Take TOPBuzz as an Example to See the Copyright Disputes of Aggregated News Client

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Abstract: *In the past decade, with the development of various technologies, the Internet Centered new media has been developing continuously, which has profoundly changed the mode of information dissemination and reshaped the pattern of media industry. With the support of commercial capital and technical strength, the aggregation news client with personalized recommendation function emerges as the times require. This paper reviews the concept and development process of aggregated news client. Taking TOPBuzz as an example, this paper analyzes the characteristics of aggregated news client in four aspects: information distribution, user positioning, content push and content sharing, and the changes in media industry, communication subject, user use of media, communication content and media form This paper will take TOPBuzzas an example to analyze the copyright disputes of aggregated news client and put forward feasible suggestions for this issue.*

Key words: *Aggregate news client; TOPBuzz; Copyright Disputes*

Introduction

According to the 45th statistical report on the development of China's Internet, by March 2020, the number of mobile Internet users in China has reached 897 million. The proportion of Internet users using mobile phones to access the Internet has increased from 98.6% in 2019 to 99.3% (CNNIC), and the proportion of Internet users using mobile phones continues to rise. It can be seen from the data that smart phones have become the main "Internet interface" at present. People mainly choose mobile news clients to obtain news information. With the increasing importance of social information, the emergence of aggregated news clients has brought great changes to the operation of media industry.

TOPBuzz is a typical aggregation news client in China. It meets the needs of users in the Internet era by aggregating the content of different media platforms, data analysis of user behavior, personalized algorithm recommendation and diversified content forms. Once it appears, it quickly occupies the market and becomes one of the mainstream modes of major media transformation.

Although this new media model is well adapted to the needs of the current market, there is a lack of systematic research on it both at home and abroad. Foreign research mainly focuses on the advantages and disadvantages of personalized recommendation, and there is not much research on aggregation news client

directly. Similarly, the domestic research on aggregation news client is mainly focused on copyright and technology, while other aspects are not involved too much, lacking of perfect research.

At present, the research and application of aggregated news client in China are in the exploratory period. Although its emergence provides a new mode for the transformation of news industry in the Internet era, and injects new vitality into the media industry, copyright problems arise in the process of operation. This paper will take TOPBuzz client as an example, introduce the aggregated news client systematically, compare it with the traditional news client, summarize the reasons of copyright problems, and put forward the strategy of universality on this basis to boost its further development.

The Development of Aggregated News Client

Aggregation News Client Concept

The so-called aggregate news client refers to the traditional media, we media and other forms of media as the source of information, using the advantages of the platform to integrate and screen all kinds of content, and then according to the user's interest preference, calculate and analyze the user profile by using algorithm technology, and then push the personalized content. At present, in China, TOPBuzz is typical aggregated news clients.

In the era of PC, the release of network news is mainly through the "four major portals", which once became the mainstream mode of news market. However, with the advent of the Internet era, the convenience of information release and reception has brought about the problems of "information explosion" and "information redundancy", which makes the search of effective information more difficult. In this case, how to make the push information better meet the needs of users has become a major problem faced by news clients. Therefore, personalized recommendation is the specialty of aggregation Class news client is very good in line with the needs of market development. According to the selection of the most important channels for news information users in China in 2017, the utilization rate of aggregated news app users accounted for 34.5%, which became the main way for news information users to obtain news information.

Development of Aggregation News Client

(1) RSS Origin Stage

The emergence of RSS Technology in 1990s can be regarded as the earliest prototype of aggregated news client. RSS is the abbreviation of really simple syndication, which is an aggregation format of website content. In essence, RSS is a way of information aggregation. Through RSS client, users can get favorite content from massive information according to their interests and put them in the page of personal subscription to form personalized reading. These selected contents are placed in a separate page, so that people can get real-time updated information from different pages without opening different pages. Sina.com is the most typical RSS Technology in China.

Although RSS technology is mainly used in the PC era, it can be regarded as the rudiment of aggregating news for the aggregation of different web content. Once promoted, RSS technology has been widely used and become the main way for users to receive information. However, due to RSS can not carry out intelligent information screening, resulting in the spread of a large number of vulgar information, at the same time, this technology can not jump the link, making the advertising profit model of the website in trouble. Based on the above two reasons, RSS has gradually withdrawn from the news market. At present, RSS is mainly used as a technology, not as the main application product form.

(2) Transitional Search Engine

The popularity of the World Wide Web makes the network information into geometric growth. In this case, Internet users need to rely on the guidance of others to query information, and the emergence of search engine can well meet the needs of people's information search. Search engines can be divided into web spider search engines and search engines based on artificial classification catalog. The way users receive information has changed greatly because of the emergence of search engines. The characteristics of mobile and fragmented information reception are more and more prominent. In addition, the development of various application software makes it possible to obtain information by using mobile media. At this time, people no longer use the way of inputting query content on the web page to obtain information, but use the search engine of application software to obtain information. Typical search engines are Baidu, Google, etc.

(3) Aggregate News Client Phase

With the development of social software such as WeChat and microblog, social function has become one of the main criteria for people to choose the way to obtain information. The search engine is an "island" development, which can not run across the client and can not obtain the information of social software. Therefore, the continuous development of search engine, from the simple search engine to the direction of combining with the community, emerged as the times require.

The socialization of content sharing is one of the main features of aggregated news client. Users can share the content they are interested in on the social software, which promotes the formation of social relations. In addition, the application of big data and algorithm technology reduces the time cost for people to obtain information, and the concise page adapts to people's habit of searching for information. These advantages make the aggregated news client become the main way to obtain information, such as the domestic TOPBuzz client.

Innovation of Operation Mode of Aggregated News Client

The Change of Media Industry: The Rise of Platform Media

In the Internet age, the new media which is increasingly updated has become the biggest obstacle to the development of traditional media. To a large extent, it has occupied the audience market of the traditional media. The loss of audience leads to the failure of the "secondary sale" mode, and the income has been "cliff

type" drop. Then comes the loss of discourse power and the decline of public opinion guidance ability. In this case, the traditional media is in urgent need Media transformation is needed.

In the current media development environment, the Internet has become its main framework. The technology-based aggregation news client has created a new media form, namely platform media. American Jonathan Glick put forward the word "platform media" for the first time in his article The rise of platform media on February 7, 2014, which has attracted great attention. The so-called "platform media" refers to both the professionalism of traditional media editors and the content digital entities. At the same time, it has the dual advantages of the professionalism of traditional media and the openness of the Internet platform. It does not regard content as its core competitiveness, but focuses on building a platform for gathering content. At the same time, it is not only a we media platform, in which there are various rules. Content producers and users should follow these rules to ensure the benign development of the platform. TOPBuzz is representative platform media.

As a platform media, "user first" has always been the service concept upheld by the headlines today. The great attention paid to user experience has promoted its constant pursuit of product form, release channel and information scale. In this process, a relatively mature platform based media industry chain has gradually formed. Such as TOPBuzz and other aggregated news clients can use algorithmic news recommendation to produce news according to users' needs, distribute news according to users' interests, and adjust timely according to users' behavior changes. News production has changed from the communicator centered to the audience centered, from one-way communication to circular communication, boosting the transformation of the whole news production mode.

Transformation of Communication Subject: Production Mode of PGC + UGC

In the traditional media, the audience only acts as the receiver. TOPBuzz break this specialized content production mode. Users can upload content independently. Traditional media and network media have the same right to publish information. The published content can be spread through the operation of algorithm recommendation. The main body of content production has changed from professional websites to users, and the institutionalized production has changed into "We Media" production. In the aggregated news client, the diversity of the communication subject makes the identity role of the communication subject further weakened, and the value point of information has become the main content of its attention.

In addition, the emergence of "headline number" further promotes the enthusiasm of users to release information. "Headlines" is committed to helping we media gain more attention in mobile clients, expand their influence and realize content realization. At the same time, TOPBuzz can also make use of this platform of user generated content to output more high-quality content and further enhance user stickiness.

The Change of User's Media: Usage and Satisfaction under Algorithm Recommendation

The Internet creates a "ubiquitous" information environment, improves the convenience of information

search, but also brings information redundancy, which makes a lot of junk information and vulgar information full of it, which aggravates the difficulty of effective information query. One of the advantages of today's headline client is to apply the algorithm technology to the information push mode. The algorithm recommendation technology uses big data to capture and analyze user data, and conducts personalized and intelligent news production and distribution according to user characteristics. In the process of automatically pushing information, for soft news, we can judge its information preference according to users' interests and daily network behavior, so as to achieve focus communication and accurate communication; for hard news, the page of TOPBuzz will be presented in real time, taking into account the public interest. On the one hand, it improves the efficiency of news production and news distribution, and on the other hand, it also improves the communication effect.

TOPBuzz and other aggregated news clients have changed the use of media by users in two aspects, one is the way users receive information, the other is the satisfaction of users with media. TOPBuzz news client relies on the Internet and big data to capture the data of users' reading habits and interest preferences. After calculation and analysis, the user profile is obtained. News is produced and distributed according to the characteristics of users to meet the personalized needs of users. In TOPBuzz client, personalized search, personalized subscription, personalized recommendation and personalized screening can be achieved according to user interests.

The Change of Communication Content: The Long Tail Effect under The Rich Content

Traditional news production is a kind of "popular" production mode. Due to the limitation of cost, technology and other factors, the traditional news production focuses on the needs of the majority of people. News organizations, starting from their own positioning and target audience, transmit the "news worthy" information to the audience. In this mode of operation, although it can ensure the publicity of news to the greatest extent and adhere to the standard of public interest, it is difficult to meet the multi-level needs of the audience, and some personalized needs have been ignored.

The aggregation news client completely breaks through this mode of production. Take TOPBuzz as an example, it does not have its own news editing team, but this does not affect the richness of the platform's content. On the contrary, the content scale and quantity of TOPBuzz formed by the way of copyright purchase and user's independent production of content are incomparable to those of traditional media. Today's headline mobile client has entertainment, science and technology, sports, international and other content, can well meet the needs of different users. In addition, the rich content is also reflected in the form of rich. In addition to the expression of text and pictures, today's headline client also transmits information in the form of video and live broadcast, in line with the current user's mobile and fragmented reading habits.

At the same time, with the convenience and low cost of the Internet, the aggregation news client gradually forms a platform topic initiation mechanism. For a hot event, the user can not only understand the development process of the event, but also obtain the information about the antecedents, consequences and details of the event, which brings about the long tail effect of the information.

The Change of Media Form: The Combination of Different Media Forms

In the era of traditional media, "content is king" is the foundation of media development, while aggregation news client takes technology as the basis of development, gives full play to the advantages of the platform, and takes the content of different media and different reporting forms as its own information source. It has not only the content of traditional media pictures and texts, but also the content of we media video, and groups the content of different media forms It not only maintains the professionalism and authority of traditional media, but also conforms to the current trend of "entertainment".

More than 70% of the content on today's headline clients comes from the media, while the rest comes from traditional media and various organizations. On the page of today's headline mobile app, there are not only research reports from traditional media to ensure the authority and seriousness of the content, but also the latest reports from network media to ensure the timeliness of news.

Reasons for Copyright Problems in Aggregated News Client

Machine Inspection Brings Hidden Danger

In the traditional news production, the gatekeeper is a professional within the media. The standard of the gatekeeper strictly follows the news value and takes the public interest as the most fundamental value pursuit. The gatekeeper standard is public and professional. In the operation process of aggregated news client, the gatekeeper has changed from a media worker to a machine, and the gatekeeper standard has also changed. Commerciality and personalization have become the main gatekeeper standards. In most cases, the information pushed is the "want" of people rather than the "need" of people.

In order to improve the efficiency of today's headline client, the robot gatekeeper mode is introduced in the process of running. However, due to the alienation of the gatekeeper standard, the model can not adapt to the development of the current news client. On December 29, 2017, due to the continuous dissemination of vulgar information and pornographic content by the headline news client today, which polluted the public's audio-visual, the management department of the state network information office conducted an interview rectification. Later, three groups of headlines in people's daily were kidnapped by algorithmic and failed to fulfill the duty of "gatekeeper" of media platform. The emergence of these problems makes the development of "machine check" mode controversial.

Weakening News Report and Weakening News Core

At present, most of the domestic aggregated news clients play the role of "aggregator", gathering all kinds of news information. At the same time, relying on technology and using big data to analyze users' interests, personalized recommendation is made, rather than using original content as the source of information release. Today's headline client directly takes "we do not do news, we are news porters" as a slogan. However, there is a lack of news report in such operation mode. It just concentrates and classifies all kinds of information, widens the scope of news and blurs the boundary between news and information. Some information is not

news, but TOPBuzz will also spread it as news. Behind the seemingly rich content, there is a neglect of the essence of news, which leads to the emergence of a large number of homogeneous content, which directly damages It damages the professionalism of news.

Today's headline news client does not have its own professional news team, so the professional news gathering, editing and distributing process does not exist in today's headline news client. Its operation mode is to aggregate the daily headlines. Take the recommended content of TOPBuzz on Saturday, April 13, 2019 as an example. The content comes from CCTV news, Xinhua client, global network and we media. There is no content reported in today's headlines. This is directly contrary to the nature of news.

"Information Cocoon Room" Exists in Algorithmic News Recommendation

TOPBuzz uses algorithmic recommendation technology to improve the communication effect, but at the same time, it also results in the simplification and homogenization of the information received by users, and strengthens the "information cocoon room". Professor sangstan put forward the concept of "information cocoon room" for the first time in the information Utopia: in the process of information dissemination, because the public's own needs are not all-round, the public only pay attention to the things they choose and their pleasant communication field, and over time, they place themselves in the cocoon like "cocoon room".

When using today's headline client, users can choose the content to browse according to their own interests, and the platform also recommends according to the user's preferences. Over time, what users see is only what they want to see and like to see, thus isolating diversified information. This way of receiving information intensifies the prejudice of individuals, especially in the group of "same opinion", which is prone to extreme behavior.

Rely on Information Aggregation, Lack of Original Content

As a "news Porter", TOPBuzz do not focus on original content, but gather all kinds of information. Therefore, since its establishment, TOPBuzz have faced the issue of copyright disputes. As more and more content spreads on today's headlines, copyright issues are becoming more and more serious. Since 2014, more than 10 media infringement cases have been encountered in the headlines today. Although Zhang Yiming, the founder of today's headlines, did not admit infringement at first, the national copyright administration made it clear that TOPBuzz published content and pictures directly rather than in the form of link skipping, which indeed infringed the copyright of the original creators. The most typical case is Tencent suing today's head. In this case, the court found that among 287 series of cases, TOPBuzz constituted infringement, which required compensation for Tencent's economic losses and reasonable expenses. Each case ranged from 810 yuan to 1980 yuan, totaling more than 27 yuan. TOPBuzz with technology first face the copyright problem like domino. Driven by one infringement lawsuit after another, it has become one of the urgent problems to be solved.

The Future Development of Content Copyright of Aggregated News Client

Increase the Proportion of Original Content and Create Core Competitiveness

As a new media platform, TOPBuzz have become the most significant symbol of technological success, which greatly highlights the underlying logic of the digital communication era—"connection is king". However, relying too much on the technology biased "connection logic" and neglecting the pursuit of high-quality content, it is easy to fall into the fiery mire of Weber's "technical rationality". At the same time, it is impossible to realize the innovation with brand-new significance only by relying on the "connection" logic. The humanistic care embodied in the perspective and depth of high-quality content can not be made up by technology, and only the humanity twinkles The high quality content of spirit is the source of innovation to promote social transformation and development.

Therefore, "content is king" is still the fundamental value of the development of new media. In order to maintain the long-term development of today's headlines, it is necessary to build a group of professional editorial teams, based on the current wave of media convergence, actively cooperate with traditional media, give full play to the resource advantages of traditional media and the platform advantages of today's headlines, so as to create both Internet thinking and news keeping The original content of connotation can enhance the core competitiveness of itself.

Form the "Machine + Manual" Gate Mode, Optimize the Machine Algorithm

The rapid development of the Internet has given users unprecedented initiative, "UGC" has become one of the main content production modes, which makes the content on the network have a substantial growth. At the same time, the development of endless technology makes pictures, video, audio and other forms emerge in endlessly. This has exacerbated the difficulty of checking. It is impossible to rely solely on manual work, and machine checking has become an inevitable choice. However, in today's headline client running process, the simple pursuit of traffic by the machine makes a large number of vulgar content. Therefore, in order to further optimize the gatekeeper mode, it is necessary to combine the machine with the manual, so that the gatekeeper standard can not only meet the personalized needs of users, but also meet the development requirements of news.

TOPBuzz is also actively exploring this aspect. On March 28, 2018, TOPBuzz officially launched the "spirit dog" anti vulgar app, which can directly detect the nature of the content on the platform. On May 7 of the same year, TOPBuzz invited scholars and media people from all walks of life to set up an expert group to jointly supervise the contents and services of the platform. As of 2018, more than 5000 people have been put into the headlines today for manual testing. These measures reduce the disadvantages of algorithm recommendation to a great extent. However, the model is still in the experimental stage and needs more exploration.

Explore New Operation Mode and Clarify Copyright Awareness

The personalized features of today's headline aggregation news client are well adapted to the development requirements of the Internet era, make up for the market gap of news customization, and are welcomed by users. However, there are also some drawbacks in the application of algorithmic recommendation technology, such as information cocoon room, the flooding of vulgar content, copyright disputes and so on.

In the face of these problems, on the one hand, headlines need to continue to optimize the current operation mode and strive to make it suitable for the development requirements of the news industry. On the other hand, it is also necessary to actively explore new development models to inject vitality into the development of the platform. For example, the aggregation news client can learn from the "sub answer" mode and introduce it into the news production mode, so as to give full play to the knowledge surplus in the Internet era and carry out specialized production for the users in need. More importantly, news, as a kind of knowledge content, enjoys intellectual copyright. In the process of development, any new media must follow this value bottom line, strengthen the study of laws and regulations, protect their own copyright, but also respect the copyright of others, so as to jointly promote the healthy development of the new media industry.

Conclusion

Through the introduction of the basic situation of the aggregation news client and its value and problems of the development of the news industry, it can be found that the aggregate news client adapts to the development of the current news industry, represents the development direction of the future information client, and has a good reference for the traditional media to solve the current survival dilemma.

But it must be realized that there are many problems in the process of running the aggregate news client based on technology, the most serious of which is the weakening of the news core and copyright dispute, which is directly related to the development of news content. Therefore, we must strengthen the original ability of aggregation news client, form a professional editing team, and further optimize the algorithm recommendation technology, so as to ensure its better development.

The continuous development of technology, the entry of commercial capital and the continuous updating of user needs will promote the continuous evolution of the communication information media. This is the requirement of social development. However, the connotation and professionalism of news will not change in any case, and the pursuit of news quality and responsibility will not change. This is the basic bottom line of the news industry.

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