

# 2020 NEW MEDIA ACADEMIC MAP IN MAINLAND CHINA

*XUE Yu 56511009, HE Jinfei 56409617, GU Xiayan 56322051, PENG Yuantao 56510098*

*COM5506 Soc Network Anal for Communication(2021B) - Prof. SHEN*  
*City University of Hong Kong*

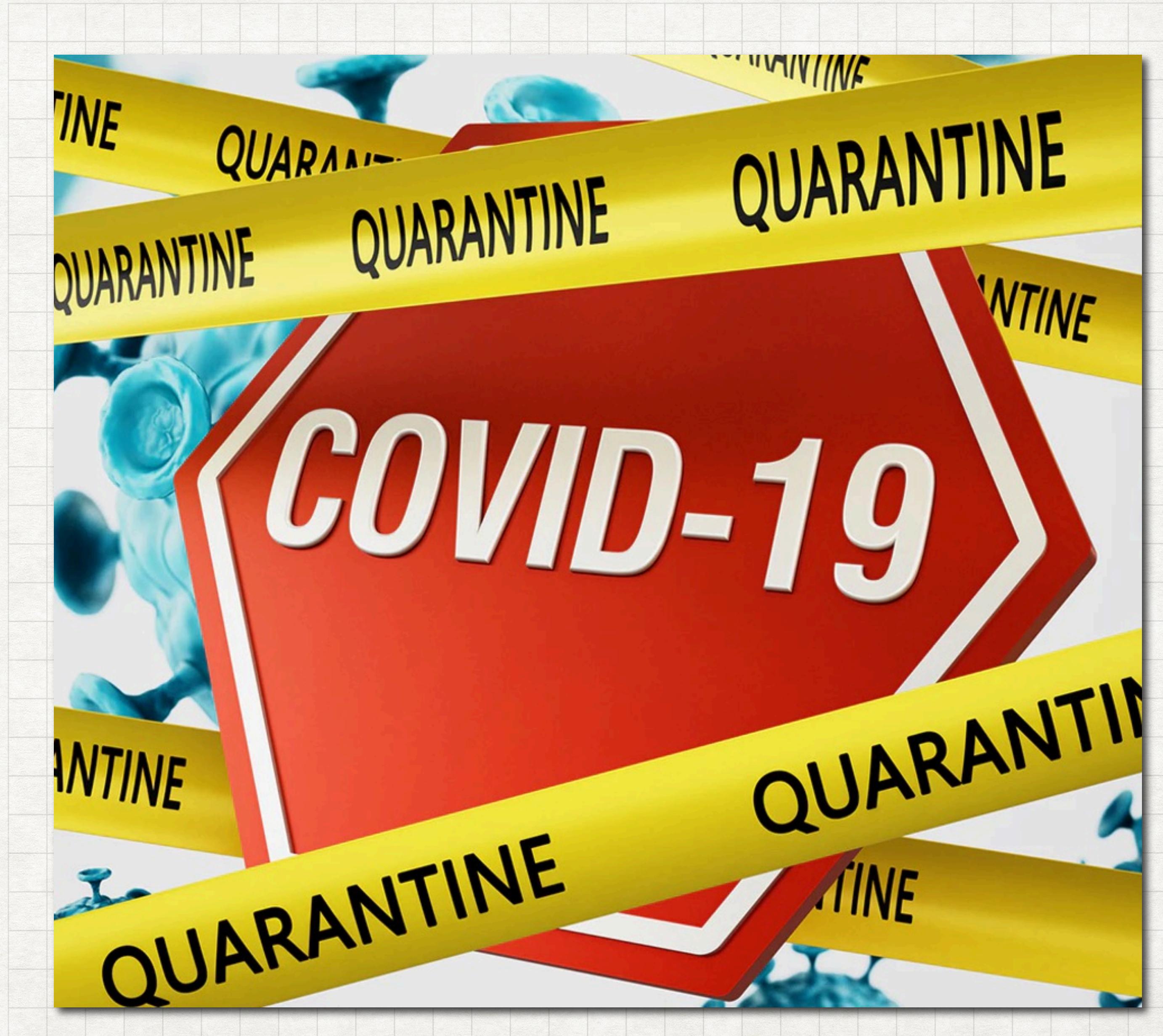


## BACKGROUND & GOALS

- ❖ The new media plays a more special role under the impact of global coronavirus disease

to express the evolution of new media from the perspective of academy

an "academic map"



# MINING & THE RAW DATA

## PART 2

❖ Source: CNKI Overseas ( )

❖ Search Parameters: "Subject" and "Keyword": "新媒体"; included in CSSCI and/ or A Guide to the Core Journal of China; funded by the National Social Science Fund of China

303 Papers, Over 1000 Keywords (nodes)

The screenshot shows the CNKI Advanced Search interface. The search parameters are set as follows:

- Classification: Subject - 新媒体
- AND V
- Keyword - 新媒体
- Journal Title -
- Information
- Online First
- Enhanced Publishing
- Fund Literature
- Cross-Language Search
- Synonym Search
- Dates: Publication Year - 2020 -- 2020
- Date Of Update - All V

Search Criteria for Raw Data (Partial)

The screenshot shows a raw data entry from a file named "RAW Data\_SNAGroupProject.txt". The data is structured as follows:

RT Journal Article  
SR 1  
A1 周耀宏;  
AD 许昌学院法学院;  
T1 新媒体场域中党的创新理论传播的路径优化  
JF 中共福建省委党校(福建行政学院)学报  
YR 2020  
IS 06  
OP 56-62  
K1 新媒体;党的创新理论;主流意识形态

AB 新媒体的多样性、即时性、超时空性、展示方式的灵活性为党的创新理论在人民群众中的传播提供了难得的机遇,新媒体的信息发散性、主客体的多元性"、去中心化""无国界性"等特点也给党的创新理论传播带来严峻的挑战。党的创新理论在新媒体场域中还存在着传播的话语凝练不够深刻、传播的方式手段不够优化、传播的运行机制不够完善等问题。文章认为,应推进媒体融合以打造立体传播体系、丰富媒介形式以拓展传播渠道、科学设置议题以构建网络话语体系、加强队伍建设以提高传播主体素养、增强媒体监管以创造网络清朗空间、关注群众关切以完善传播反馈机制,有效优化新媒体场域中党的创新理论传播的路径选择。  
SN 2096-8132  
CN 35-1338/C  
LA 中文;  
DS CNKI

Sample of Raw Data

# DATA PROCESSING

## PART 2

- ✿ Pandas based on Python Language
- ✿ Capturing the Content Follow the "keywords"
- ✿ "Synonym Substitution"
- ✿ Generate the Edges

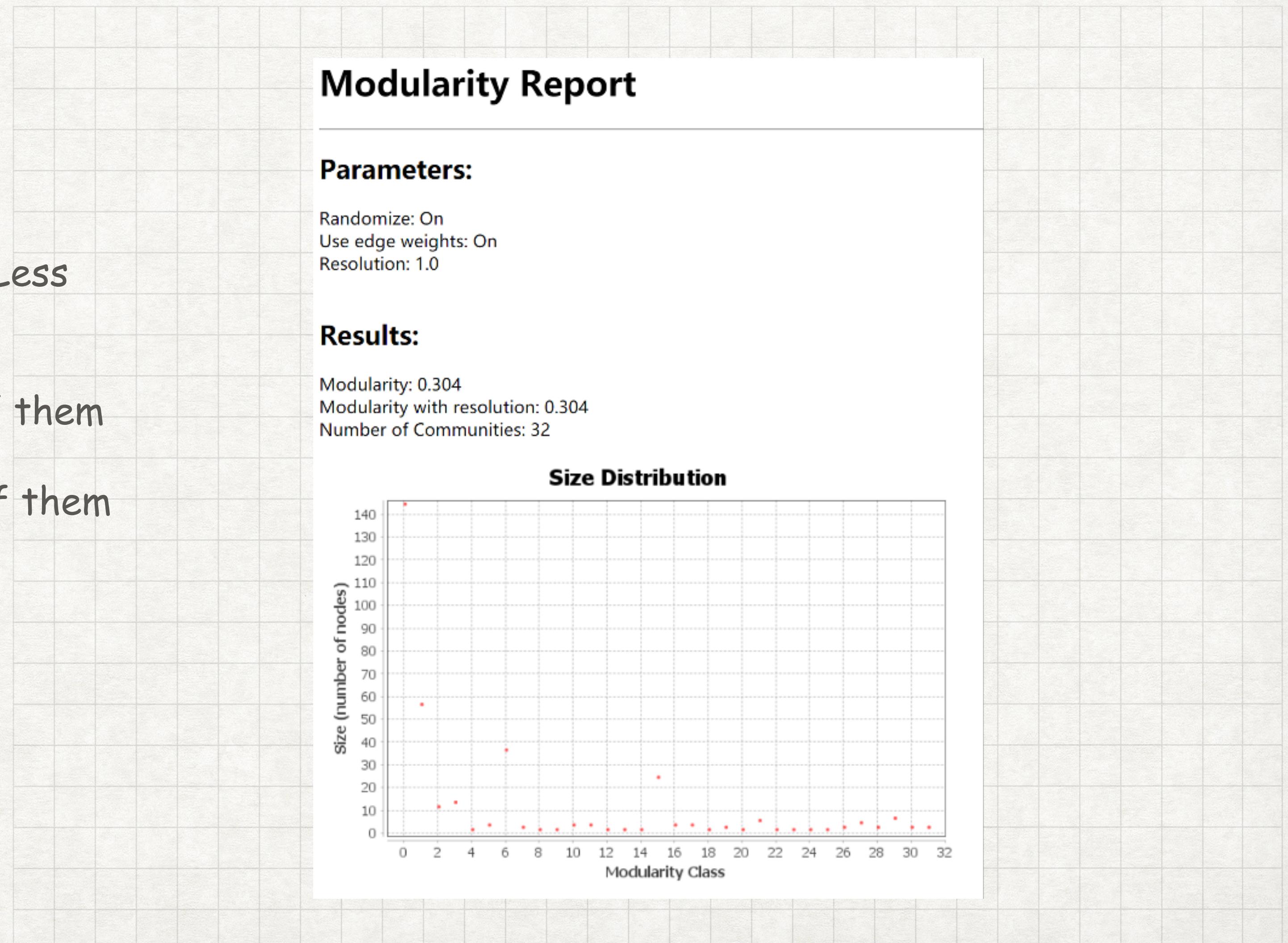
新媒体	创新	意识形态	中国共产党
新媒体	直播		
新媒体	短视频	传统文化	纪录片
新媒体	高校研究	图书宣传	
高校研究	教育	新媒体	
新媒体	意识形态	传播策略	
媒介化	农村研究	新媒体	赋能
新媒体	公共文化		
新媒体	影响力	传统媒体	
政治传播	另类	新媒体	
时尚	新媒体	信息技术	
直播	编辑	营销	新媒体
大学生	意识形态	新媒体	
新媒体	高校研究	意识形态	话语权
游戏理论	新媒体	图书宣传	
新媒体	短视频	深度伪造	信任危机

Search Criteria for Raw Data (Partial)

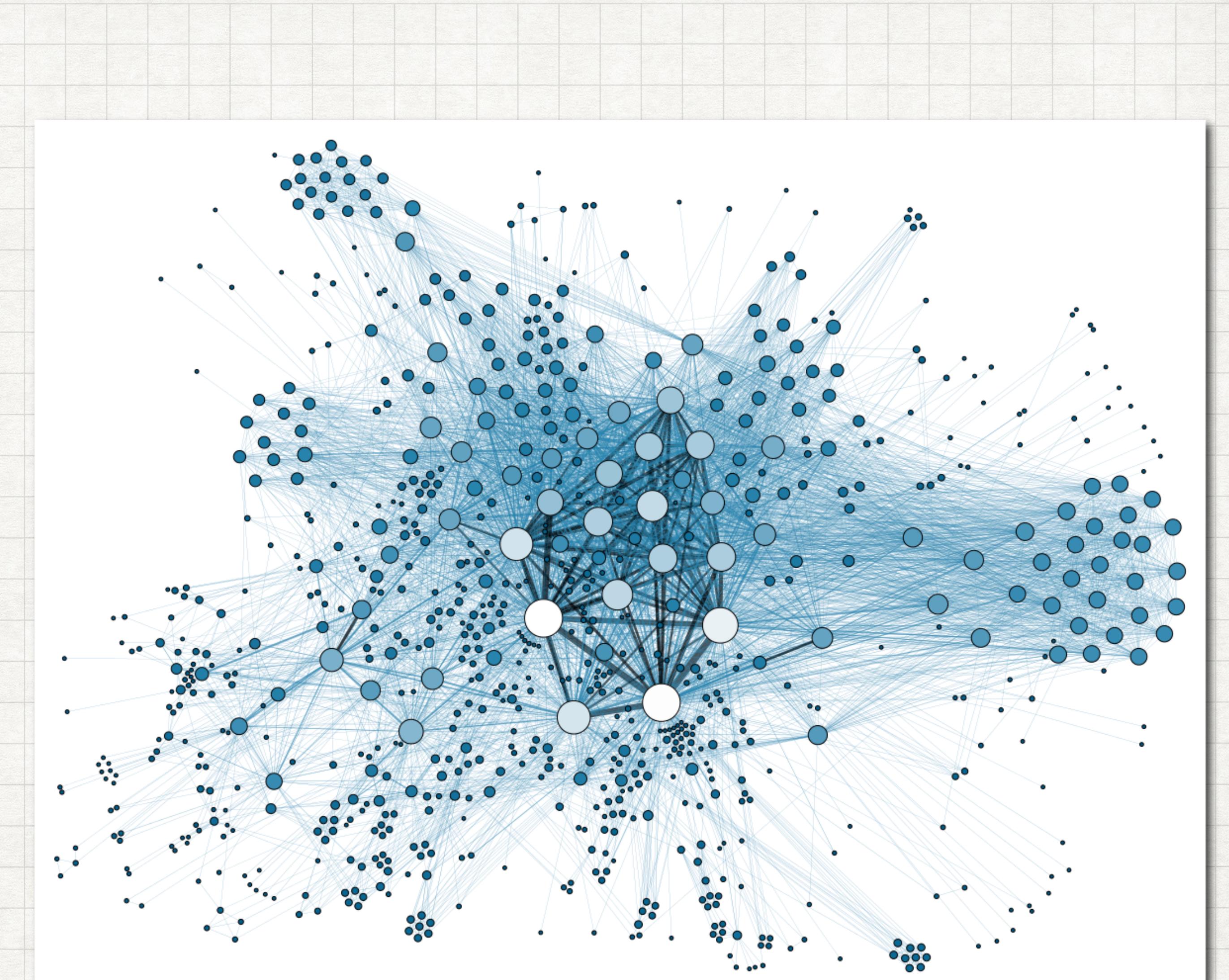
# DATA PROCESSING

## PART 2

- ✿ Filtering Out the Nodes Whose Degree is Less than 4
- ✿ Keeping 49.46% nodes visible among 183 of them
- ✿ Keeping 64.68% edges visible among 793 of them
- ✿ Force Atlas layout to adjust the image

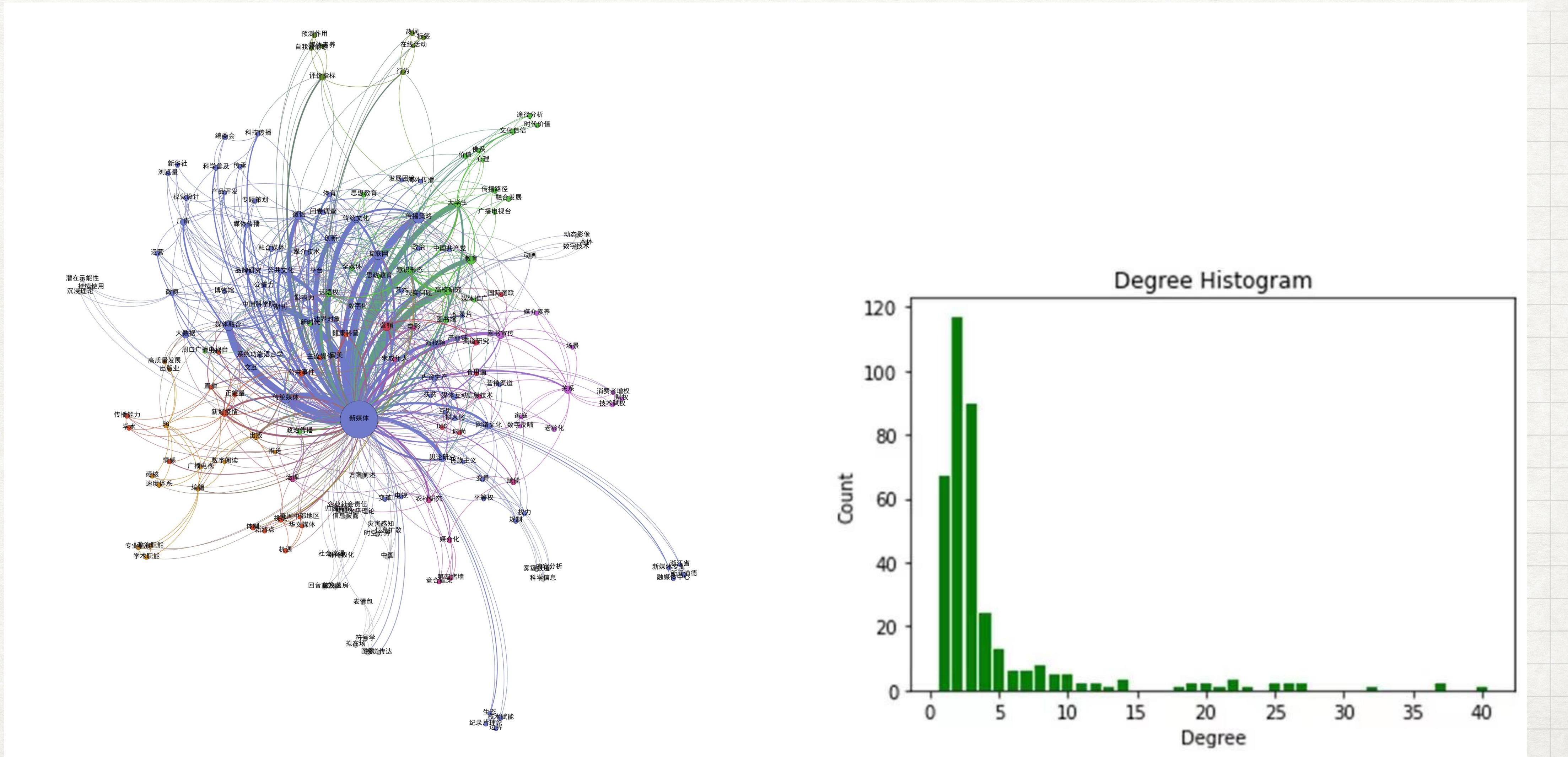


# PART 3 RESULT & ANALYSIS



# RESULT & ANALYSIS

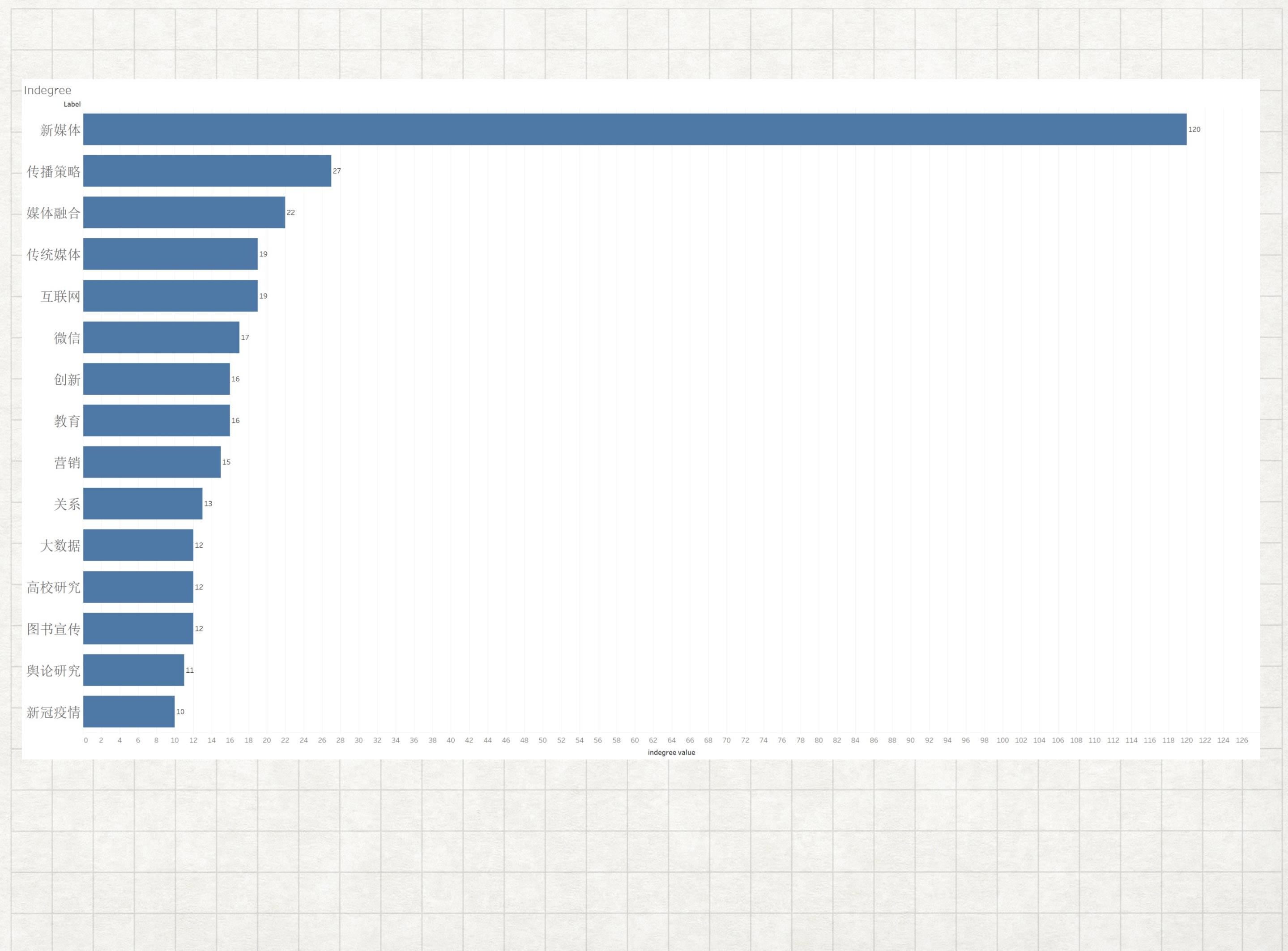
# PART 3



# RESULT & ANALYSIS

## PART 3

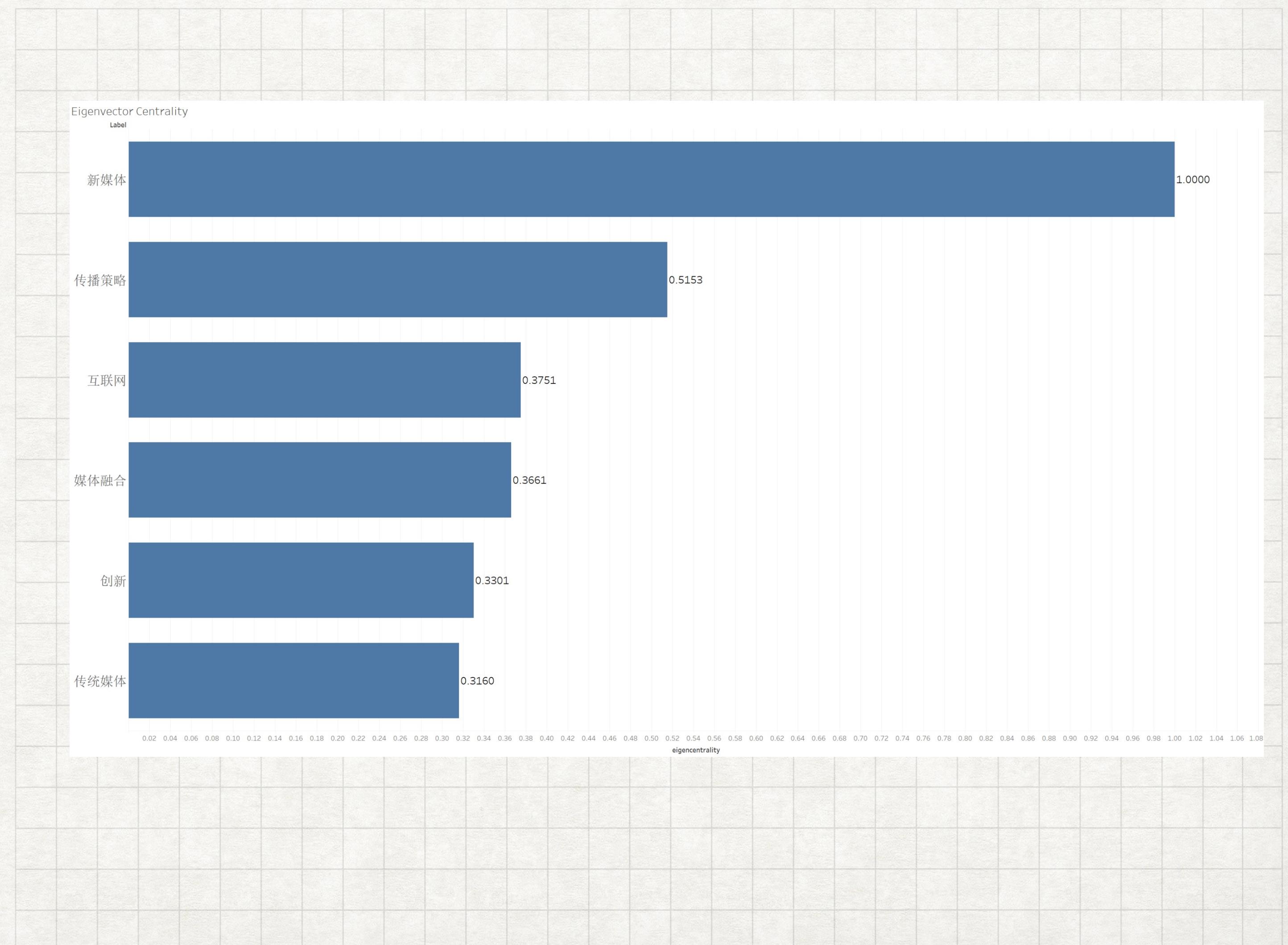
- ✿ Top 6 nodes with highest indegree value: 'new media', 'communication strategy', 'medium convergence', 'traditional media', 'Internet', 'WeChat'
- ✿ These five keywords (except 'new media') are the most popular fields based on indegree value
- ✿ These five keywords (except 'new media') all belong to majors of communication and medium,



# RESULT & ANALYSIS

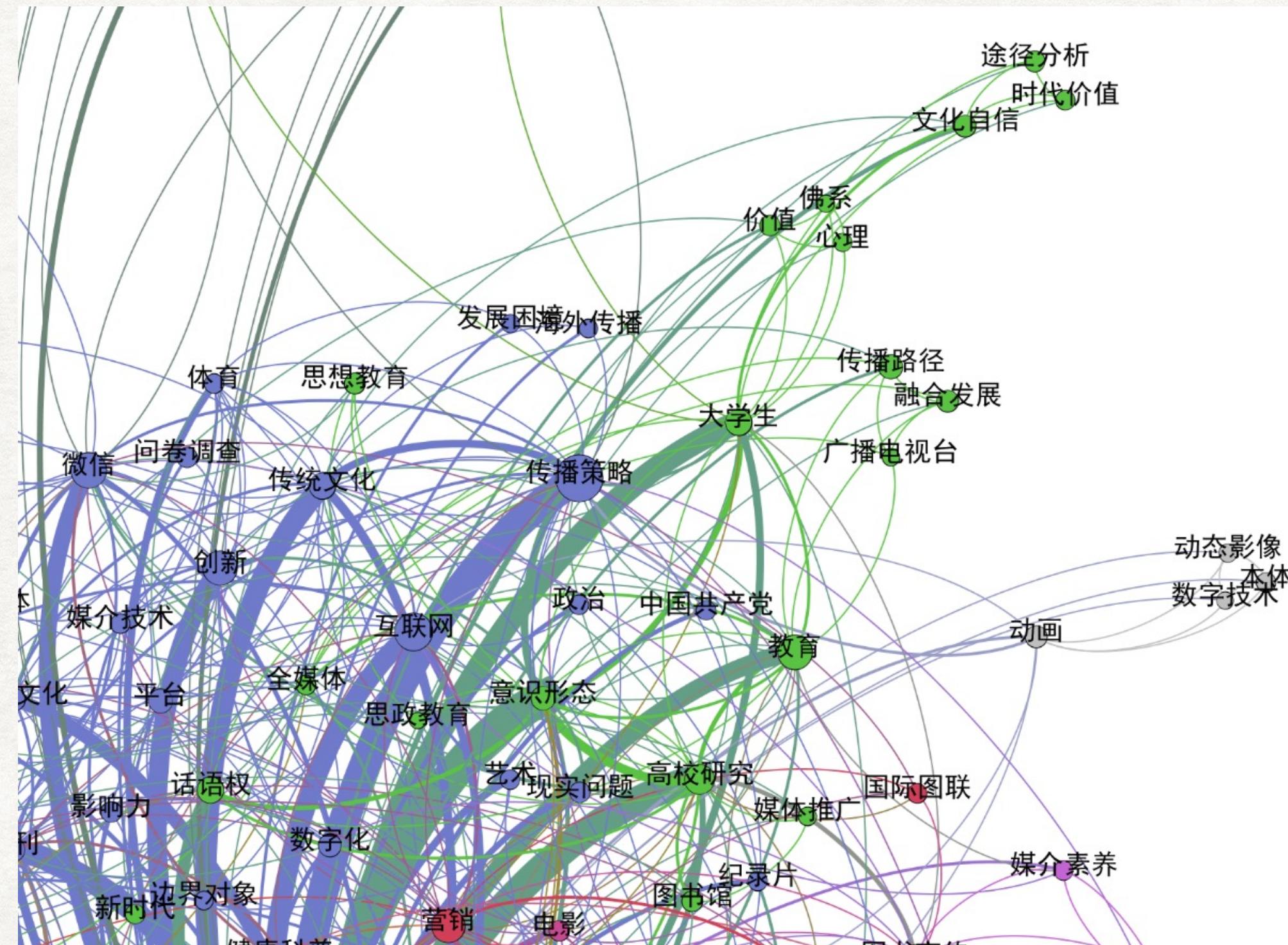
## PART 3

- ❖ 'Convergence', 'transformation of traditional media' and 'innovation' play vital roles in the academic area of new media due to the highest eigenvector centrality value
- ❖ Traditional industries like traditional media are innovating or transforming due to the technology like '5G network', "Internet +", 'big data'
- ❖ All of these have accelerated the development and innovation of new media in China



# RESULT & ANALYSIS

## PART 3



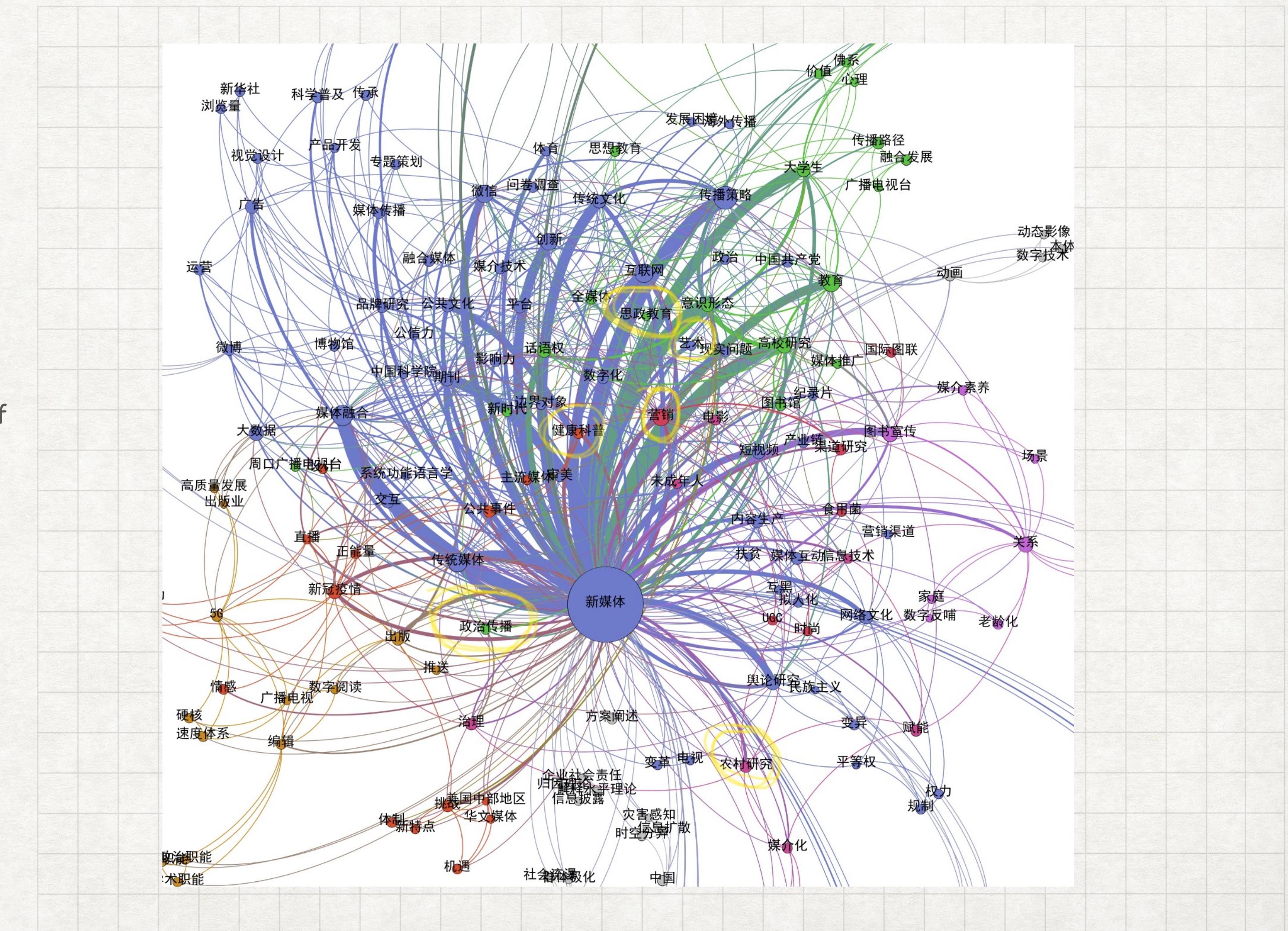
Node	closeness centrality	betweenness centrality	eigen centrality
营销	0.490826	0.008433	0.292608
教育	0.493088	0.011439	0.283674
图书宣传	0.488584	0.003219	0.257447
舆论研究	0.496904	0.008724	0.248062
高校研究	0.501563	0.00799	0.245548
广告	0.335073	0.002597	0.230778
关系	0.483434	0.012357	0.229756
新冠疫情	0.49537	0.008959	0.22632
评价指标	0.33368	0.007356	0.22448
内容生产	0.485628	0.002647	0.223914
话语权	0.487842	0.005194	0.208923
公共事件	0.488584	0.001258	0.205495
大数据	0.484894	0.006322	0.20531
数字化	0.484894	0.004523	0.196333
媒体互动	0.484894	0.001909	0.193824
大学生	0.5	0.013985	0.191137
期刊	0.516077	0.007318	0.189794
意识形态	0.503135	0.00701	0.189706
治理	0.488584	0.002445	0.189633

- According to the high eigen centrality and closeness centrality 'education', 'high education research', 'journals', 'ideological and political education' and 'College students' play important roles in the academic research of new media.
- In the new era, the power of new media can accelerate the improvement and innovation of education, and help to break through the old mode

# RESULT & ANALYSIS

PART 3

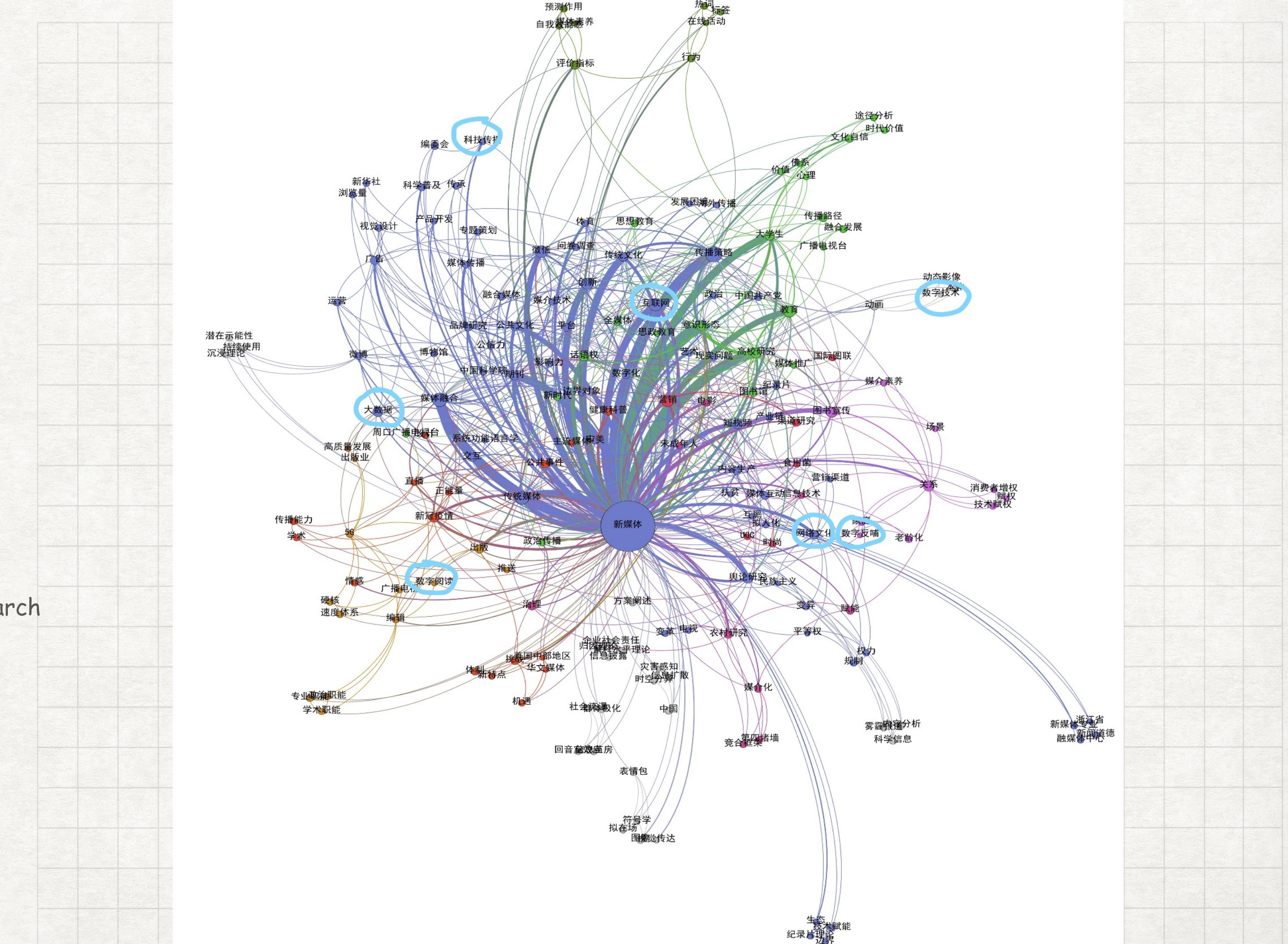
- ❖ Based on network, it can be seen that the topic of new media academic research is diversified, which covers the field of art, business, natural science, political science, humanities and so on.
  - ❖ There were many interdisciplinary research in academic research of new media in 2020
  - ❖ May generate more innovative disciplines and derive new theories, models or even new theoretical frameworks in interdisciplinary research



# RESULT & ANALYSIS

## PART 3

- In the keyword network, it is obvious that topics like 'big data', 'internet', 'digitalization', and 'information technology' appear many times
- Although many of them are now on the edge of the network, they appear very frequently
- May indicate the importance of data technology in academic research of new media



# APPENDIX

```
1. #coding=utf-8
2. import pandas as pd
3. data_dirt_list=open("/Users/xidyugavin/Library/
Mobile Documents/com~apple~CloudDocs/G's/
Prostgraduate in CityU_HK/Sememter B/
COM5506 Social Network Analysis for Communication/
COM5506_Coding&
Data/GroupProject DATA/RAW Data_SNAGroupProject.txt")
4. lines=data_dirt_list.readlines()
5. keywords=[]
6. for i in lines:
7.     if "K1" in i:
8.         K1_list=i.strip('K1')
9.         K1_list=K1_list.strip('\n')
10.        K1_list=K1_list.strip()
11.        K1_list=K1_list.split(';')
12.        keywords.append(K1_list)
13. print(keywords)
14. print(len(keywords))
15. p_k=pd.DataFrame(data=keywords)
16. p_k.to_csv("/Users/gavin/Library/Mobile Documents/
com~apple~CloudDocs/G's/Prostgraduate in CityU_HK/
Sememter B/
COM5506 Social Network Analysis for Communication/
COM5506_Coding& Data/GroupProject/DATA/
k_p.csv",encoding='utf-8')
```



1. Chen, C., Hu, Z., Liu, S., & Tseng, H. (2012). Emerging trends in regenerative medicine: Ascientometric analysis in CiteSpace. *Expert Opinion on Biological Therapy*, 12(5), 593–608.
2. Henry Jenkins. Integrating Culture -- The Conflict Zone between New Media and Old Media [M]. Beijing: The Commercial Press, 2012.10.
3. Liu X, Xie X, Li K. Fast tracking the population of key tags in large-scale anonymous RFID systems. *IEEE/ACM Trans Netw.* 2016; 25:1-14.
4. Yu Guoming. Future development trend and action road map in the field of communication [J]. *Northern Media Research*, 2018 (03): 4-7.