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A Study of Media Forms and Media Consumption in The Digital Context

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Abstract: *In the process of evolution from traditional media to new media, the emergence of the Internet makes people realize that radio and television are no longer new media, this cognitive phenomenon continues until the emergence of the mobile Internet, the public is once again aware of the difference between the PC (personal computer) Internet and the mobile Internet, and portals are squeezed into the traditional media. In the view of the audience, what is the modern new media? What is the traditional old media? Different disciplines have different degrees of interpretation of modernity, and the characteristics of the times in different periods have created different modernity. If we want to fully understand the difference between traditional and modern media, we must explore the relationship between traditional media and new media. This kind of relationship, one refers to the inheritance relationship between the traditional media and the new media, and the other refers to the significance of the traditional media to the new media research. Defined in this relationship, we must start from the traditional media to compare the new media. Taking consumption as the starting point, the author will study the audience problem between the traditional media and the new media, and compare the network consumption pattern under the new media technology environment with the previous media consumption model. and take the mobile Internet, artificial intelligence, big data and other digital technology as the dominant representative, explore the new way out that the new media technology brings to the traditional media, and on this basis, put forward imagination and thinking about the new form of the media.*

Keywords: *Traditional media; New media; Media consumption; New media technology; Media integration*

Media and Consumption

The Evolution of the Media

With the promotion of the wave of technology, people's media consumption has also changed. as the first media, newspapers and books have made people spend several years in the fantasy of words; the broadcasting of the second media is to break the boredom of traditional written words and usher in an auditory feast; and then the television of the third media supplements the visual vacancy on the basis of broadcasting. The arrival of the fourth media Internet, to a certain extent, replaces the position of television and brings an unprecedented interactive experience. It breaks the one-way communication mechanism of newspapers, books, radio and television, and enables people to share long-distance interactions for the first time. People can form interest groups through social software on the network. This unorganized individual communication mode is

different from the mechanized organizational communication of previous media, just like the watch movement of a mechanical watch. The individual "element" is cast into a fixed (interest) group "gear". When the elements between the gear and the gear intersect through the common interest tags of the network nodes, then the whole clock will present an ideal group interaction pattern in the digital world. It will endlessly maintain this ideal state. But what people did not expect is the arrival of unlimited value-added services on the mobile network, which is apart from the PC side. At the end of 2012, the global sales of smartphones exceeded 100 million, so personalized service ushered in a new era.

Media Consumption

Media consumption appears with the birth of the media. in the modern sense, media production and consumption have existed for more than 200 years (Wen, 2007) In the late 1980s, the concept of cultural industry began to be accepted by Chinese people, and people began to slowly accept the "cultural consumption" of the combination of cultural and economic attributes, and gradually the concept of media consumption faced the world.

As early as 1996, "Media consumption behavior" appeared as a key word in "Market Environment Analysis and Advertising Strategy and Price Strategy of High-tech products", but the author did not discuss it. Subsequently, some scholars defined the concept of media consumption from the perspective of media management, that is, media consumption includes two themes: audience and advertising, not only the audience's consumption of content, but also the behavior of advertisers to buy advertising space and advertising time (Xiao, 2006). In 2004, the scholar Song Xiaowei proposed to consider media consumption in the scope of communication, and defined media consumption in the field of communication. He believes that media consumption refers to people's use of products and services provided by mass media (spiritual type). For example, the reading of newspapers and books and the viewing of TV programs are the same as the consumption of ordinary goods, and media consumption is one of the rights that people should have. From the scholar's point of view, the main body of media consumption is media consumers, who are the audiences of mass media, which are different from mass audiences. The concept of audience is mainly defined from the perspective of production and communication, while the concept of media consumers should proceed from the buyer's market and emphasize consumers' subjective initiative and diversity.

With the emergence of the Internet, society has ushered in great changes. In the hubbub: personal expression and Public discussion in the Internet Age, the scholar Hu Yong mentioned that the Internet has brought three great changes to China: "first, the Internet brings about the democratization of information; second, the formation of a cross-class and cross-regional public domain. In other words, with the emergence of the Internet, there is no more local news, it is all national news, and therefore there is public opinion. Third, people get the means to organize themselves through the Internet, just like the various activities initiated by the Internet, including QQ groups and WeChat groups, which bring social stickiness and unity behind them (Hu, 2008; Zhang & Yuan, 2014).

Use and Satisfaction of Media

The emergence of Internet media emphasizes the initiative of consumers, which is different from newspa-

Vol.2 No.12 2021
https://doi.org/10.37420/j.cer.2021.092

pers, books, radio and television media to treat consumers as passive audiences. Then what kind of media the audience uses, how to use the media and accept any information in the media are related to the concept of the media (Bu,1996). For people of different ages, their demand for media is also different. According to scholars' statistics, compared with other ages, the most important thing to attract technology is the post-00 generation, accounting for 30.77%. At the same time, they also pay attention to the recognition of others accounting for 45.31%. The proportion is much higher than that before the 1970s (16.64%); what is most valued by the post-80s and post-90s is the value of social connections and knowledge, which is higher than that of other age groups. There is little difference between the price attraction and the recognition of others, and the post-70s pay the most attention to the price, accounting for 32.62% (Yu, 2020). This kind of selective contact media, as early as 1944, Lazarsfeld and others put forward the hypothesis of "selective contact" in "people's Choice", observed the media contact behavior of the audience, and thought that for the communication content of the mass media, the audience has a "choice", and they are more inclined to the content that is consistent with their own position and attitude (Guo, 2011). The study of "use and satisfaction", which also appeared in the 1940s, holds that the audience's unique needs of the media "use" the media, so as to "meet" some of the needs of the audience (Guo, 2011).

With the change of the communication environment, in the new media era, the audience has not only consumed, but also created meaning in the interaction with the communication content, and the process of production and consumption will become more complex. In short, the use value of goods and services can no longer meet people's consumption needs, and people turn their attention to the symbolic meaning behind the goods. However, with the development of the times and the progress of communication technology, a single language symbol is very difficult to have an impact on people. Words, pictures, music, and advertisements are no longer like the repeater model of "Hengyuanxiang, Sheep and Sheep". This model is no longer applicable to the present.

In a positive sense, the emergence of new media has improved the single-dimensional discourse output mode of the traditional media to the audience, so that the media consumption needs of the public have been greatly met. In the process of the evolution of the traditional media, it also makes the negative audience transfer to the positive audience, people's consciousness from "what has the media done to us?" To "what are we going to do with the media?"

A Holographic World Brought by Media Convergence

The Age of Big Data and Technology

Millennials (1981-1996), as "digital immigrants", have become the main force of the Internet because they grew up in a giant global society driven by technology. They spend a lot of time and energy in the digital world, and can get intimate, rich platonic social interaction in virtual scenes that do not require physical appearance. It makes a group of people, like the ancient times, get the warmth brought by bonfires. This is the mental and social convenience brought by digital technology, and the digital age has been embedded in our lives.

Different from the Web1.0 portal era, "content is king" Web2.0 focuses on "relationship interaction" and uses UGC (User Generated Content) to realize people's two-way interaction, so we ushered in the decentralized era of sharing; in the Internet era of Web3.0, it realized multi-point interaction, and then transformed people into human-computer interaction and terminal interaction. As stated in the age of everyone, dry people and wet people appear, dry people refer to mechanical people; wet people are flesh and blood people (Jiang, 2009). And these rely on the advent of the era of intelligent life.

Peng Lan, a scholar, believes that while various new technologies promote the intellectualization of news production, they will promote the reconstruction of a new round of media ecology, and intelligence will become the core logic of media innovation in the future. a new era of intelligent media has come (Peng, 2017). People no longer have to carry heavy books with them, because the smart phone, a compact machine, can hold tens of millions of e-books, and photographers do not have to catch up with expensive cameras and lens. mobile phone photo functions and image editing software will meet the various needs of users, people begin to "enter" and "exit" in various software, in these software. The data will be crawled according to the "algorithm", and the customized content will be allocated according to the user's portrait after calculation and analysis. On the other hand, the "time management" function of the mobile phone makes statistics on the time we use app, and people are so immersed in these data and technologies that they do not know it.

With the progress of technology, smart phones have turned on the collection of biological information such as fingerprints and face unlocking, and key departments and railway stations in China have also begun to use the function of mechanized face recognition. During the epidemic, "healthy QR code", which is an important means to control the epidemic, has created convenience for people to a certain extent, but the "forgetting" and "memory" of the data have been reversed. In the "dispute over the right to be forgotten", it is mentioned that "in the big data era, digitization, cheap memory, easy to retrieve, global coverage as a digital memory is not only readily available, but even lower than the cost of selective deletion" (Yuan, 2021). This "data amnesia disorder" has changed the construction of subject identity, from "I like" to "you might like it".

Because of this, it is impossible to guard against all kinds of immersion brought by the Internet, which imperceptibly makes people walk into this virtual world, thus the impact on the traditional media is more and more obvious, it breaks the era when the effectiveness of the traditional media is king, and increases the scope of communication and the impact of the market, so that it ushered in a critical point.

The Tipping Point for Traditional Media

The diversification of the development of new media and media technology has saved many industries, but the traditional media is still facing a serious loss of advertisers, which is inevitable. After all, in terms of cost and effectiveness, the mobile small "world" is more popular with the public. In today's society, without this mobile small "world", we will be unable to move an inch. Because of this, the traditional media ushered in the survival problem that must be solved.

According to data from the China newspaper Association on December 4, 2019, the paper consumption of the national newspaper industry was about 149.8 tons in 2019, a decrease of 163000 tons from the previous year, with a decline of 9.8 percent. National party newspapers all began to open website clients, stationed on

Vol.2 No.12 2021
https://doi.org/10.37420/j.cer.2021.092

Wechat platforms, Weibo, Douyin, and developing APP (Fan, 2021). We are in the era of "chaotic media", the new media based on social software is pressing step by step, and newspaper broadcasting, as the traditional mainstream media, has ushered in a tipping point. The Coase ceiling is mentioned in the Age of everyone: disorganized organizational Power, that is, when an organization grows very fast, it may reach the tipping point hidden in Coase theory. that is, at some point, it is impossible for an organization to continue to grow and maintain normal operation, because then the cost of managing the business will eat up all profits (Kreshiki, 2015). In 2019, the arrival of 5G technology will create faster characteristics for all media, which will pose great challenges to the existing media, and the impact of the 2020 epidemic has spawned the rise of many emerging industries and accelerated the digital construction of our country. In such an environment, traditional media can no longer afford the cost of operation. if you want to survive, transformation and integration is an inevitable trend.

The emergence of the new media does not mean the demise of the old media. On the issue of the relationship between the old and the new media, with the passage of time, people have become more and more aware that the rise of the new media does not mean that the traditional media will withdraw from the historical stage. The theory of "the demise of newspapers" and "the decline of radio and television media" does not make sense, because these "legacy media" are transforming and evolving into new media. The format, custom and culture formed by its history are grafted into the new platform (Hu, 2020). The scholar Hu Yong also pointed out that "there is no death in the old media, but our tools to obtain media content." on this basis, we can define the relationship between the traditional media and the new media. This relationship, on the one hand, refers to the inheritance relationship between the traditional media and the new media, and the other refers to the significance of the traditional media to the new media research. At present, it seems that the traditional media does encounter problems, but at the same time, it is not a change for the better?

A New Way Forward for Traditional Media

Take the media integration transformation of the three Gorges Daily Media Group as an example (Xiong & Guo, 2018). In the case of more and more "audience" new media, the three Gorges Daily has paid close attention to integration and achieved preliminary results. The three Gorges Daily transformed its audience into users, rapidly expanding millions of media users, with a total of 2.5 million +. Then it converged with more than 300 websites, monopolized "two micro" clusters, and gathered more than 1300 "double micro" accounts and more than 30 clients. carry out targeted information customization services to supplement the gaps in some of the original columns. Then, through the link and sharing of terminal content, services, activities, etc., to promote the cross-transformation of media terminal connection users. Make good use of the customized service function of the unlimited value-added service of the mobile network, cooperate with Baidu, calculate the docking service items with frames, realize the priority display and accurate positioning of the search results, and launch 18 related search service items, such as government cards and social security cards. Cooperate with various government departments to increase public opinion consultation channels, in order to increase the authority of this channel, set up the "find leaders" column to achieve zero distance between the masses and leaders. To this end, it is to build three core databases (convenient service database, government information database, mobile source database), and build a nebula precision communication platform (DSF) to provide the accuracy of zero error in service. It is precisely for this reason that the three Gorges Daily Media Group has been improved by the good development of emerging media, rapid user growth and integrated

operation ability. Huawen Media Industry Research Institute has become a "case sample" of 13 newspaper publishing transformation demonstration units tracked and studied by Huawen Media Industry Research Institute throughout the country.

In the past, the form of the traditional media platform was too simple, and now it tends to form different media such as radio, television, newspapers, magazines, the Internet and so on into a group company. This three-span advantage not only strengthens its own strength, but also occupies most of the market share, grabs the first opportunity to provide all-round services for customers, and constructs a complete value chain to solve the problem that the traditional media communication channel is too narrow. The realization of this "omnipotent package" reflects the beginning of the personalization of the mobile terminal, and also ushered in the spring for the traditional media. And the new media should also make rectification and reform, make good use of big data's background to enhance their competitiveness, give full play to their own advantages, achieve innovation and transformation, and show their own personalization in many media and build their own brands to enhance user stickiness.

When the audience is no longer the audience and begins to become users, the initiative returns to users for the first time, and we filter a variety of APP to meet our needs; as in the above example, from newspaper broadcast to LBS (location based service), the information consumption space begins to evolve to micro-space, and while the media space shifts to the live space, the mobile "small world" describes a new scene dimension.

Innovation and Sharing

With the arrival of the Web4.0 era, the progress of technology has made the information resources from background construction to infiltration and transfer to users, creating a real era of national publishing in this era, that is, the scale and specifications are not reused. The important thing is whether there is a new idea to adapt to the needs of the society and the needs of the people, a valuable idea.

In the era of big data, information sharing has been brought into play to the extreme, changing from a single download mode to a model of convergence between upload and download. We begin to realize the problem of insufficient information reserves and see other people's areas of expertise. Relying on the connectivity of the Internet, we can use fragmented time to integrate the information we need, so as to solve the problems we want to solve. In view of the above, the American scholar Kleischer put forward the concept in "Cognitive surplus", which describes the phenomenon of knowledge sharing in the Internet era (Clayshakee, 2012).

The "Live" platform came into being. We can directly ask our own questions and invite professionals in the field to answer them. In 2017, the emergence of "Zhihu Live" successfully made people accept knowledge payment. In April 2016, Zhihu's online paid answer tool, "value Hu", was the predecessor of today's Zhihu payment platform, but it ended in failure. The failure of Zhihu shows that under the knowledge payment model, Zhihu online paid answer tool "Zhihu" is the predecessor of today's Zhihu platform, but we can directly ask our own questions and invite professionals in the field to answer them. Developing the weak relationship of users is the right way. So Zhihu began to attach importance to the soft text IP that built its own platform, such as the Story Archives Bureau, to improve its own IP field and structure.

Vol.2 No.12 2021
https://doi.org/10.37420/j.cer.2021.092

The knowledge payment stage has become the inevitable trend of the knowledge sharing platform. Getting this kind of platform allows people to make use of their spare time and take themselves as nodes to send out invitations for knowledge sharing to more nodes. Under the many-to-many collision between nodes, what we create can be perfected by others after sharing or innovate new ideas on this basis, and we will get the happiness as creators. Once their own answers are adopted by the sense of achievement, in order to find people with the same interests to form small groups on the network, there will be a new and more perfect organizational structure between groups to make up for their own shortcomings, network cooperation. In a positive sense, a valuable person meets a group of valuable people, so they have the invisible power of one plus one greater than two to slowly change the world in which people live in a more positive direction. this disorganized group power is amazing in its sharing and creativity. As Jiang Qiping said, "Technology has never been a problem, but the problem is the change in the relationship between people."

In cloud computing, people return to the wet state of tribal society. Chinese call wet benevolence, which means that a small group of people get together and experience life in human feelings, meanings, and concrete phenomena (Jiang, 2009). "So we opened up a new world, and like the name of chapter 9 in Hu Yong's "the Age of everyone: the Power of disorganized Organization", we ushered in "Dear Little World."

Looking Forward to the New Forms of Media

Digital Technology Leads the Media to Usher in an Incredible World

In the process of digitization, new data nodes will be formed behind the data interaction, and these data nodes represent consumers. If you want to understand the ideas of consumers, you must go beyond the data nodes. Will, global president of Carat, stressed that "in the future, all media will show the characteristics of digitization, and the realization of the goal of 100% digitization will involve all fields" (Tang & Yang, 2016). We will think about how the media can be connected digitally. We, whose thinking is affected by digitalization, "all-media agents" like Carol will make use of data integration. They have professional brand partners to analyze the division of labor procedures. For example, Dentsu Angis Group has iProspect, an engine responsible for search effect marketing, and Amnet, a program focused on buying. The people behind these digital nodes have become huge groups with their own responsibilities. They have perfect equipment, systematic organization, a steady stream of customers, become part-time audiences and media agents, but also become the link between the audience and the media. Is this equivalent to project outsourcing in construction? The data analysis is outsourced to a professional company, and the professional department of the data group is analyzed and formulated the plan, and then the technical department begins to formulate the media and content according to the plan, and then carries on the data analysis according to the user's portrait to carry on the phased adjustment. Such a process seems simple, but it perfectly presents the ideal state of "all-inclusive" integration.

Will said, "Media agents are constantly evolving, from the previous purchase, purchase and planning, to communication planning, and then to the positioning of audience agents." It means that the data can be used to better interpret consumers and better formulate media and content strategies. "Does this mean that digital technology will open up 'exclusive customization' services for the media, and will the audience jump from the original 'what should you like' to the identity of 'you want to do what I like'"? (Tang & Yang, 2016).

From the response of seemingly passive data nodes.

China has been the global leader in the digital market as early as 2016, and the digital process was boosted during the 2020 epidemic. We jumped out of the day like a year, but let us jump into the small mobile phone, which has become a "besieged city" that drags most people into a seemingly narrow but large virtual world. What makes people ponder is that we can't communicate without it, and we can't get work information without it. Girls are immersed in the filters of beauty cameras, just like the games produced by Narkissos in Greek mythology and NetEase from Tencent, which bring people into the game world to fight for supremacy. It has become our eyes, our thoughts, our actions, and the media has become our extension. Marshall McLew mentions similar concepts in understanding the extension of Media (Marshall, 2019). This field holds almost everyone, and we appreciate that our minds can be presented in a virtual field without our brains, but we are numb and soberly aware that once we leave this field, the blockage of information will make the real world look like a well, as if we jump out of the virtual world and return to reality to become frogs in the well. I have to say, digitalization brings us a dream-awakening world, which is full of incredible and omnipotent.

The "Singularity" of "Artificial Intelligence"

Artificial intelligence technology has produced a new form of media. Artificial intelligence originated from a branch of computer science. Together with nanoscience and genetic engineering, it holds the throne of cutting-edge technology in the 21st century. As a theory and technology to simulate and extend human intelligence, it is widely used in the media industry at the present stage. AI journalists are involved in automatic news editing. The intervention of artificial intelligence has greatly improved the efficiency of information production. The speed fully meets the effectiveness of the news. Unlike human beings, human beings can learn independently, while artificial intelligence needs more data import to deepen learning. As for the effect of learning, it depends on the amount of data. Big data brings good life compensation for the basis of artificial intelligence.

Li Qin, a scholar, believes that artificial intelligence is equivalent to "immersing people", which brings mutual immersion between people and media, which is the ultimate return of intra-human communication (Li, 2017). In the relationship among artificial intelligence, human and media, artificial intelligence is the medium, and the combination of artificial intelligence and human will form a "super medium". For this reason, the emergence of artificial intelligence allows human beings to talk to infinitely close to their own thinking for the first time. The most interesting thing is that artificial intelligence originates from human research. it has both human wisdom and can produce new thinking creation in the process of dialogue with human beings. However, human beings have a limited understanding of themselves, so we don't talk to ourselves in the process of talking to artificial intelligence. This kind of dialogue has also become more and more intense in various fields. The emergence of Alpha Go breaks the go game between people, and it is also the first time that artificial intelligence machines beat humans in the field of go.

Will robots be self-aware? Will artificial intelligence usher in its "singularity"? The concept of "singularity" was put forward by Von Neumann, which refers to the ability to tear apart the structure of human history. it is a unique concept that describes artificial intelligence and the future of society. In the 1950s, Minsky mentioned, "We need to make machines intelligent and make them self-aware" (Kevin, 1994). The virtual syn-

Vol.2 No.12 2021
https://doi.org/10.37420/j.cer.2021.092

apse of artificial intelligence is rooted in the virtual world. Driven by 5G technology, it spreads rapidly like Parthenocissus. It opens the mode of thinking through virtual synapses. Kurzweil, a forecaster and inventor, points out the future, predicting that artificial intelligence will surpass humans in 2045. It seems abstract and incredible, but we are moving towards this.

"Software simulation of human intelligence will be realized in 2020-2030; machine intelligence will go far beyond human intelligence without machine assistance; nanotechnology can improve human intelligence and lifespan; intelligent machines will be able to have human emotional quotient; human experience is increasingly carried out in virtual environments." (Zheng, 2021). Just as Cong Haotian, a student of Dedao New Media Art Master Roy Ascot, created the concept of "Cyber Rabbit" in the biological art: the commonality between digital failure and biological variation. With the advent of pacemakers, malfunctioning humans can continue to survive. Neil Harrison is born color-blind. He assembles sensors with his brain to "see" colors. Cybermen have appeared. Is the world predicted by Kurzweil really far away?

5G Opens up New Opportunities

China's lead in 5G technology is the first in the world's communications history, and Huawei also ranks first in the number of 5G patents in the world, breaking the backward follower status of 4G. The emergence of 5G is different from 3G and 4G in the past. it changes human communication on the basis of Internet technology. with its rapid and decentralized characteristics, it makes people lose their perception of time and space, and the space of place and scene will really face disintegration. the extremely compressed space makes people communicate more smoothly. According to statistics, the total number of devices connected to the global mobile communication network will reach hundreds of billions in the future. In 2020, the number of global mobile terminals (excluding Internet of things devices) will exceed 10 billion, of which China will exceed 2 billion; in 2030, the number of global Internet of things device connections will be close to 100 billion, of which China will exceed 20 billion (Chen, Chen & Gao, 2016). At that time, any corner of the world will be able to use mobile devices to communicate unimpeded without the influence of the region and the weather.

5G technology not only makes people become remote and intimate, but also accelerates the change in the form of information dissemination. The mode of communication is no longer limited to text, and video communication will become our preferred way of communication. compared with the planarization of text, video breaks the sense of distance of text transmission, and vivid pictures can satisfy the information conveyed by our expressions. the temperature of sound will solve the cold feeling brought by words, this mutual mode of remote meeting and communication, so that the distance is not far away, and the people we want to see are right in front of us.

In addition, the emergence of 5G technology has accelerated the evolution of new media technology, and the acceleration has brought about a "fragmented" information age, where massive fragmented information is scattered in the ocean of data. people need new technology engines to search in order to get what they need, and it becomes more convenient for people to "enter" the virtual space.In addition, because of the compression of space, it breaks down the space barrier between work and rest, making people in a state of daily dialogue with others, resulting in social weakness.

The popularization of 5G technology provides a better hotbed for big data and artificial intelligence, which makes the change of media form more diverse and the media integration more closely.

Summary and Imagination

In the past, it was hard for us to imagine that mankind would one day usher in a small mobile "world" in which we would bid farewell to any previous model to interact, people were intimate and alienated to a certain extent, newspapers and books got rid of the heavy weight, television no longer had to wait for advertisements, and communication equipment was no longer scarce and expensive, so we unwittingly ushered in a quiet digital change.

In the process of the transfer from the first media era to the third media era, people have witnessed the impact on newspapers, radio and television, and when one-dimensional discourse power has been resolved to form two-dimensional and even multi-dimensional, the new media ushered in a diversified spring, where the treasure of "data" can be seen everywhere, the "intelligent" vegetation that propagates and grows, and the "5G" fertilizer that gives birth to their growth. In such a gradually complete world, it not only makes the survival of the new media more moisturized, but also brings timely rain to the traditional media, taking this opportunity to integrate into this complete world, and at the same time perfect supplement to this world. I just don't know when this new world will be saturated. Will the world then face a larger and more incredible world to accommodate it? After all, in the early 1980s, people didn't think about the world they live in today, because it seemed incredible.

Li Xin, a scholar, believes that every era has its corresponding media, and the relationship between people and the media is from "outside the media" to "inside the media" and "the unity of human and media" (Li, 2017). So, will people usher in a new era of media as the whole paper wants? The author believes that time will give us an explanation process, even if it seems a little numb, but just like the anesthetic effects brought about by media technology and media use, people will indulge in it until the emergence of a new media era. is it followed by a brief awakening or numbness? We will not know, at that time, there will be a new theoretical direction to guide people to a deeper level of exploration and research.

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Vol.2 No.12 2021
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