**Using the Internet and new media to spread philosophy and social sciences**

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The prosperity and development of philosophy and social sciences is an inevitable requirement for building a socialist cultural power and maintaining the ideological security of our country. At present, the rapid development of new Internet media has brought new topics and challenges to the dissemination of research results in philosophy and social sciences. To implement the spirit of Comrade Xi Jinping’s important speech at the National Conference on Propaganda and Ideological Work, an important aspect for philosophy and social science workers is to use the Internet new media to disseminate the research results of philosophy and social sciences and continuously consolidate and expand mainstream ideological and public opinion.

**The development of new online media is in the ascendant**

In today's era, the Internet is profoundly influencing and changing people's production and living styles, ways of thinking and ideas; it is constantly breaking through the limitations of traditional media, facilitating information exchange, broadening people's horizons, liberating human thinking and enhancing innovation capabilities. By the end of 2012, the number of Internet users in the world was about 2.5 billion. As of now, there are more than 600 million Internet users in my country, more than 500 million mobile Internet users, and more than 300 million Weibo users. At present, many people, especially young people, like to go online anytime and anywhere to receive and transmit information from the Internet. Going online has become a new way for people to study, work and entertain. The online world is called the "fourth growth environment" on par with real environments such as family, school, and society. Online life has become the "second life" of many Internet users. Internet culture has penetrated into every aspect of people's daily life. New Internet media have sprung up like mushrooms after rain, and are having a profound impact on society.

The new media on the Internet can be said to be a "jack of all trades" and a "master of all trades" in the media. Through the new media on the Internet, people can read newspapers and books, browse magazines, watch movies and TV, chat, shop, and engage in social activities. It can be said to be all-encompassing and "catch everything in one net". Compared with traditional media, the new media on the Internet has many advantages. First, it realizes the integration of human communication modes. Network communication includes self-communication, interpersonal communication, organizational communication and mass communication, etc. It can be "point-to-point", "point-to-face" and "face-to-face". Second, the communication forms are diverse and constantly innovating. Multimedia effects such as text, graphics, sound, and touch can be achieved through the Internet. E-mail, e-books, forums, videos, instant messaging tools, blogs, Weibo, WeChat and other communication methods are emerging in an endless stream. Third, the information storage is massive and the communication efficiency is very high. The widespread use of storage technology, network broadband, and especially cloud computing technology has enabled massive storage, faster data processing and efficient communication. Fourth, real-time and interactivity are achieved. The electronic network information platform has the characteristics of simple operation, convenient editing, and fast publishing. It can be transmitted in real time and can interact with the audience instantly.

**The dissemination of philosophy and social sciences is shifting towards new online media**

Whether in my country or abroad, traditional research results in philosophy and social sciences are mainly in the form of papers, which determines that their publication form is mainly journals. In addition, academic and theoretical editions of newspapers, cultural and academic documentaries and special programs on television, etc., are also platforms for the dissemination and diffusion of research results in philosophy and social sciences. However, in the tide of network informatization, the dissemination of research results in philosophy and social sciences has undergone profound changes.

Media dynamics in developed Western countries show that the dissemination of world philosophy and social science research results has shifted to new online media. At present, the trend of networking and digitization of Western philosophy and social science journals is very obvious. Taking digital publishing as an example, the United Kingdom is the most developed country in the digital publishing industry in Europe. In 2012, the sales and exports of the publishing industry reached 5 billion pounds, of which the sales of paper books decreased by 2% compared with the previous year, while the sales of online e-books increased by about 50%. At present, 99% of STM (science, technology and medicine) journals and 95% of AHSS (arts, humanities and social sciences) journals in the United Kingdom have achieved online access. Although the world-famous journal Encyclopedia Britannica has abundant resources and a 200-year history and enjoys a reputation as an industry leader, the print version quickly fell into sales stagnation when faced with the impact of the online version of Encyclopedia Britannica, which only costs $70. In April 2009, the Christian Science Monitor in the United States stopped publishing its paper version and switched to an online version. In August of the same year, Reader's Digest, once known as the magazine with the largest circulation in the United States, announced that it had filed for bankruptcy protection. In 2012, Germany's Frankfurter Tribune and Deutsche Financial Times successively declared bankruptcy and ceased publication. Not only that, even television media, which are also electronic media, have occupied the Internet position. For example, the British veteran broadcasting company BBC entered the Internet as early as 1994. At present, the BBC website has developed into the third "channel" after television and radio, and is one of the most popular websites in the UK.

At the same time, the main battlefield of the struggle in the field of ideology is also shifting to the new media of the Internet. At present, the Internet is increasingly becoming the source of public opinion, the distribution center of information dissemination, and the main battlefield of ideological confrontation. It can be called the "biggest variable" in people's social life. First of all, it should be affirmed that the Internet platform has released a lot of positive energy, such as mutual assistance in sudden disasters, generous donations in public welfare actions, benign interactions in online political inquiries, and relentless pursuit in anti-corruption on Weibo. At the same time, we must also face up to various chaos in cyberspace, such as "water army" and "pushers" creating topics, hackers and viruses are pervasive, false information is rampant, various illegal acts are repeatedly banned, and the more anti-mainstream, anti-authoritarian, and anti-traditional voices can win applause, while rational, just, and positive voices are often excluded and squeezed, etc. These negative effects released by the Internet have become an unbearable "pain" in today's society.

Faced with the new situation where the dissemination of research results in philosophy and social sciences is shifting to new online media and the main battlefield of ideological struggle is shifting to new online media, if we do not respond promptly, it is possible that the gap in discourse power between my country and Western countries in the field of international communication will be further widened. The reason is that, first, the amount of information on the Internet is not equal between China and the West. According to statistics, English information currently accounts for about 90% of the Internet, and Chinese information is less than 1%. Chinese online media lags behind Western developed countries in terms of domain name quantity, website information volume, user activity and other indicators. Moreover, the Internet has a strong "Matthew effect". The more audiences and the greater the number of clicks, the faster the growth rate of its "fans"; while the relatively weak party, the limited information dissemination is like a glass of water poured into the sea, disappearing without a trace in an instant. Second, Western media has a long history, rich experience and strong strength. Western traditional media has a history of hundreds of years since the bourgeois revolution era, and has accumulated rich experience in media operation, media manipulation, and agenda setting. Today, Western media has transferred its inherent language advantages, influence advantages, and agenda setting capabilities to the Internet, and promoted its so-called "universal values" through the Internet, and its influence cannot be underestimated. For example, the so-called "Arab Spring" that has occurred in some Arab countries in North Africa and West Asia since 2010 is a typical event in which Western countries use modern communication technology, especially online social media, to interfere in the internal affairs of other countries and promote the Western political model.

**Actively adapt to the new situation and make good use of new network media**

Faced with the new situation, my country's philosophy and social science workers and relevant state departments must have the political awareness and sense of responsibility of "having the responsibility to guard the territory, being accountable to guard the territory, and fulfilling the responsibility to guard the territory", actively adapt to new changes, be good at using new media, and leverage the new media on the Internet to disseminate the research results of philosophy and social sciences.

We must truly change our mindset and fully recognize the significant role of new Internet media in the development of philosophy and social sciences. At present, some philosophy and social science workers have not fully realized the tremendous energy and important value of new Internet media. Some experts and scholars also believe that the Internet is a grassroots media, and that the results of philosophy and social sciences are only suitable to be published by serious media such as newspapers and magazines, so they are not active in using new Internet media to publish their results. Undoubtedly, most philosophy and social science workers take "making a statement" as their value orientation, but "making a statement" is not self-admiration, but to have more "knowing friends" and audiences, so as to transform their research results into social productivity. To achieve this, we must use new Internet media. Someone has made a vivid analogy that having 100,000 fans in the online world is equivalent to a news website; having 1 million fans is equivalent to a national newspaper; having 100 million fans is equivalent to a national TV station. In this regard, it is those "big Vs" who have taken the lead and seized a lot of discourse power. At this time, how can those who are determined to "make a statement" hand over the online academic platform? Workers in philosophy and social sciences must have the sensitivity of modern scholars and a sense of position. They must strive to occupy the position of online academic media, master the discourse power of online academics, do research for the people, promote the main theme, and spread positive energy, so as to transform "establishing words" into "establishing virtue" and "establishing merit."

Increase investment in the networking of philosophy and social sciences. It is not enough to rely solely on the power of experts and scholars to spread philosophy and social sciences using new media. Governments at all levels and relevant departments should attach great importance to this issue, increase investment in the networking of philosophy and social sciences, and create good conditions for the use of new media to spread philosophy and social sciences. First, increase investment in hardware. For example, network domain names, network servers, video broadband, network security, network management and maintenance all require financial investment. Second, increase investment in the networking of philosophy and social science research results. my country's philosophy and social sciences have a long history and many experts and scholars, and a large number of academic research results are launched every year. To transform these research results into social productivity and achieve social benefits, the premise is to let more people know. This requires digitizing and networking these academic research results. Support digital publishing, develop e-books, digital newspapers, digital journals, original online papers, database publications, mobile publications, etc. Third, increase investment in the information collection capabilities and original content construction of philosophy and social science websites. New media communication requires a corresponding amount of content support, and "content is king" has become a consensus in the Internet age. We should speed up the construction of editorial teams for philosophy and social science websites, cultivate a group of well-known online journalists, editors, and commentators, and strengthen the construction of technical and management teams for websites. With the support of national functional departments, the Chinese Academy of Social Sciences has established the China Social Sciences Network. The network features academic theory, has established a survey and data information center, a new research platform, and has realized the digitization of books and materials, which has effectively promoted the dissemination of philosophy and social science research results on the Internet. We will continue to increase investment, strengthen the construction of new media communication capabilities for philosophy and social sciences, and strive to make greater contributions to consolidating the guiding role of Marxism in the field of ideology and consolidating the common ideological foundation for the unity and struggle of the whole party and the people of the whole country.

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