The effective Independent Media

Since the world is changing rapidly nowadays, lots of positive factors including the improving technology, the accelerating pace of life and the increasing requirement of abundant information, all contributed to the appearance of a brand new form of media: independent media.

As we know, independent media refers to a medium that spreads information from public without the influence of government and corporate interests. Because of the pattern of independent media which works like editing and publishing news by countless ordinary people every second and being read and commented by others at the same time regardless how potty the news is while corporate media works like only publishing important or attractive news by restricted amount of organization and being read by the public, it basically has three advantages compared to corporate media.

Firstly, as the source of news, independent media plays a role of everywhere-covered news discoverer and quick reporter. According to the survey of Facebook, more than 2 billion people use independent media everyday all over the world. Thanks for the tremendous number of the users and the role of reporter that everyone can play in independent media, the definition of news changed for it. No matter how small a thing is, it could always be published in independent media. It makes everyone be able to have a voice in public and receive much more attention in the modern society, which is a positive effect that media can bring to us. Besides, it has another incomparable advantage that is the outstanding speed and reach of each news it creates and delivers. Normally, when there's an emergency happening in the society, the public could immediately send the news through independent media personally while the corporate media need to examine the news' political correctness and reliability and arrange the resource to publish it, which makes independent media can usually publish news earlier than corporate media. For example, the users of blog can edit and publish a news to the public in less than a minute, and the public can immediately and constantly comment and forward from then on. In contrast, corporate media averagely takes more than 10 minutes to publish an emergency and more than 1 hour to publish a normal news.

Secondly, in the process of spreading news, independent media is much more influential. Admittedly, the corporate media has an advantage that it can produce and analyze news more authoritatively and professionally because there're strict laws to guarantee its facticity and there're experts and professional system of organizations which have run for decades to explore and edit news. However, these are just for the first-hand information. By right of the fast spreading information and highly optional content of Independent media, it is much better at operating second hand information. Owing to every community in independent media was over subdivided and owns its proprietary topics and interests, independent media has a much clearer segment of the match of news' publisher and reader. According to the survey of Sina, more than 20 thousand corporate medias have the authenticated identity of blog or other kinds of official accounts currently, which publish first hand news on the platform of independent media. Therefore, As soon as the news is published, comments on it will come in great number and then the consensus pressure will reach its greatest effect: unifying everyone's explicit opinion in the community and express them in the public. In that case, people from all stratums in the society especially the manager of each community could hear people's voice and be supervised by each other, which potentially contributes to the democratic and impartial society. Besides, due to the advent of group chat of independent media, it changes the way of communication and brings convenience to each party such as family, class, company and so on. For example, as a Chinese student, almost everyone in our school uses WeChat every day. In this case, group chat in WeChat became one of the official ways to have meetings and announce notifications. Compared with other ways, it not only saves time of getting everyone together and presenting ideas one by one, but gives everyone a chance to engage in the group's task equally without the limitation of time and place. In addition, this kind of communication also broadens our social circle. For instance, the parents of students in our class could communicate news in school or share their thoughts easily in the parents' group chat in WeChat who could not get to know each other without the help of WeChat.

Thirdly, as the result of the use of independent media, everyone produces a gigantic number of digital information on the internet which can be used widely and effectively. In the view of big data, quantitative change leads to qualitative change. From the using of independent media, each person's basic characters could be recorded and analyzed according to the big data for the sake of making the media more efficient by somehow filtering the suited news to him automatically, which can not only save time but also reduce the cost of media's operating. Besides, according to Big Data, people click "like" or write comments over 3 billion times every day on Facebook, publish more than 400 million blogs on Twitter. Consequently, the big data from the independent media itself is a precious resource which can be used to study human's mind and social principle etc. moreover, it could be a feedback to promote media persistently.

In a nutshell, as a new form of media which represents the voice of public, independent media has not only the responsibility but the ability to contribute to a harmonious society and a bright future of human's networking as well as the way of communication. Let's look forward to the great development of independent media and the incredible effect it will bring in the near future.

By Wenxuan Liu
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