Analysis of the Content Production and Output Characteristics of Baidu Tieba

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Abstract: With the popularization of the Internet and the new development of modern media, online media and new media continue to develop and grow. Many media based on user-generated content have emerged, and some of these media have obtained good publicity effects and economic and social benefits. Its content production and output also have its own distinctive characteristics. Let's take Baidu Tieba as an example to analyze this feature.

Keywords: New media; Online media; Content production; Content output

The development of modern society, science and technology and society has given birth to the emergence of a new form of online media. Online media has broken the shackles of the development of traditional media, with a wide range of dissemination, strong interactivity and openness, and greatly facilitated the dissemination of information.

1. The positioning and operation mechanism of Baidu Tieba

Baidu Tieba is an independent brand of the Internet giant Baidu and one of the most important online media in China today. Robin Li, CEO of Baidu, explains Baidu Tieba as follows: "It is a leading global Chinese community that aims to build an online communication platform combined with search engines, allowing people who are interested in the same topic to come together and easily communicate and help each other. "Baidu Tieba is a theme communication community based on search keywords embodied in search engines, which is closely integrated with the Internet search provided by Baidu, and the formation of Baidu Tieba relies on search engine keywords to accurately grasp the diversified needs of users. The majority of users can accurately gather a large number of like-minded netizens on both popular and niche topics, show their style, and make friends with friends. Tieba Catalog covers all aspects of society, region, life, education, entertainment stars, games, sports, enterprises and other aspects, and is a world-leading Chinese exchange platform.

Baidu Tieba also has an original operating mechanism. It closely combines the self-management ability of "bar" and search functions. In each "bar", the bar owner forms his own bar team, and the bar team manages the internal affairs of the bar, manages the friends and the content of the bar. In the early stage, it achieved user attraction and aggregation through search, so that many netizens searching for the same keyword gathered in the same bar, and then precipitated users through the management of bar affairs and sticker bars, so that the initial new users gradually became fixed users, and these fixed users then created and exported their own content in the specific "bar" that precipitated them. This positioning and operation of Baidu Tieba is very popular with a focus on young audiences, and has produced a great promotion and promotion effect on the production and output of content created by its users.

2. The production characteristics of Baidu Tieba user content

The production of Baidu Tieba user content is inseparable from the power support of Baidu and its own way of working. Baidu is one of the largest Internet companies in China, with rich and complete industrial chain resources, and the strong support it provides has a good role in promoting the production of Tieba user content. Secondly, the production of Tieba user content is rooted in its mode of operation. People first search for the content they are interested in, and after searching, according to their own interests, search results and big data push, they will enter the corresponding "bar". In this "bar", a group of people who share the same interests with the audience will publish the same or similar content, and their user content production form is mainly "posting", including inquiry posts, sharing posts, discussion posts, Q&A posts, bar posts and other forms.

When users first come to a "bar", the production of user content is mainly based on inquiry posts, and the bar friends in the bar will see these posts and answer their questions. After the user changes from browsing the post bar to paying attention to the post bar, this user is precipitated by the post bar, the relevant information of the user's browsing is increasing day by day, the relevant knowledge has increased, and the relationship with the bar friends group is closer, and their post content will gradually shift to the next stage of sharing posts.

The above is an overview of Baidu Tieba user content production, and it is not difficult to find that it also has the following characteristics.

First, user-generated content presents a high degree of convenience and freedom. The purpose of Baidu Tieba is to provide a truly open, free and unhindered platform for the majority of users. The content production of users on Tieba can achieve "a hundred flowers" under the premise of complying with laws and regulations. People's thoughts can be better released on this platform, and can also resonate with more like-minded people, making Tieba a very vibrant and dynamic platform.

Second, the content production of users on Tieba presents strong individualized characteristics, which is different from many other forms of media in China, and only a simple individual in Tieba can produce his own thoughts and content. This approach further shrinks the main body of content production, further increases the number of participants, makes the content more massive, and makes participation more convenient. However, this also brings some problems, such as poor bar censorship, which can easily make some negative content slip through the net, which has an adverse impact on the network environment.

Third, multi-user participation such as "interest circle" type sticker bar can enhance user interaction and mutual assistance. Some ideas are sublimated through the participation and discussion of many people, which can greatly improve their final quality. In addition, the combination of individual production and group discussion can produce the effect of "one plus one is greater than two", and the interaction and mutual assistance of many people can promote the solution of some user problems, can generate their own thoughts, and can also activate the atmosphere of the circle and produce good results.

In summary, Baidu Tieba provides a good, free and open platform for the production of user content, and its operation mode and operation mode are very conducive to the production of user content, which is a good example of contemporary Chinese online media in this field.

3. The output characteristics of Baidu Tieba user content

Above we analyzed the characteristics of Baidu Tieba user content production and came to many conclusions. Let's analyze the output characteristics after generating content.

The output of so-called user content can be divided into several different parts in Baidu Tieba media. The first is the content output to new users with the bar as the main body. As we all know, a large part of the development of a media business depends on attracting new users and precipitating new users. The output of Tieba to new users mainly depends on the bar members of each bar. Bar management "plus" high-quality posts of existing users in the bar and push them outside the bar. Such posts increase exposure and will be in a more visible position, making it easier for new users to discover. In addition, bar affairs can also hang these posts representing the idea of this bar together with their own bar promotional posts and bar posts in the top position, which has a "guided" and "guided" role for new users, and then promotes its content output for new users, which can greatly affect the first impression of a bar culture and atmosphere by new user groups, and can produce better results.

The second output is the output supported by public opinion within the bar. This output is based on the public opinion position or public opinion atmosphere that has been formed in a bar. Users (whether new or old), as soon as they enter this bar, they can actually feel this output through posts and public opinion atmosphere. When people are active as individuals on social media, herd behavior is inevitable, and they become the direct audience for this output. What needs to be seen is that this kind of propaganda has its negative impact, it will produce an effect similar to "brainwashing", it is easy to kidnap some people's thoughts, thus not conducive to the pluralistic development of ideas, and even to the extremity of ideas. Once this kind of public opinion is used by some people with ulterior motives, it can easily become the source of dangerous thoughts, and then brew more dangerous factors. This point still needs to be paid great attention to.

Finally, there is the output of outward content in the bar. This output is usually a centralized outward propaganda in the form of a bar. And this kind of propaganda still needs to be viewed dialectically. Let's give an example to illustrate. The "Dibar Expedition" incident in 2019 was a large-scale export of external content, and on the basis of the influence of public opinion, it effectively attacked foreign forces and Taiwan independence elements for trampling on the 1992 consensus and cross-strait relations, and produced positive effects. This output is characterized by great power and the effect is very noticeable in a short time. But at the same time,

there is also a lot of negative propaganda of this kind, and many of them export extreme and one-sided ideas after the trend of public opinion is biased, resulting in the social atmosphere being widely confused by these people for a while, which has an extremely bad social impact. This kind of output appears rarely, but it still needs our attention, and there are many negative thoughts lurking in the post bar now, and once there is an opportunity to carry out this output, it is difficult to control. The managers of Tieba still need to strengthen their awareness of risk prevention and control, encourage legitimate positive external output, curb negative output in the wrong direction from the source, and build a clean network ecology.

The above is an explanation of Baidu Tieba content output. For the content output of Tieba , it is not difficult to see the following characteristics.

First, content output relies on the operating characteristics of Baidu Tieba to break through the limitations of time and space to a large extent and has a great impact in a short period of time. There are many content output styles of Tieba , but they all reflect a major feature of the external output of online media under the development of the Internet today, "short, flat and fast", and its transmission speed is very fast, which can achieve the effect desired by the propaganda subject in a short time.

Second, content output is closely integrated with public opinion propaganda. Tieba is a multi-user participation and interaction platform, each bar is easy to form its own public opinion atmosphere, and public opinion makes everyone's views eventually have a clear trend, after meeting the timing of output, relying on the advantages of public opinion for output. The corresponding characteristic also has its disadvantages, that is, the spontaneity of public opinion will kidnap some people's views, and will also merge some pluralistic views, which is not conducive to the diversified development of ideas, and will also cause other problems such as moral kidnapping, causing some people to follow the trend and irrationality, and have a negative impact.

Third, the coexistence of the advantages and disadvantages of Tieba external export urgently requires the audience to have a clear mind to discern, and it is urgent for relevant departments to strengthen control. As an audience, such as Tieba large-scale platforms are mixed, it is inevitable that there will be many negative thoughts in troubled waters, and ordinary audiences should strengthen their awareness of discernment and be wary of being led to the rhythm. Managers should also distinguish between the pros and cons, timely control the signs of danger, recommend excellent representatives, and work with the majority of netizens to build a good sticker bar to make the network environment more clean.

Summary:

Above we have analyzed the characteristics of user content production and content dissemination of Baidu Tieba as an online media, and have a preliminary and basic understanding of it. Through these characteristics and development of Tieba , we can also glimpse many characteristics of the development of online media in China today. Baidu Tieba is aimed at the younger generation, with vitality and style, and is a microcosm of the active online media in China today. It is believed that with the participation of these new media, China's Internet in the new era can be more vibrant, creative, and quality development, and can develop better and better, better help China's socialist modernization construction in the new era, and finally achieve stability and long-term development.

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