contextual variables of communication affect politics has always been a core issue in communication studies. A sound media infrastructure is a prerequisite for individuals to obtain the social capital needed for community participation: On the one hand, background variables will affect the individual's communication behavior, and individual media use and corresponding communication practices are affected by background factors (national, religious) Impact; on the other hand, a good communication background structure helps to promote individual political

awareness and behavior. For example, the core view represented by the Columbia School is that community structure plays an important role in individual community participation and integration [6] ; Therefore, the media is an important part of the community structure .

Like the community structure, family, work, and learning are also important background variables of communication and may also have an impact on individual communication practices and political understanding.

s(source) : Information acquisition

Use different types of media to obtain external information. Hypermedia integrates old and new media into the daily life of individuals. It has three characteristics: the speed of communication is accelerated, the intertextuality or interoperability of unrelated media, the integration of new and old media (interpersonal, mass, and network communication occur simultaneously) [7] . Therefore, we receive external public opinion information through the public and online media.

And this information will affect our discussion of topics. On the one hand, both mass media and information in social media provide resources for further topic discussions. On the other hand, these discourse resources have become the premise for us to imagine and discuss society. In fact, both mass media and social media news provide a cultural foundation for citizens to participate in the national community.

The core view represented by the Chicago School is that the media is an important factor affecting urban ecology. The main reason why mainstream media is important is because of the “ imaginary community “ constructed by the media in a society with obvious heterogeneity and mobility. It can condense people’s social consensus [8] and allow residents in different regions of the country to share the imagination of a country. Some domestic scholars put forward similar views, such as the nature of newspapers and periodicals is relationship.

R (response) : forwarding and spreading

Individuals will discuss and spread information based on social networks established in the hypermedia space. This kind of discussion can take place in the space where the Internet is the carrier, or in the space where the social media is the carrier, and will eventually affect the discussion of topics in our daily lives.

O - R (object recognition , political participation) : Political psychology and participation behavior

Network media provides a virtual space for world citizens to participate in the world community. The emergence of the network has connected individuals all over the world to participate in environmental international affairs [9] . The information input in the hypermedia space will affect the individual 's willingness and behavior to participate in politics by changing the individual's cognition. Whether it is information acquisition or discussion, it may have an impact on the individual's cognitive level (efficacy). All this makes Kant 's concept of “ world citizen “ a reality .

In summary, this research puts forward the following research hypotheses and research questions:

Hypothesis 1 : The communication background has an impact on the reception and interaction of information.

Hypothesis 2 : Information dissemination channels and audience interaction will have an impact on political effectiveness, interest, and trust.

Research question 1. How does the communication background, information reception, and interaction affect political effectiveness, interest, and trust, and ultimately affect political participation behavior?

Research Design

(1) Data source

This topic is analyzed based on the data of the survey database. The execution time of the survey is the 2015 July to September, interviewers face invite respondents completed the questionnaire on the tablet, finally completed questionnaires 2002 copies.

(2) Measuring tools

The research uses questionnaires as measurement tools, and the questionnaire is a Richter scale,

which measures the degree of consent of the respondents to the topic.

Dissemination of background variables , information received channel , online media and social media interactions , are composed of a formative indicators, study weights (weight) to 0.2 as a basis to judge, to delete the title does not meet this indicator. Since the indicator under social media interaction is lower than 0.2 , this aspect is not included in the structural equation model.

Political interest , political trust (.703), political efficacy (.821), online political participation (.703), and offline political participation (.877) are all reflective indicators. The research shows that the reliability is greater than 0.7 . The factor load is greater than 0.6 , and the inter-project factor load is less than 0.4 as the judgment basis, and the questions that do not meet the index will be deleted.

This research establish a multiple regression model to examine the factors affecting the effectiveness of mainstream media information dissemination:

$$\ln(Y_1, Y_2) = C + \alpha_1 \text{Med} + \alpha_2 \text{Act} + \alpha_3 \text{Know} + \beta_j \text{Ctr} + \varepsilon$$

Among them, Y1 and Y2 represent the degree of influence of political cognition and participation behavior respectively, Know represents knowledge of political events, Act represents media use behavior (including reposting, comment, diffusion and other dimensions), Med represents media contact behavior, and Ctr represents age, gender , Income and other control variables .

Test results

In order to test the research hypothesis, this research uses structural equation model (SEM) , which contains two parts of causal model: measurement model and structural model. In this study, SMARTPLS 3.0 was used to test the measurement model and the structure model.

Before carrying out tests to determine the need for model estimation method, the maximum likelihood method (the Maximum Likelihood Estimation, ML) is the most widely used assessment methods (Hair, 2011) , therefore, the present study using this method to evaluate the model.

(1) Each model index

In this study, the fitting results of each model are shown in Table 2 , and the model results basically meet the reference indicators.

Table 1 Fitting Results of Each Model

index	Suggested Standard	Overall model	references
SRMR	<.05	0.052	(Hair, 2011)
N FI	>0.9	0.876	

(2) Overall model fitting results

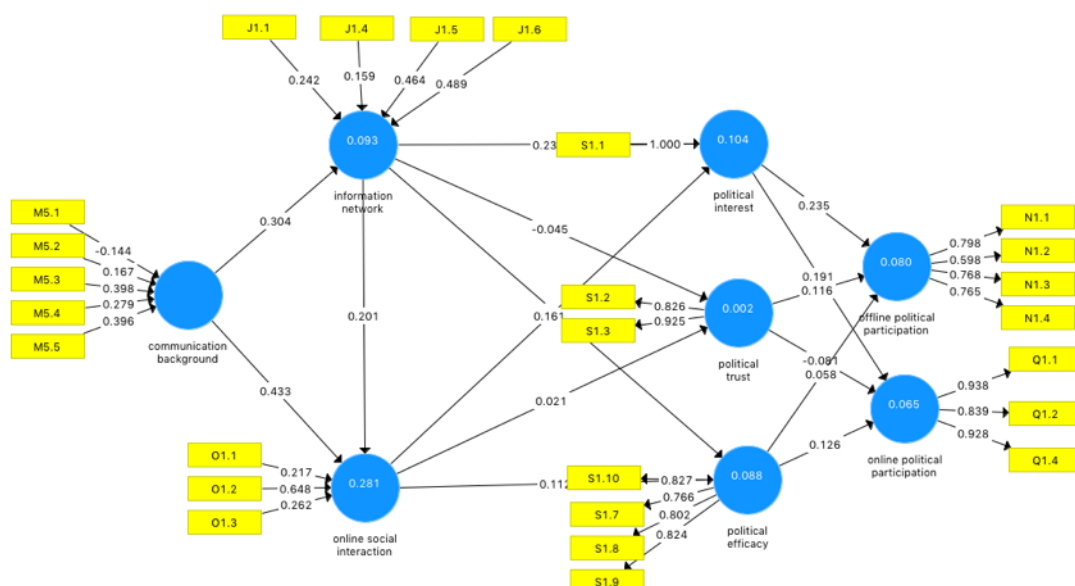


Table 2 Path Coefecients

path	T Statistics	P Values
communication_background _ -> information network	14.992	0
communication_background _ -> online social_interaction	15.642	0
information network -> online social_interaction	8.733	0
information network -> political_efficacy	9.994	0
information network -> political_interest _	7.814	0
information network -> political_trust	1.84	0.066
online social_interaction -> political_efficacy	5.487	0
online social_interaction -> political_interest _	7.425	0
online social_interaction -> political_trust	0.775	0.439
political_efficacy -> offline political_participation	2.515	0.012
political_efficacy -> online political_participation	5.682	0
political_interest _ -> offline political_participation	9.941	0
political_interest _ -> online political_participation	8.919	0
political_trust -> offline political_participation	5.515	0
political_trust -> online political_participation	3.1	0.002

The overall insignificant path coefficient is as follows: information network -> political trust ; online interaction -> political trust

In summary,

Hypothesis 1 : The communication background has an impact on the reception and interaction of information, this hypothesis holds;

Hypothesis 2 : Information dissemination channels and audience interaction will have an impact on political effectiveness, interest, and trust. This assumption is partially valid;

Research question 1. How does the communication background, information reception, and interaction affect political effectiveness, interest, and trust, and ultimately affect political participation behavior? Get an answer.

2. Conclusion

Based on existing research, this study theory, practice two a reflection levels:

At the theoretical level: reveals the internal mechanism of mainstream media information dissemination under the background of networked individualism. This topic to the human community the fate of strategic communications for the breakthrough, constructed in mediated communication theory (Communication the Mediation Theory) [5] and OSROR [9] model for the theoretical resources of mainstream media information dissemination model, the “network of individuals (object background) -Media guidance (stimulus) -Networked individual communication practice (reaction) -Political cognition (object response) -Political participation (reaction) “operating mechanism.

At the practical level: this research believes that it is necessary to combine the relevant theories of marketing communication and give suggestions for improving the “four forces” of mainstream media:

First, based on the SWOT (Strengths, Weaknesses, Opportunities, Threats) model, we analyze the challenges faced by mainstream media information dissemination at this stage.

Secondly, based on the communication projects carried out by mainstream media, it summarizes the typical characteristics and modes of mainstream media information communication in China under the background of networked individualism.

Third, combine the STP strategy based on marketing and the integrated brand communication theory (IBC) to construct theoretically how to improve the optimal path of mainstream media information communication under the background of networked individuals. Specifically, including: audience segmentation (segmentation), target audience selection (targeting), government image positioning (positioning), national and government brand communication (integrate branding communication) .

Acknowledgment

In this paper, the research was sponsored by 2020 Ningbo Social Science Research Base Project: Research on Mass Media Communication Mechanism and “Four Forces” Guarantee System under the Background of Networked Individualism (Project No. JD20CM-3) China Scholarship Council (Project No. 201908330672).

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