

Analysis of news client information flow advertising in the era of smart media

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Abstract: with the development of economy, information flow advertising is constantly improving, serving the audience with better algorithm mechanism, and news client has become an important channel for the public to obtain external information. However, under the background of the smart media era, the analysis of information flow advertising on the news client needs to be improved. The research on this aspect has changed the previous research perspective on information flow advertising, improved our understanding of information flow advertising, and also viewed today's news clients from the perspective of advertising. This paper collects the information flow ads of five news clients, including today's headlines, Netease News, Tencent News, Sohu News and Phoenix News, and explores the characteristics of information flow ads of news clients in the era of smart media through text analysis, which is more conducive to improving user experience.

Keywords: news client; Information flow advertising; Media; Accuracy; Continuity; Fusibility

1. Information flow advertising in the era of smart media

1. information flow advertising

Smart media is a technology-oriented media form. Information flow advertising based on algorithm recommendation and big data has developed rapidly in the era of smart media, which has greatly promoted the effect of advertising.

At present, a hundred schools of thought contend about the definition of information flow advertising in the academic community. Different perspectives, values, world views and so on make the definition not completely consistent, and overemphasizing the definition of information flow advertising is easy to fall into the framework of essentialism. Based on this, this paper only gives a general explanation of information flow advertising.

Information flow advertising is based on different media attributes, analyzes user behavior and interests, and pushes the content to the corresponding current group through the algorithm mechanism. In the research of practical scholars, they focus on the characteristics of information flow advertising integrated into the platform, and believe that "information flow advertising is the original advertising embedded in the information of the information flow media platform and presented together with the functions of Internet products"

2. the development of information flow advertising from the perspective of media

Most of the existing studies analyze information flow advertising vertically through its development process. As McLuhan media mesoscopic said, "media is information", the author believes that the development of information flow advertising from the perspective of media is more conducive to our horizontal understanding of information flow advertising.

In 2006, the mobile Internet made advertising forms more diversified, and Facebook, a foreign social networking site, seized the prospects and business opportunities of information flow advertising and released the first information flow advertising.

In 2012, information flow advertising was introduced to the domestic social media platform led by Sina Weibo. In 2018, the growth rate of domestic information flow advertising on domestic social platforms reached 58.3%.

In 2019, short video platforms are developing rapidly, and information flow advertising is developing at a high speed. According to the survey of short video users in 2022, the penetration rate of short video users reached 93.2%, and the expansion of user scale foreshadowed the development of information flow advertising.

2. Analysis of information flow advertising characteristics in news client

In this paper, the experimenters collected the information flow advertisements of today's headlines, Netease News, Tencent News, Sohu News and Phoenix News clients for three consecutive weeks from October 8, 2022 to November 1, 2022, and then collected the information flow advertisements again in December of the same year and January of the next year. This paper analyzes the characteristics of information flow advertising in the news client by text analysis of the collected information flow advertising.

1. news client provides the basis for information flow advertising

The mobile news client is an important channel for the public to understand social real-time hot spots, news and information, and social leisure in the era of smart media. With the development of the "central kitchen" model and four all media, major news clients have been innovating in recent years, further improving their user stickiness and becoming an indispensable channel for the public to connect with society.

As of June 2022, the statistical report released by the China Internet Information Center showed that the number of online news users reached 788million, accounting for 75% of the total number of Internet users. The mobile news terminal is an important bridge connecting news information and the public. At the same time, the user loyalty of news clients such as Tencent News, today's headlines and Netease News is relatively high, which provides important conditions for the growth of information flow advertising.

2. characteristics of information flow advertisement in news client

(1) Continuity

The information flow advertisement in the news client has vertical continuity. In the news client, according to the personalized algorithm mechanism, users' current preferences are analyzed and judged, so as to obtain similar information flow advertising recommendations. For example, in Tencent News app, when you click to enter the app type information flow advertisement with the title of "here comes the girl's grocery store, you have everything you like", 6 app advertisements appear in the next 13 information flow advertisements in the same period of time. The algorithmic mechanism of information flow advertising achieves advertising effect through user portrait and tagging push.

The information flow advertisement in the news client has horizontal continuity. In the news client, according to the behavior analysis and algorithm prediction of the audience, explore the potential needs of the target audience. For example, in the Phoenix News app, click on the "double 11" information flow advertisement with the title of "JD. Com full category pre-sale is in progress", and then there will be a liquor advertisement with the title of "double 11" in the same period of time, followed by a collection advertisement. The algorithm mechanism predicts the potential demand of the audience, pushes the content commodities related to the "double 11", and extrapolates to the collection related content through drinks, so as to improve the service experience of the target audience and promote consumption behavior at the same time.

(2) Accuracy

Based on its own characteristics, the news client has launched the recommendation algorithm mechanism, in order to make the content better meet the interests and needs of users. Through the analysis of users' operation behavior, according to the label classification of the content, it is put into the corresponding user group, and the algorithm mechanism is further improved by feedback.

In terms of content, on October 22nd, 2022, the user browsed BYD, Wuling Hongguang, Euler flash cat and other automotive content in Tencent News with a newly registered account. After 2 and 7 days, the Tencent News interface was refreshed, and the push related to automobiles can be seen on the home page. For example, on the 22nd, I browsed the relevant content of Euler flash cat, opened Tencent News again 2 days later and saw the Euler flash cat push again without pulling down, and 7 days later, researchers pulled down the home page many times to still find the relevant content of "Euler flash cat".

In the region, the user's geographical location is detected to push the content with high user's attention in the region. Take Netease News as an example. When opening Netease News, the software will apply for the user's location information, and refresh the home page after choosing to agree. The home page will appear in the lower left corner of the push marked with "XX local" (XX refers to place name). For example, at the beginning of January, the account with the IP address of Weihai received an advertisement with the title "only 29.9 yuan for charging 100 yuan in Weihai on January 8! Miss and wait for next year".

(3) Fusibility

The integration of information flow advertising means that information flow advertising can be freely interspersed in the original information advertising displayed by the media, and seamlessly integrate the content from hard broadcast to localized information, so that users can unconsciously accept the advertising. Compared with ordinary advertising, the strong concealment makes it consistent with the information form of the media platform, hidden in the information, so it is often considered as the target information and widely accepted by users.

In the era of information flooding, major media platforms have created information flow advertising models that adapt to the attributes of their own platforms. Information flow advertising on mass media platforms such as today's headlines, Sina and Netease News is rich in content, covering a variety of product categories, and the advertising recommendations received by each account vary from person to person. Information flow advertising has a subtle impact on consumers' attitude towards advertising. Through the high cohesion of mobile client users and the habit of fragmented reading, users can create advertising content in a short time and multiple scenes, so as to realize the advertising value.

3. Current problems of information flow advertising

1. homogenization of algorithm prediction

At present, in the vertical continuity of information flow advertising in the news client, the similarity of the same type of advertising is high. For example, click on an automobile advertisement in Sohu News and another automobile information flow advertisement recommended at the same time, and its keywords are all around the professional vocabulary of similar automobiles. Under the algorithmic mechanism, information needs to cater to the audience, which requires that the presentation of advertising should be more proactive.

2. low user data privacy

The accuracy of the news client recommendation algorithm mechanism in addition to better pushing the content that users are interested in, there is another drawback that we have to talk about, that is, user privacy security. Privacy security has long been proposed in the era of personalized push. The recommendation algorithm mechanism simulates user portraits according to user habits, which has made some privacy conscious users feel uncomfortable.

3. push type tagging

The goal of personalized push is to recommend content more suitable for users' interests based on the concept of user first. While labeling hinders users' growth, it also labels the software itself, reducing the competitiveness of the software. After the algorithm filters out

the heterogeneous content, the information received by the audience tends to be single, limiting the public's thinking of diversity.

4. Solution

1. audience

In the face of the high repetition of information flow advertising content, it is easy to cause the "information cocoon room" situation personal vision narrowed, the audience's critical thinking declined, the information transmitted by the media was accepted without thinking, and the polarization of the mass group was intensified in the context of social events, hot topics and network public opinion. The audience should improve their media literacy, actively contact information other than push, and face the accepted content with dialectical thinking.

2. platform

The platform should strengthen the connection and application of big data and artificial intelligence, and actively cooperate with Internet companies to improve user stickiness. Strictly controlling the boundary between user privacy and platform interests is a necessary condition for optimizing the algorithm to ensure that the relevant rights and interests of users are not infringed. At the same time, the platform side should increase heterogeneous content and improve the richness of information environment information to achieve environmental balance.

3. content

In the current advertising laws and regulations, the quality of information flow advertising content is low, and even some of them have the problem of false advertising. In this regard, we should make good use of platform advantages and resources to create personalized content services for the audience and realize differentiated marketing. Through the feedback data of the background to the information flow advertisement, evaluate the effect of the advertisement, adjust the content setting in time, go deep into the audience's life and get close to life.

5. Limitations of the article

First of all, in the process of collecting data in this paper, the collectors are all college students, and the geographical area involved is not wide enough, ignoring the diversity. Secondly, the research methods of the article are mainly based on the analysis of sample content, lack of research from the perspective of a large number of audiences, and lack of user data support. Finally, there are a wide range of news clients, but this paper mainly selects five news clients, including Phoenix News, Netease News, Tencent News, Sohu News and today's headlines. Therefore, there is still research space in the analysis of the types of clients.

6. Conclusion

Information flow advertising is an effective combination of algorithmic mechanism and advertising publicity. This silent advertising implantation method brings the public a better reading experience. From the public to the focus, personalized recommendation is an inevitable trend in order to make good use of the fragmented time of the audience and save users' screening of the required content in the massive amount of information. As an important channel for the public to obtain external environmental information, the news client has a large number of users. The application of information flow advertising in it is not only an important engine driving economic development, but also a profound embodiment of audience supremacy. Therefore, strengthening the intelligent delivery mechanism of information flow advertising and improving the advertising content and creativity are the issues that need to be considered to improve the information flow advertising of news clients and enhance the user experience.

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