

# The Coordinated Development of Internet New Media and Computer Network Technology

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**Abstract:** Under the background of the development of computer network technology, the new Internet media has developed rapidly in the information age, and penetrated into people's daily life. The new Internet media provides the public with rich and diverse information channels and contents, and also adds entertainment ways on the basis of production and life, involving in all aspects such as clothing, food, housing and transportation. The development of Internet new media is closely related to the improvement of computer network technology. The two complement each other and jointly create a high-quality life experience for people. This paper starts with the development status of computer network technology and Internet new media, analyzes the relationship and influence between computer network technology and Internet new media, and discusses the development approach of Internet new media.

**Keywords:** Computer Network Technology; Internet New Media; Influence; Development

## 1. Introduction

With the advent of the information age, various emerging fields attached to information technology are developing faster and faster. People's lives are gradually inseparable from information technology, and the distribution of new Internet media is also more extensive. The development of information technology has undoubtedly had a great impact on the Internet new media. Technologically, a computer network is mainly composed of three layers, namely the hardware layer, the software layer and the final decision-making layer. Each part has a clear division of labor and has various functions such as retrieval, analysis, storage and transportation. At present, the emerging Internet new media takes the computer network as the communication channel, mainly including network TV, blog, network video, e-magazine, etc., which has been widely spread and applied by people with characteristics of individuation and timeliness. It can be seen that Internet new media and computer network are closely linked with each other with information technology as the bond. The following will analyze the relationship and influence of computer network technology and Internet new media from two aspects, in order to learn from the development of new media.

## 2. Development Status of Computer Network Technology

The development of computer network technology is divided into three stages, namely the initial stage, the interconnection stage and the high-speed network development stage. Since 1950, the rapid development of computer network technology has brought great convenience to people's production and life. In the initial stage, the main feature of computer network technology is the formation of a large-scale network system; in the interconnection stage, the local area network function is realized and improved; the current stage of the computer network is characterized by the fact that it has truly entered all walks of life and achieved rapid development in different fields. In recent years, with the rapid development of mobile communication networks, the most obvious manifestation is that people spend more and more time online and use the internet more and more times. In addition, the computer network digital economy booming, more and more users use the internet shopping, online education as well as the delivery way of life, such as the basis of computer network technology resource support capability has been significantly increased, the ratio of residents' access to broadband is higher and higher, and gradually realize the computer network into families. Against this background of development, the current computer network technology has also incorporated intelligent elements, people are gradually

deepening the exploration of information technology, and are also committed to using network technology in various fields to provide convenience for themselves. At present, technologies such as big data analysis and artificial intelligence are closely connected with people's actual life, and many emerging industries have also been created. Internet new media is one of them. It can be seen that computer network technology is the beginning of informatization and the material basis of various internet industries.

### **3. The Development Status and Characteristics of Internet New Media**

#### ***3.1 Enrich People's Way of Life***

In recent years, the internet has played an increasingly important role in people's lives, and various industries have begun to use the Internet to realize informatization work. The development of new media involves communication, reading, life, information dissemination and other aspects. Internet new media not only provides great convenience for people's lives, but also adds entertainment to daily life for people to enjoy and relax in their spare time. Through Internet new media, people can learn about the latest events anytime and anywhere, which improves the accuracy and timeliness of information dissemination. Using some media software, relatives who are separated from each other can also make video calls to enhance their affection. Students have more access to information, saving a lot of time; Going out to buy tickets, booking hotels, purchasing goods, looking for food and other aspects can also be realized through the new media of the Internet. Internet new media has gradually integrated into people's lives, and achieved sustainable development by improving residents' quality of life.

#### ***3.2 Integrate with Traditional Media***

Traditional media generally include paper books such as newspapers and periodicals, which usually are screened layer by layer manually and are relatively more rigorous and precise. Under the development mode of Internet new media, traditional media have also developed online content to meet users' needs through both online and offline channels. The new Internet media based on traditional media not only inherits the editing methods of paper media, but also adds information elements to facilitate users to give feedback through APP, official account and other ways, so as to realize the promotion of media content more quickly. In addition, the proportion of young people in the audience of Internet new media is gradually rising, forming an open development model, which is more dynamic than traditional media. The combination of internet new media and traditional media has enabled the masses to obtain information in a diversified and intelligent way, and also provided more channels for product marketing.

### **4. The Emergence of the Media Industry**

During the development of Internet new media, many industries that depend on new media have emerged. Among them, the self-media industry has emerged in recent years, providing opportunities for many entrepreneurs. By opening official accounts with different themes, the entrepreneurs regularly updating and publishing content that specific audiences like, and monetizing it in the form of advertisements after gaining traffic, it can not only satisfy people's reading experience, but also help products to be marketed among audiences under big data analysis, and develop a beneficial form in the new media of the Internet. The formation of new industries in the context of the development of internet new media also increases employment opportunities to a certain extent and realizes the transformation from physical labor to mental labor.

### **5. The Influence of Computer Network Technology Development on Internet New Media**

#### ***5.1 Promote Information Dissemination and Industrial Development***

With the development of computer network technology, thousands of households can use Internet communication to obtain information and communicate with the outside world. People's Daily life is inseparable from information technology, from Internet TV to online shopping, computer network has brought great convenience to our life. The communication between computer network technology and Internet new media accelerates the speed of information dissemination and the popularization of Internet among residential users. The two complement and promote each other. In addition, in the context of the Internet, many people can integrate network technology into innovation and entrepreneurship, and

combine the real economy with the online economy. From the beginning of corporate giants such as Alibaba, Tencent to forms such as video and live streaming not only closely integrate new Internet media with people's lives, but also provide more emerging employment opportunities, enabling ordinary people to access the traffic income brought by new Internet media. However, there are also certain problems in the information dissemination under the background of the combination of computer network technology and new Internet media. The rampant information screening is not rigorous enough, and it is easy to mislead user groups, resulting in the dissemination of public opinion is difficult to control. The Internet new media industry should make up for the omissions of new products in a timely manner, so as to facilitate the development of a more secure network that meets people's needs.

### ***5.2 Enrich the Content of Information Dissemination***

In the initial stage of the development of Internet new media, most of them are transitional content from traditional media to new media, and the transmission of offline paper media to online electronic content is common. With the rapid development of computer network technology, the information content of new Internet media has also begun to follow up, and video technology has begun to be integrated into new media. More and more Internet new media combine text information with video information. The content of information dissemination is not only text, but more in the form of audio and video, which greatly improves the entertainment for people to obtain information. The content structure of information has changed from text + pictures to video + text. In this context, more and more short video software has become popular. Many new media take short video as propaganda and use short video as the starting point to make text content active. With the development of network technology, the information content of Internet new media is more abundant. In addition to short video popularization and explanation, network live broadcasting has also been created, gradually changing the content structure of information transmission. Online live broadcasting can not only broadcast important news in real time, but also carry out simultaneous commentary on some sports events, so that people can feel the scenery characteristics, large-scale competitions and regional customs around the world anytime and anywhere. The information transmission of Internet new media presents the characteristics of diversification, which is also the enrichment of Internet information content structure under the development of computer network technology.

### ***5.3 Promote the Development of New Internet Media***

Computer network technology is the technical foundation of the Internet new media industry. The improvement of computer network can promote the development of the Internet industry and help the Internet industry to obtain a broader development model. On the one hand, Internet new media can utilize information technology to improve the defects of traditional media in distribution, sales and other aspects, and use more active media forms to increase users, so that paper media can be presented in users' network products in electronic form. In traditional media, paper media usually have problems such as slow sale, waste of resources and poor timeliness, while the communication mode of Internet new media not only improves the timeliness of information transmission, but also can combine paper materials and audio to meet the needs of users of different ages. On the other hand, new Internet media can save space to a certain extent. Users only need to click on a webpage or client to query the content they need immediately, avoiding the problem of paper media occupying too much space and difficult classification, and providing great convenience for information query. The prevalence of computer network technology has also enabled more and more traditional work industries to achieve intelligence. Some paperwork can use the Internet to classify documents, realize timely storage and backup, and facilitate the search for documents next time. In many institutions, the way of working through Internet has also been popularized to facilitate the search for information between various departments. The development of computer network technology promotes the advancement of Internet new media industry, and also improves the efficiency of traditional work to a certain extent. Internet office can be used to simplify work content.

### ***5.4 Increase the Carrier of Internet New Media***

The development of new Internet media is inseparable from computer network technology. With the development of computer network technology, broadband speed is getting faster and communication range is getting wider and wider. The construction of network signal has been enhanced from 2G to 5G, and the establishment of base stations also enables people in remote areas to enjoy the convenience brought by the Internet. The development of computer network technology has increased the carriers of Internet new media, from mobile phones, tablets, computers to official accounts, clients, web pages, etc.

The information transmission of Internet new media cannot be separated from the support of network technology. It is these carriers and tools that promote the popularization of Internet new media. At the present stage, smart phones have basically become the standard for young people. The mobile network brought by network technology carries the new media of the Internet to spread and apply widely among users. Besides real life, people can also enjoy the Internet life in their spare time and release the pressure. According to their own interests, big data analysis can also push content such as videos and texts that suit people's tastes, and provide more carriers for information dissemination in new Internet media.

### ***5.5 Develop Service Functions of New Internet Media***

The service function of Internet new media mainly refers to the way of providing convenience for people's life and serving people. Based on computer network technology, Internet new media can realize the connection between computer terminal data and mobile phone terminal through some software, which is convenient for users to find information anytime and anywhere. By contrast, new media content is more widely used in mobile phones, reducing the limitation that information can only be stored on computers. The service functions of Internet new media are reflected in all aspects of people's life, such as mobile phone ordering, in-door pick-up, restaurant reservation, etc. These methods save time to a large extent and facilitate people's travel and planning. Moreover, the combination of new media and information technology also improves the fluency of people's entertainment with smart devices. Through mobile smart devices, people can watch live broadcasts, videos and play games anytime and anywhere. Some enterprises also seize the opportunity to develop a variety of apps with service functions to enrich online service methods of new media and help new media spread more widely in people's lives.

## **6. Ways to Standardize and Promote the Development of New Internet Media**

### ***6.1 Improve the Laws and Regulations of the Internet New Media Industry***

Although emerging industries develop rapidly, they must be restrained by standardized laws and regulations in the growth process to maintain the order of the new media industry. In the context of the prosperity of new Internet media, the formation of laws and regulations is relatively slow, and many legal provisions to protect the legitimate interests of users are not perfect, which also makes some criminals take advantage of defects to commit fraud, stealing information and other acts. The Internet new media industry should strengthen the restriction and management of operation content, implement the corresponding reward and punishment system, and advocate a harmonious network environment and healthy information dissemination content. Due to the wide audience of Internet new media, many users may spread false information and conduct verbal attacks. Laws and regulations should also pay attention to users, not only to protect the legitimate rights and interests of users, but also to punish and warn users who violate laws and regulations. The Internet is not an illegal place, so the new media industry should make use of the legal system to carry out standardized management and create a positive network environment.

### ***6.2 Strengthen Technical Supervision and Information Audit***

Information is mixed in the network environment. If the Internet industry wants to achieve sustainable development, it should strictly monitor the network environment and timely control undesirable comments and false information. At present, the development of Internet new media affects many industrial chains behind it, no matter advertising marketing or network operation, they need to go through layers of screening before releasing the final information. In the process of dissemination, we should strictly consider the efficiency of Internet information dissemination, strengthen the verification of content in the process of review, delete misleading words to people, and make reports in accordance with the law. New Internet media should attach importance to information content, improve network supervision technology, form a screen to maintain network harmony with relevant departments, and promote the healthy and orderly development of new media industry. In addition, information audit work can also combine with relevant departments and obtain public opinions, restrain industry development through public supervision, and absorb public suggestions to enrich the content of new Internet media. In the process of new media dissemination, rewarding activities for reporting illegal information and false information can be implemented, so as to encourage the public to identify the authenticity of information and jointly manage the network environment.

## 7. Conclusion

To sum up, with the rapid development of computer network technology under the background of informatization, emerging industries such as Internet new media appeared. In the development of new Internet media, all aspects of people's life have been improved, and residents' life can be closely combined with the Internet, breaking the limitations of traditional media in time and space. Internet new media has emerged corresponding business models in people's clothing, food, housing, transportation and other fields, meeting people's various needs in life. With the development of computer network technology, the information content, information structure and information carrier of Internet new media are getting richer and richer. For traditional media, Internet new media has achieved a new leap in information dissemination. In the context of the prosperity of new Internet media, we should also pay attention to the harmony of the Internet world, establish strict laws and regulations to regulate and restrict the new media industry, and jointly shape a good Internet environment based on public opinions.

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