

# Discussion on the Application of New Media in the Urban Integration of New Generation Migrant Workers

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**ABSTRACT.** *As a new generation of migrant workers with dual identities as the main rural labor force and urban marginal groups, whether this huge group can be well integrated into urban production and life is not only related to the life of individual migrant workers, but also to the construction of urban communities, even for the development of urbanization, which has important practical effects. Therefore, based on the empowerment theory and Giddens' social action theory, using new media as the carrier and tool, explore the function of new media in this integration process, and try to propose new media application promotion from the perspective of multiple interactive subjects.*

**KEYWORDS:** *new generation of migrant workers; urban integration; new media interaction subject; new media application.*

## 1. Statement of Research Question

In China, the new generation of migrant workers is a new and special group of migrant workers, referring to people who was born in rural areas of China in post-80s and post-90s laborers and goes to work in urban areas of the country. From the perspective of socialization, the group subculture of the new generation of migrant workers is the product of the intersection of the urban cultural circle and the rural cultural circle. This subcultural originated from the rural local culture and was deeply influenced by the urban culture, which reflecting the mixing of the two cultures to a certain extent. The new generation of migrant workers are in an important stage of basic socialization due to their relatively young age when they leave their hometown to work at cities. The socialization place of the new generation of migrant workers has also changed after entering the city. Therefore, the development and maturity of their cognition, mind, and maturity are inevitably affected by the urban life and cultural circle.

On the whole, although the educational level of the new generation of migrant workers is generally higher than the old generation of migrant workers. Most of them still live in cities as the lower and adverse social-economic status and become marginalized groups in the city. There has been a lack of social capital, social support and interaction with the urban society among this population. However, it is worth noting that as a main element of socialization, social media is now increasingly embedded in social life. The influence of social media on the socialization of the new generation of migrant workers and the process of urban integration is also becoming more and more significant.

However, as a tool and intermediary, the utilization of social media has two sides of influences, which has been in a gradually deepening development process. In this process, the negative impact of new media on the new generation of migrant workers has always existed. Different from the older generation of migrant workers, the new generation of migrant workers have a higher level of education and learning ability, which means that they also have a certain foundation of social media literacy and media learning ability when facing new forms of social media. Nowadays, with the rapid and iterative development of new social media, how can we improve the media literacy of the new generation of migrant workers and reduce the negative impact brought by the new media, so as to increase their depth of use of new media, and ultimately help them better incorporating into the urban community is an important topic to be discussed.

## **2. The Status Quo of the New Generation of Migrant Workers Using New Media**

### ***2.1 The use of new media by the new generation of migrant workers***

With the development and popularization of new media, compared with the "first generation of migrant workers", the new generation of migrant workers have more awareness of new media, which makes the multi-faceted functions of these new media increasingly appear. If scholars define the new media use of the new generation of migrant workers as network activities with mobile phones and computers as the main tools, they will find that very few new generation of migrant workers do not go online. The individual use of domestic new media shows a trend that user groups continue to spread to the low-educated population, radiating from cities to rural areas, which makes the new generation of migrant workers a major component of emerging Internet users in recent years. However, in terms of functional use, the new media use among the new generation of migrant workers is mainly with the aim of entertainment and leisure. The new generation of migrant workers use mobile phones and computers in the Internet, which mainly meets their three main needs of entertainment, including leisure, social needs, and learning knowledge. In urban life where people lack community activities and social interactions, the entertainment and leisure functions of the Internet play a role in "killing free time" (). In short, in this group, the depth of use of new media is at the bottom of the user-subject interactive network, and there is not much information exchange with urban residents. The information acquisition and learning functions

of new media are less used, and the level of involvement is low. The overall performance of this function needs to be improved.

### ***2.2 The positive and negative functions of new media in the integration of the new generation of migrant workers in cities***

When studying the use of new media by the new generation of migrant workers, scholars should not only examine the main tools, frequency of use, and main uses of their new media, but also pay attention to the positive effects of new media in the process of integrating them into cities to better promote the urban integration of the new generation of migrant workers. The urban integration of the new generation of migrant workers is a multi-level and multi-dimensional process. It is the process by which rural laborers born in the 1980s and 90s gain economic foundation in urban migrant workers, gradually adapt and adjust the urban dominant lifestyle, value norms, and obtain urban communication, institutional support, social discourse power and self-identity. Through reviewing previous research, it is noted that with the rapid development and popularization of new media, new media has played an increasingly important role in the four processes of integrating the new generation of migrant workers into cities. The positive function of the use of new media in the process of urban integration of the new generation of migrant workers is reflected in: increasing economic participation, promoting economic integration; adapting to new lifestyles, broadening social circles, and promoting social integration; self-empowerment, Improve discourse awareness, promote institutional integration; improve social identity, and promote cultural and psychological integration.

However, the counter-function of new media in this process cannot be ignored either. These negative effects are mainly reflected in two aspects. One is the formation of an "information gap". Compared with urban residents, the new generation of migrant workers are at the bottom of the city and have a low socio-economic status. When using new media, their efficiency and information receiving capacity are significantly lower than urban residents. The rise and rapid development of new media have not only caused information explosions, but also made the "information gap" between the new generation of migrant workers and urban residents growing more huge, which is detrimental to the economic development and social participation of the new generation of migrant workers.

Moreover, the massive amount of information restricts them from engaging in urban online community interaction due to insufficient access and screening capabilities. Due to the convenience and interaction of new media creation and dissemination, and the lack of network supervision, new media platforms are flooded with a lot of negative and untrue information. These negative and untrue information tends to precipitate to the bottom of information participation in the information network, that is, the bottom group of information participation such as the new generation of migrant workers, and then affect the process of their urban integration.

### **3. Enlightenment of Two Theories**

#### **3.1 Empowerment theory**

The origin of empowerment theory and practice of empowerment can be traced back to the late 19th century, and its development flourished in the 1980s and 1990s. Uiterrez (1998) believes that empowerment is a process of increasing individual rights, interpersonal rights, or political rights. The purpose is to enable individuals to take action to improve their living conditions. In the information era, the possession of information resources has become an increasingly important factor in the acquisition of personal social status. Empowerment in cyberspace has also attracted more and more attention. Most of the traditional media are urban media, which only disseminate information to urban residents, and the public opinion propaganda to the migrant worker group is insufficient and incomplete. In addition, the migrant worker group is on the edge of the city, with weak discourse awareness and lack of discourse expression channels. This leads to the isolation of the new generation of migrant workers by the media network, which hinders the network participation of the new generation of migrant workers.

The rise of new media has made the city's information dissemination gradually universal. Its advantages such as immediacy, decentralization, and strong interaction enable the new generation of migrant workers to use new media to give themselves more rights to speak and express their opinions in public. It is easier to participate in the creation and dissemination of urban information. By leveraging the use of new media, migrant workers can achieve a certain degree of self-empowerment. Not only can they gain more expression and participation in cyberspace, but in reality they can get more social support and more institutional exchanges. communication. Compared with the old generation of migrant workers, the new generation of migrant workers have generally improved their educational level, their lifestyles tend to be urban lifestyles, and they have a certain understanding of the use of new media, and they use more mobile communication devices such as mobile phones and computers. It makes them have more opportunities to contact with new media and eventually they have a higher willingness and ability to use new media for self-empowerment.

#### **3.2 Giddens' Social Action Theory**

Giddens' social action theory is included in his structured theory, and it is one of the most core concepts in Giddens' structured theory. Giddens not only viewed action as a continuous flow of action, but also sees action itself as an active action. The characteristic of "flow" is because actions have a time dimension, rather than referring to actions that can be decomposed one by one. The initiative he emphasized is a kind of "doing", that is, the ability that people have when doing things, the ability to cause a certain state of affairs or effect. The ability of individuals to change the established state of affairs or the course of events is the basis of action. The initiative of the new generation of migrant workers is a crucial

factor in promoting integration. When discussing the urban integration of the new generation of migrant workers, not only should this initiative be regarded as their subjective enthusiasm for integrating into city life, but also as their ability of integrating in urban life. These abilities are mainly manifested in many aspects such as adaptability to the city and learning ability. Through the use of new media, the new generation of migrant workers facilitates access to city-related information, communicates with urban residents, and promotes social participation. It not only improves their subjective enthusiasm for integrating into the city, but also enhances their ability to integrate into the city.

Power is also a kind of initiative in Giddens's view, which can also be viewed as an ability to behave in a different way and a qualification for an individual to become a member of society. In this way, any actor with social membership has a certain kind of power, just as Giddens pointed out, "has the ability to 'behave in a different way'". The new generation of migrant workers use new media in the process of integrating into the city, and use the new media to obtain information and voice, thereby gaining a certain degree of public opinion influence. This is the self-empowerment of the new generation of migrant workers in cyberspace. This kind of self-empowerment is to act in a different way. Under the long-standing urban-rural dual structure, the city's policy adjustment to migrant workers has a slow and gradual process. In this process, the new generation of migrant workers empower themselves through the use of new media and express their opinions on the Internet, which is conducive to the sound operation of policy adjustments and ultimately helps promote the new generation of migrant workers' own urban integration.

Giddens' theory of action is mainly a study of "how actions flow". He regards actions as having a kind of initiative and at the same time that actions have the characteristics of "flow". The reason why actions have the characteristic of "flow" is because actions have a time dimension, rather than referring to actions that can be decomposed one by one. He emphasized that action is a dynamic process of continuous transformation and construction. Shared knowledge is a conceptual basis for the flow of action, which refers to the knowledge of "how to proceed smoothly" of an action. Shared knowledge is not only the "lubricant" for the smooth progress of the flow of action, but also the "lubricant" for the natural interaction between different subjects. The development and popularization of new media has brought a large amount of shared knowledge in the city to the new generation of migrant workers in the urban-rural knowledge boundary zone, and promoted their understanding of urban life. At the same time, the new generation of migrant workers communicated and interacted with urban residents through new media platforms such as WeChat and Weibo, and also brought shared knowledge of rural life to urban residents. In this way, the shared knowledge circle between the new generation of migrant workers and urban residents will be expanded, thereby enhancing mutual understanding and mutual support between the two, and ultimately conducive to the integration of the new generation of migrant workers into the city.

Knowledge is the basis of action, and its development and changes affect the

state of affairs or the production of effects. Giddens believes that what influences the extent and nature of the actors' "insight" into the reproduction conditions of the system generally includes "the way the actor obtains knowledge by virtue of his own social positioning" and "factors related to the transfer method of available knowledge", and other factors. The rise and development of new media have brought people new ways to acquire and transmit knowledge. Different from the bias of traditional media, new media is geared to the general public and the creation and dissemination of information presents the characteristics of centralization. The new generation of migrant workers use new media platforms to enrich the ways of acquiring and transmitting knowledge, increase knowledge, and enhance their insight into the conditions of system reproduction, thereby promoting their economic, social, institutional, and cultural and psychological integration in the city.

#### **4. The Interactive Subject in the Process of Integration**

In order to promote the positive function of the new generation of migrant workers in the integration of the new generation of migrant workers into the city, and to avoid the negative impact of the use of new media, it is necessary to start from the self-construction of the new generation of migrant workers, the guidance and support of government enterprises, and the communication with urban residents Comprehensive construction from many aspects. As mentioned in the previous article, the development and popularization of new media has played an increasingly important role in the four processes of urban economic integration, social integration, institutional integration, and cultural and psychological integration of the new generation of migrant workers. However, these functions of new media cannot be achieved without the establishment of interactive platforms for new media. The positive interaction of the four main bodies of the government, enterprises, urban residents, and the new generation of migrant workers on the new media platform can promote the integration of this group of farmers into the city better and faster.

The government and enterprises should shoulder their responsibilities to build communication channels for the new generation of migrant workers to integrate into the city, and keep the channels open. Through the construction of channels, the new generation of migrant workers can better participate in urban life and obtain more relevant information related to their own development. At the same time, due to the establishment of communication channels, the government and enterprises can obtain more information about the new generation of migrant workers, which in turn facilitates the formulation and adjustment of relevant social policies and corporate regulations.

The government is supposed to publish government information on new media platforms, communicate with the new generation of migrant workers on policies, and publicize agricultural policies to the new generation of migrant workers, which can be conducive to the new generation of migrant workers to understand the policy trend. In addition, the new generation of migrant workers use the new media platform to express their interests to the government and enterprises, which is conducive to the actual implementation and guarantee of the new generation of

migrant workers. When the government uses the new media platform to communicate with the new generation of migrant workers, it should also keep abreast of the public opinion and sentiments of the new generation of migrant workers, and promptly release them. Enterprises use new media to release employment information that matches the conditions of the new generation of migrant workers, and to conduct training through the new media platform, which can not only improve the employment situation of the new generation of migrant workers, but also save a certain amount of cost for enterprise employment. At the same time, in order to improve the subjective initiative and related capabilities of urban integration, the new generation of migrant workers should actively learn new media technologies to adapt to the rapidly upgrading new media, and then make better use of new media technologies to promote their own urban integration.

## **5. Promotion of the New Generation of Migrant Workers Using New Media**

From the three main levels of the government, enterprises, and the new generation of migrant workers, researchers try to propose some concrete measures to promote the integration of the new generation of migrant workers into the city. These measures not only involve raising the level of economic involvement of the new generation of migrant workers, but also the improvement and channel clearing of multiple dimensions such as social integration and participation in political and public life.

### **5.1 For government**

The government is in a dominant position in the new media interactive platform. With the gradual development of e-government, government departments should pay attention to the positive role of new media in the process of integrating new generation of migrant workers into cities, and take advantage of their own media's mass and authority to actively build a relationship between the new generation of migrant workers and the government. The communication channels of the new generation of migrant workers can finally have more information in order to better integrate into the city.

First of all, the government should announce relevant policies and measures to the new generation of migrant workers through new media platforms to let them know the latest policy trends and content in a timely manner. Soliciting opinions from the new generation of migrant workers through the new media platform and inputting the self-interest demands of the new generation of migrant workers can provide useful opinions for the formulation and adjustment of relevant policies and promote the system integration of the new generation of migrant workers.

Second, the government should use the new media platform to implement the "mass" line, encourage the new generation of migrant workers to participate in urban management and public activities, and allow more new generation of migrant workers to participate in urban life to increase their opportunities for communication

with urban residents and government organizations. When the new generation of migrant workers need legal assistance, it can provide online consultation and assistance services for the new generation of migrant workers, so that the new generation of migrant workers can solve practical difficulties in time.

Finally, the government should guide the development of online public opinion in a harmonious and positive direction, purify the online space, and promote the elimination of the stigma of the new generation of migrant workers. Through the establishment of a true and positive image of the new generation of migrant workers and the provision of a healthy network space for their online activities, the social identity of the new generation of migrant workers will ultimately be enhanced.

### ***5.2 For enterprises***

As an important location factor for the new generation of migrant workers to integrate into the city, enterprises are the main place for the new generation of migrant workers to continue their education. The wage regulations and humanistic care of enterprises are important factors affecting their integration into the city. Enterprises should assume corresponding responsibilities, strengthen the development and construction of internal new media channels, and build a communication mechanism that is conducive to the common development of both parties.

First, companies use new media platforms such as WeChat, Weibo, and Internet recruitment platforms to release employment information and allow the new generation of migrant workers to choose, thereby saving the cost of choice for both parties. This can not only increase the employment rate of the new generation of migrant workers, improve the employment situation of the new generation of migrant workers, but also save the labor cost of the enterprise.

Secondly, companies should also provide training through new media platforms such as WeChat, Weibo, and video sites to improve their skill level and work enthusiasm, so as to fully develop and utilize human resources. In addition, companies should build a two-way communication channel between the company and the new generation of migrant workers, promote the adaptation and integration of corporate culture and the new generation of migrant workers, and expand the channels for the new generation of migrant workers to express their interests. This not only enables companies to grasp employment information and the latest trends, but also enables the new generation of migrant workers to increase their work enthusiasm, thereby enhancing their sense of identity and trust in the company.

### ***5.3 For the new generation of migrant workers themselves***

Compared with their parents, migrant workers, the new generation of migrant workers have more time and opportunities to come into contact with new media, and they have a certain foundation of media literacy and media learning capabilities. In order to improve the subjective initiative and related capabilities of urban integration,



the new generation of migrant workers should actively learn new media technologies to adapt to the rapidly upgrading new media, and then make better use of new media technologies to promote their own urban integration.

Firstly, the new generation of migrant workers should learn to use new media platforms to improve their quality and work skills, and use video websites, WeChat, Weibo and other new media platforms to receive relevant training and learn more. They can update the existing knowledge structure, continuously accumulate common knowledge in the city, and create more favorable conditions for better integration into the city through these means.

Secondly, the new generation of migrant workers should use new media to strengthen communication with other groups in the city, expand channels of social interaction, create opportunities for shaping a positive and true image of the new generation of migrant workers, break the psychological barrier and finally bring them closer to the urban residents.

Finally, in order to avoid the negative impact brought about by the use of new media, the new generation of migrant workers should strive to improve their own ability to identify and judge online information, and improve their immunity to negative information and their ability to distinguish, so as to avoid being affected by negative and false information.

## 6. Conclusion

The new generation of migrant workers is a special group existing in the dual structure of urban and rural areas. In cities with high-speed flow of massive information, the use of new media has gradually penetrated into this urban marginal group. There is a large number of new-generation migrant workers in China, and many problems and institutional obstacles need to be resolved urgently. Therefore, it is of great practical significance to use new media as a carrier and tool that this group can use to promote its urban integration. It can be seen that the media literacy of the new generation of migrant workers will gradually improve in the future, and the frequency and enthusiasm of participating in urban network public activities will be increased. New media will play an increasingly important intermediary role on top of avoid negative impacts caused by the social media.

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