

Thoughts on the Development of "Data News" in the Era of big Data

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Abstract: With "Robot Writing", "Drone" and "Google Glasses" it is widely used in news reports. The trend of news report defocusing and defocusing is becoming more and more obvious, "Data news" However, due to the current network environment, the professionalism of Data news has been questioned. Starting from the phenomenon, this paper discusses the problems existing in the development of data news.

Keywords: Big data; data news; normalization; Objectivity

1. The background of Data news

With the popularity of the Internet, the era of social networking has come. According to December 2017 Statistics Report on the Development of China's Internet network, as of 0.772 billion, the scale of Chinese netizens reached 55.8%, and the Internet penetration rate was 41st, the scale of mobile phone users reached 0.753 billion. In the Internet era, decentralization of communication has made everyone a media. However, massive information has made information screening difficult, to seize the "first landing point" of the report is particularly important. In 2012, the concept of big data was introduced to China, and the massive and fragmented information was effectively collated, and the utilization rate of information was improved. When we shop on Taobao and JD.com, the background will be pushed to the items we are interested in; using QQ music and e-cloud to listen to music, the background will be pushed to the songs we like to listen to; the same, when we browse the news with the mobile app, the news of interest will be pushed to our eyes. Big Data is a new news mode.--Data news, the guardian launched a data-based blog as early as 2009 to complete data support for its news reports. China's exploration of Data news began in January 2012, Netease first founded data news column in China--"Reading", opened the era of China's data news.

2. Definition of Data news

The definition of data news can be broadly understood from three perspectives:

1) take the presentation of news as the starting point. Dutch journalist van aith believes that the production of data news can present news reports in a completely different form, allowing journalists and readers to look at problems from a new perspective.

2) taking the production process of news as the starting point, the data news is captured, filtered and visualized, and finally the news is synthesized. German journalist milko laurenz regards data news as a process of continuously extracting information. Through the screening of information, complex information can be transformed into easy-to-understand stories, and data can be transformed into meaningful information, in order to improve the utilization rate of information.

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3) starting from the development of the news industry, Tim Berners Lee, the father of the Internet, believes that the future belongs to data news, the demand of the times for journalists is to become a "Data Link", where former journalists can get information by chatting with people in bars or cafes, but future journalists will use tools to analyze and delve into data. At the same time, reporters also follow the principle of objectivity, restore the truth with data, show the overall situation, so that the audience understand what the country has changed. In a narrow sense, data news refers to the formation process of data news report, it is through a variety of technologies for data capture, statistical processing and analysis, make the data finally show News Report in visual form. David mccandelees, author of the beauty of information, believes that the importance of data is reflected in our ability to collect and analyze data, and we can figure out its model, structure and reveal its future development trend, not the massive data. Broadly, "Data News" refers to a major direction of journalism development in the context of big data, which is a new field.

In addition, we should also analyze the relationship between data news and computer-aided news reporting, accurate news reporting, data visualization and data news, computer-aided news reporting is an earlier concept, followed by precise news reporting, data visualization and data news. Computer-aided news reporting is a way to collect and process information by computer. Precise news report refers to the use of social science research methods to investigate and collect information, confirm the facts and report the news. Data visualization is a word that covers more areas than data news. It is the technology, design and programming of data visualization in various fields included in the database. Computer-aided news reporting is more inclined to an auxiliary way. Accurate news reporting and data news can only be realized by such an auxiliary way. Data news is actually a further extension of precise news. The data used by precise news is mainly used to support views and arguments. Practitioners should not only stand in a professional perspective, but also consider the audience's sense

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3. Analysis of the Development of Data news

3.1 Data news and traditional news

With the development of the Internet, the news has changed from black and white to the form of multimedia integration. The spread of information market has changed the news market from being sender-centered to being recipient-centered. The traditional news writing method "inverted pyramid" structure is transformed into the double pyramid theory structure of data news. First of all, the data is edited, cleaned up, scenarios, and integrated into the four top-down inverted pyramid order, forming a positive pyramid structure. Data news is conducive to the formation of a deep and infectious report for the sender; for the audience, it can be read by the audience, and the reader can choose the content of interest according to his own needs.

3.2 Objectivity and standardization of data news

Data news on data of authenticity have very high requirements although government, enterprise and media are built with large of database but due to data of selective public media difficult to get comprehensive of data information, lead to data reported view of don't objective, not justice have May will cause news false. In addition, some the company enterprise for interests problem deliberately spread false news once these false news was grab formation news reports audience very easy by false data of misleading. And data is to after check people of subjective select to into audience of vision when check people the reported grasp not or with objective screening reports of content, in order to achieve its spread objective and caused by data of omission on the part of the also will lead to data of objectivity by interference. Independent reporter Adam in western Brooke think: Data news is future journalism development of trend data news make news of nature Regression, it shoulder mining public to deal with, verify, sort out the information and share to audience of task if more of reporter this do so public will become more civilization and have see. The above phenomenon make we have to think about data information of effective supervision and improve audience of media

"with literacy ability to resolution data of true and false.

Same to data news of normative also worth we explore the data the main body of the status, authenticity, and interactive are need to guidance. Data news of Development let we realize that data in reports should be accounted for the main body status and data of source, source need to detailed of check and due to audience of main body status prominent, data news of reported also should be have certain of interactive. Specification data not said support data of source single data of diversification in order to let we jump out of the institutionalization of thought form their own of media "with literacy.

4. Data news development of problem and the practitioners of requirements

4.1 News false when happen

Because Internet Shanghai, of the data full in people of around number According to redundant influence the media of judgment on Media Collection, screening, processing information of ability put forward the Great of challenges once by false data of influence will cause news false of situation. The most effective of method is to improve their own of media literacy improve the data processing ability and multi-channel of get data strict checking on the news data strive to reduction fact the truth.

4.2 News production external don't prominent

If you want to do a good job in data news, you need to expand the producer to the whole society, actively communicate with the audience, guide the audience to participate actively, and externalize the production of news, use the power of the masses to inject vitality into the data news.

4.3 Limited degree of data visualization

The visual data focuses on "What happened" without telling the audience "why it happened ". The visual expression is limited, and the depth report is limited in this respect. It is also difficult to interpret the complex relationship. Therefore, on the basis of data visualization, we should also consider the audience and expand the depth of the report.

4.4 Outreach open data campaign

Due to the selective provision of data, the report is often incomplete or untrue. It is obvious how important the authenticity of the data is, but it is not the abuse of data. There is no boundary for data, but there is boundary for news reports.

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