Suggestions on optimizing the information quality of news media client

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Abstract: the integration of traditional paper media and emerging media is the general trend and inevitable requirement nowadays. The emerging new media products have a broad market in China, and the derived form of knowledge payment is the basis of this kind of business model. Nowadays, foreign news payment has become a normal, has gone through the era of common sense payment and the era of paying equal attention to free and paid, and is transitioning to the era of hard payment. However, the relevant domestic news media have not widely implemented the content payment and there are many disputes.

Key words: news media; Client; Information quality

1. Introduction

The news payment model has emerged as early as the 1990s. In 1997, the Wall Street Journal of the United States and the economist of the United Kingdom took the lead in launching the news payment policy in the world news market, becoming the first batch of media in the world to explore online news content payment. Although this profit model has been rising abroad for a long time, there are still few practical cases in China. In November 2017, caixin.com, a subsidiary of Caixin media, announced that its website started charging users for digital news, marking that caixin.com became the first media in China to transform to a news payment model. Although this model is still in the water testing stage in China, according to the comprehensive analysis of the media and news market, the development of the Internet has caused the development dilemma of traditional paper media, and the development and popularity of mobile app has become a breakthrough in the transformation of many paper media. News payment mode seems to be the general trend and will continue to develop.

Through case study and participatory observation, combined with the collected first-hand data and second-hand data, this paper makes a more thorough summary and collation, including: (1) research papers on news media app and knowledge payment published in academic journals; (2) Media reports and Internet materials paid for news media apps and knowledge; (3) Relevant app scores and evaluations recycled by professional websites. Starting from the success model of information system, this paper finds the problems of news media app and provides solutions and suggestions for its improvement and development.

2. Improve information quality by optimizing content and operations

Information quality refers to the quality of the information content itself, and the measurement basis includes the accuracy, integrity, readability, timeliness, uniqueness, etc. Bao Jing and Qiu Jie (2019) believe that the online knowledge payment industry is basically emerging, blurring the original boundaries of the three sectors of education, publishing and media, seizing the pain point of the audience's knowledge anxiety, and realizing the return from the "flow value" of the Internet to the "content value". However, there are still many problems, and it should find the path of sustainable development from the four aspects of content, platform, social networking and service. The author considers and summarizes to improve its information quality from two aspects of content and operation.

2.1 Pay attention to audio and introduce three parties to improve content

At present, the main content of mainstream news media app includes five categories: courses, columns, radio stations, magazines and books. The main presentation mode is the internal subdivision of audio and text, which can include: excellent courses, columns, small courses, big talk, listening to books, listening to foreign journals, listening to magazines and audio books. The entire content distribution is pyramid shaped, with different service objects and functions. For example, the excellent courses and columns in the middle school belong to the head of the whole pyramid product architecture; Small classes, listening to journals, magazines, audio books, etc. belong to medium volume waist content, and the core service is for VIP customers; The free zone, including listening to radio stations, is the bottom content of China reading, which aims to increase platform traffic and user activity.

First of all, the essence of audio is content. It is suggested that news media app continue to optimize audio content, and improve it from four aspects: audio content type, voice intonation and speed, update frequency and quality.

Secondly, the existing audio content has been relatively mature in China and has a huge market, including music content, knowledge payment, audio books and radio dramas. News media app needs to think about the characteristics that distinguish it from other products and enhance its uniqueness in order to stand out from the tight encirclement in the vertical sub classification of knowledge payment. As an application software backed by a strong parent media, the content output of news media app is of high quality. Nowadays, China's audio products still have a huge market. We should consider using the tripartite thinking of joining users. With the support of Internet technology,

users' selection and feedback of content are also timely and effective.

2.2 Optimize and promote relying on parent media and joint platform

For the promotion scheme, the operation mode of news media app can be summarized as two types: relying on traditional high-quality parent media and linkage well-known content release platform. At the early stage of the development of the knowledge payment industry, most publishers' content can only be read or viewed by attracting fans, because it mainly depends on personal influence. In fact, the content of his creation is relatively superficial and simple, and has not formed a professional and in-depth content system. Generally speaking, when Chinese users purchase knowledge-based products, they mainly consider the professional level of content manufacturers, followed by the reputation and popularity of content publishers. In particular, paid news products have a strong long tail effect and room for expansion. Content is still needed for such products to gain consumer recognition. This shows that knowledge paid content no longer depends on the reputation of the creator to obtain traffic, but on its solid professionalism to win users.

User transformation is a key to solve the problem of promotion and operation. Most news media 'AP user groups are located in the middle class. They can consider launching joint members with people-friendly and popular products to harvest users and expand the circle of influence. They can achieve better results through promotion on platforms with a large user base.

3. Improve system quality by optimizing interfaces and modules

System quality is the overall evaluation of system functions by information system users. It is the functions and supports of the system provided by system developers. It reflects the ease of operation, response time, reliability and stability of the user interface of the system. The optimization of the interface and specific content can effectively improve the quality of the system, mainly from the four parts of the five elements of product design, namely, the strategic layer, scope layer, structure layer and framework layer of the product, to carry out the optimization of the supplementary design of the interface and content of the app.

3.1 Strategic level

The strategic layer of APP mainly refers to the user positioning and user demands of the product. The users of news media app are people with knowledge service needs.

3.2 Scope layer

The scope layer of APP mainly refers to the functional design of the interface, and the realization of main purposes and specific features. The optimization of the interface and specific content can effectively improve the quality of the system, and optimize the app from the scope level. The scope layer mainly refers to the functional design of the interface, and the realization of the main uses and specific features of the app.

4. Focus on user experience and improve service quality

From the perspective of D & M model, it is pointed out that the service quality of information system should include the dimensions of personalization, usefulness, empathy and efficiency. Under the background of the vigorous development of emerging information technology, the personalization of information system function service may become an important trend. Zhangmingxin (2020) mentioned that platform features such as interactive sociality and personalized recommendation in service quality help to promote the formation of immersion experience, and then get a pleasant and selfless experience in the process of reading, and promote users to continue to use social reading app.

The use of data is bilateral. Data visualization can be used as an important way for news media apps to achieve good information interaction experience, recommend personalization, and improve their service quality. After the visualization processing of massive high-dimensional data, dynamic or static graphics or images can be formed. Users can analyze the data and find deeper rules within the data through the overall and intuitive display of the calculation results, so that users can perceive the improvement of service quality.

Data visualization can be divided into digital data visualization, chart data visualization and illustration data visualization.

4.1 Digital data visualization

Digital data visualization is the most basic type of expression, also known as quantitative expression, that is, a report or behavior in which a large number of data containing numbers convey information by means of arrangement and presentation. Digital data visualization has the characteristics of accurate expression, clear and easy to read. For news media apps, it can be used to present specific data in some articles worthy of users' attention by increasing the font size and highlighting the color.

4.2 Graphical data visualization

Graphical data visualization is a kind of presentation type that displays complex data after coding. Charts include stacked histogram, rectangular tree chart and ring chart. The detailed graphical data visualization design of the emerging podcast product "small universe" has

greatly improved the user and podcast producer's experience, including the visualization of content time point and popularity. Content time point visualization is that the podcast producer selects a marked time point on the introduction page of his program, so that users can see the details of the introduction with the time point, and click to jump to the time point to listen to the content, reducing the cost of user screening; Like popularity visualization is that users can like the content at any time during the process of listening to the podcast, and the playback progress bar is presented in the form of a histogram according to the number of likes at each time point. This format is convenient for the audience and producers to understand the high popularity content and audience preference respectively.

4.3 Visualization of illustrative data

The illustrative data representation is easy to innovate, flexible in design, rich and active, easy to read and understand, simple and beautiful, and highlights the key role.

As a knowledge payment product, news media app should give users a good service experience in the whole sales process of paid products. It includes pre-sales personalized content recommendation, delivery of physical and non physical products on sale, and after-sales user feedback services. Illustrative data presentation can be applied to scenarios such as pre-sales promotional product promotion, product creation in its key art sector, instruction manuals for non physical goods on sale, physical goods logistics information, and after-sales invitation to users to submit consumption and use feedback forms. Provide customers with vivid, intimate, cordial and lively service experience, and improve the empathy of service quality.

5. Summary

As a popular important content carrier, mobile news media app needs to focus on improving information quality, system quality and service quality in order to master the right to speak, transform the knowledge payment product originally used as a business model into a content production model, and cultivate users' new reading habits. In terms of information quality, we should consider continuing to create good content in combination with journals and user preferences; In terms of operation, it is necessary to rely on the influence of parent media and other brands to jointly solve the problem of user conversion. In terms of system quality, we should not only adopt stable, reliable, effective and timely technology, but also pay attention to the optimization of interface and plate design. In terms of service quality, data visualization, as an important form of data presentation, can give users a very intuitive and good user experience, and improve the interactivity and personalization of products.

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