

The Status Quo and Countermeasures of New Media Operation Risk Management

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Abstract: With the rapid development of modern technology, new media represented by WeChat, Weibo, APP, etc. have also flourished. The new media is a relative concept. It is a new media form developed by traditional media such as newspapers, radio, television, etc., using a more democratic and individualized expression, fast and quick message push, and providing users with information and entertainment services. . Research on the new transformation of new media is still lacking. The main purpose of this paper is to study the risk of new media operations and provide a reliable strategy for the development of new media operations. This paper mainly analyzes the existing risks of new media operations, and proposes corresponding development methods for this risk to find out the countermeasures for new media operations.

1. Introduction

With the rapid development of the Internet economy and artificial intelligence, the traditional media industry has been greatly affected. The cost of traditional media has remained high, the turnover of personnel has been severe, and the decline in advertising revenue has become an inevitable problem in the media industry. Therefore, research on new media is indispensable. Analysis of the status of new media operations can better grasp the prospects of new media operations, and in-depth research on them can better propose solutions for the development of new media.

In recent years, many scholars have studied the operation of new media. In 2016, Nan Jingwei [1] analyzed the operation and innovation of TV media in the Internet era. Combining the third TV viewers' festival in Tianjin as an example, it analyzed its online and offline operation and sales model, and found that this model can greatly expand the radio and television. Innovation in the three aspects of exhibitions, exhibitions and new media. In 2016, Huang Guiping and others [2] faced the crisis of the survival of traditional paper media under the impact of the network. From the combination of marketing theory and communication theory, the paper explored the marketing communication framework of the network. The research successfully expanded the audience and improved the scope. The sale of paper media is of great significance to the development of paper media in China. In 2017, Zhang Shitao [3] used Chongqing Times Evening as an example to analyze the four aspects of mainstream communication value, public interest value, life service value and human value, and make great contributions to the practice and exploration of new media. In 2018, Chen Xueqi [4] conducted research on the implementation of news and publishing training courses in order to study the new media operation plan in Australia, and made great contributions to the development of the new media industry.

The development of the network has also matured with the progress of the times. In 2016, Li Lei [5] provided a basis for the platform enterprises to formulate operational strategies in order to study the operation of enterprise platforms in the network environment, analyze the actual scale and expected scale, and construct their development models. In 2016, Zhang Wenlan [6] studied the curriculum construction, integrated education and information technology, and reconstructed the learning model in combination with teaching practice. The research confirmed the feasibility of its application in education. In 2017, Fu Changhui [7] analyzed the security of file management and improved it from the characteristics of authenticity, seriousness and dynamics, and contributed to

the construction of electronic file management mode.

This paper analyzes the existing risks of new media operations from four aspects: legal and regulatory risks, immature market operation, high-investment capital operation risks and unsound operational management risks [8-9], and through optimization Laws and regulations and market business models, clear new media development orientation and improve talent levels to improve the efficiency of new media operations, and provide more complete and sound development programs for new media operations [10-11].

2. Methods

The development of a thing is naturally accompanied by the difficulties faced. The new media operation mode is the main way of disseminating information on the Internet at present, and it needs to face many risks.

2.1 The Legal and Regulatory Risks that are Still Lagging Behind

As a new thing, the new media is still in the primary development stage, and has not yet formed a stable industrial form. There are great uncertainties in the social and economic factors involved in its operation. The non-standardization of production and business activities will inevitably lead to certain legal and regulatory risks in the operation of new media. In some respects, the discovery and rapid dissemination of some things does reflect the news sensitivity of a large audience of new media, but from a legal perspective, certain things have already involved the fundamental rights and interests of the parties, which is reasonable but not legal. It can be seen that the lag in the formulation of new laws and regulations in China's laws and regulations will definitely bring some adverse effects to the development of new media.

2.2 Immature Market Management Risks

The comprehensive arrival of the information age has changed the way of media communication. People can complete the transmission of information and communication and communication between people of different groups and levels through mobile devices and networks. In a sense, the new media industry needs to rely on the real economy and is a new type of cultural communication industry. The development of the new media industry is directly related to the level of construction of the real economy. If there is a recession in the real economy within the country, it will inevitably lead to a reduction in the demand for new media consumption, which will have a great impact on the development and survival of new media. At the same time, compared with the traditional media means, the new media has less cost, and the income mainly comes from the advertising expenditure of major enterprises. However, if the decline of the real economy occurs, it will cause the decrease of producers' advertising expenditure and affect the new media. Economic benefits have seriously affected the further development of the new media industry. Therefore, new media companies need to attach great importance to the volatility of the macro market, and prepare in advance to ensure that the company can continue to develop steadily.

2.3 High-Investment Capital Operation Risk

As a new industry, the new media has achieved great achievements and attention in the early stage of development, attracting more businessmen and investors to focus on the investment and operation of new media, which has brought fierce competition in the new media industry. . Social economics has studied: When the competition of a thing reaches a certain degree of saturation, there will be a result of high investment and low return. For example, around 2013, e-sports developed rapidly, which led to close attention of various investors. Some people therefore turned their attention to the field of e-sports media and tried to build a professional e-sports media company, but the competition is becoming increasingly fierce and the investors are intensive. Investment has led to high investment and low returns in the e-sports industry. Among them, ESGN, a professional e-sports information website established in 2013, has been in financial difficulties in less than a year. Therefore, investors and businesses must look at the situation when they give high hopes and

investment to the new media industry, in order to effectively avoid risks.

2.4 Unsound Operational Management Risk

As new media operations are a form of media that has emerged in recent years, the pace of development is relatively fast, but there is not enough market operation experience. Moreover, with the rapid development of Internet technology, the nature and functions of online media have also fluctuated constantly. Many early online media have been unable to adapt to the needs of the current era of development, and have collapsed and scaled down. In the context of new media, every new media company does not have enough experience to guide, and the new media industry must have a sensitive sense of smell and a sense of market change, so that it can better adapt to changes in the market environment. In the process of production and operation, pay attention to the potential risks, and take effective measures and preventive measures in combination with environmental changes to provide more market operation experience for the continuous operation of new media. In addition, the market operation of new media generally lacks the ability to cope with emergencies. A large number of vicious incidents suddenly occur in the network environment. Many new media operators only recognize the problem after the incident broke out, but also Failure to achieve effective control seriously affects public opinion, and negative information also interferes with people's normal production and life, affecting the stability and security of society.

3. Results and Discuss

New media operation is a new marketing and communication model that has emerged in the new era. It is not perfect in the development system and planning. For example, related operational management risks and related markets, laws and regulations need to be better improved. For these risks in the operation of new media, it is necessary to analyze in many aspects to better formulate a series of risk resolution solutions.

3.1 Need to Pay Attention to the Development of the New Media Market

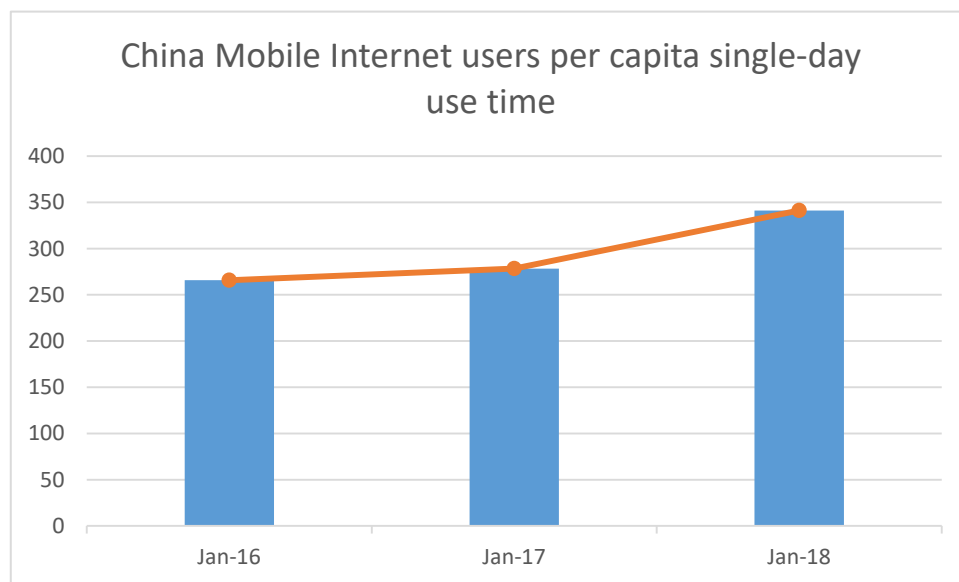


Figure 1 China mobile Internet users per capita single-day use time chart

In fact, in the process of new media development, the development of enterprises needs to gradually show the direction and characteristics of size differentiation, and the business needs to develop from market segmentation to coverage, especially in the status of monopoly enterprises based on business development. More solid. In this case, for most small companies, it is obvious that there is a certain advantage in innovation. However, there are still many unfavorable factors in the actual development, and such special business can not obtain relatively large economic benefits for enterprises. As a result, when investing in risks, companies must maximize the economic

benefits. At this time, they need to manage risks. They must first realize the development trend of new media in the market, so as to grasp the opportunity. In the prevention of risks, we can also take greater economic benefits. The party newspaper needs to conduct research from multiple angles, change traditional defects and deficiencies, and start from the whole to meet the development requirements of new media.

It can be clearly seen from Fig. 1 that the network usage rate in the market is increasing rapidly, and the average daily usage time of the user is increased by more than one hour. It shows that the demand for network development market is huge, and the new media operation must follow the development of the times, the traditional form of media is no longer satisfied, and the new media of network operation is the road that should be developed.

3.2 Need to Clearly Define the Development Orientation of New Media

In the face of the development of new media, the first need to clearly define the direction of development of their own enterprises, because the new media industry covers a lot of content, which includes various types of industries, and various types of new media. There will also be big differences in the market environment. To a certain extent, each enterprise can't be blind. It needs to analyze the characteristics of its own enterprise and then find its own positioning. Only in this way can we find a corresponding solution to prevent the enterprise from running at the greatest extent. Problems in the process to ensure that the company can not suffer losses. In the context of this development, the party newspaper also needs to define its own positioning. For example, it is necessary to start from reality, understand the role and value of new media, and integrate with each other. On the basis of further clarifying the development outline, it is necessary to use new media as much as possible. The role and value are fully utilized.

3.3 Focus on Business Operation Mode and Explore the Profit Model of New Media

According to Figure 2, the usage of the relevant media in the new media industry is growing, and the indirect content is also increasing. As shown in Figure 3, the total usage of the media industry is counted, indicating that the media industry has huge room for development.

The business operation model is the key to the development of the enterprise. For new media, whether it is disseminating commercial information or other elements of mass, what can't be avoided is the lure of profit brought by its business model. The most direct profit in new media is the implantation of advertisements. Unlike traditional commercial advertisements, in line with the needs of social development, advertising has begun to take the initiative to attract more traffic with its inherent quality. In promoting the long-term development of new media, the exploration of the profit model is an effective measure for risk avoidance of new media operations, and it has basic financial guarantees when risks arise. Explore business models that adapt to your own development and respond to emerging risk factors with your own capabilities.

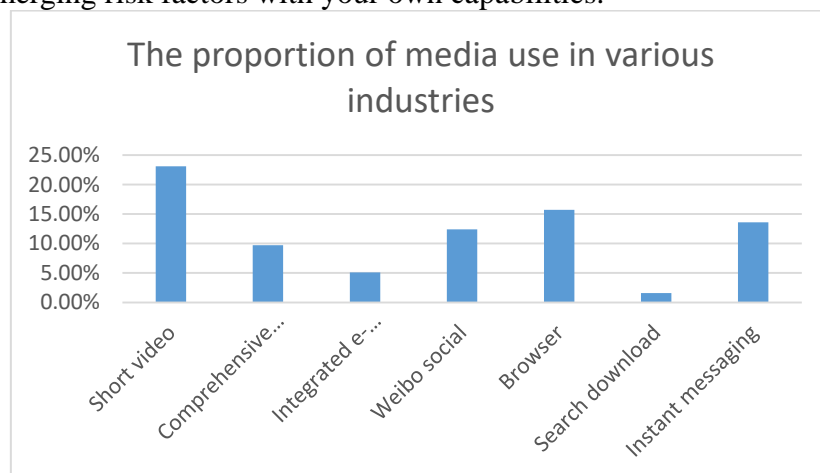


Figure 2 The proportion of media use in various industries

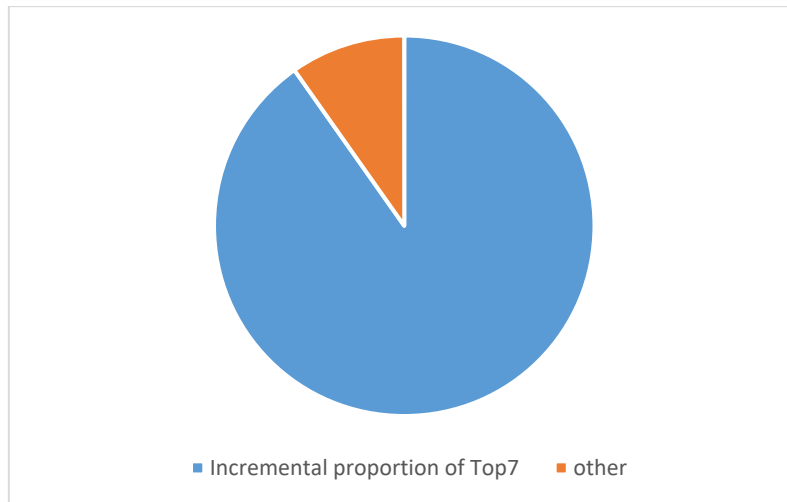


Figure 3 Media industry total time use ratio

3.4 Improve the Professional Level of New Media Operators

Because the continuous progress of the society and the development of the industry are inseparable from the talents, if an industry gathers more outstanding talents, then the industry will make rapid progress under the advancement of talents or technology. As a new type of industry, the new media industry still lacks the cultivation of excellent talents, especially in the process of running new media. The final management goal is still from personnel, so how to effectively prevent the occurrence of risks, this is facing primary issue. As a result, it is necessary to fully grasp the good new media talents, which is the main content of the current new media development. First, in the face of new media, it is necessary to first improve the cognitive ability of employees, and then establish a scientific management awareness, and continuously encourage all employees to actively participate in learning activities, thereby strengthening the overall ability of the industry to operate; second, the need to constantly Improve the talent training system, then actively introduce scientific teaching knowledge, hire relevant experts, and strengthen the training of teachers, so as to bring good development opportunities for new media.

4. Conclusion

As an emerging media industry, the new media has quickly become a newcomer in the cultural media industry through its more democratic and individualized expressions, fast and rapid message push, and a focus on communication modes. However, the risks in terms of laws and regulations, market operations, capital operations, and technical needs that still exist in operation are not to be underestimated. Therefore, we must reasonably understand the convenience brought by the new media, fully analyze the shortcomings and risks of its existence, and use the most effective measures to promote its healthy development.

In the face of the status quo of the new media industry, we should make corresponding preparations, not only to recognize the favorable side, but also to grasp the consequences of unfavorable factors. Therefore, from this perspective, in the new media investment, it is necessary to consider carefully, or to ensure that the company can prevent the occurrence of risks under the premise of selecting and formulating a suitable launching system, thereby maximizing the interests of the enterprise.

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