

Research on the Network Communication of Yimeng Spirit Based on Intelligent Recommendation Algorithm

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Abstract: With the development of big data and artificial intelligence, intelligent recommendation algorithms have become an important technical factor in promoting the spread of Yimeng Spirit. Algorithm recommendations are based on audience preferences and accurately promote Yimeng Spirit, greatly improving the dissemination efficiency of Yimeng Spirit and innovating the dissemination methods of Yimeng Spirit. At the same time, it has also encountered some practical difficulties in the dissemination of Yimeng Spirit, that is, blindly emphasizing the value orientation of "audience oriented", causing the audience to be trapped in the "information cocoon room", the subject consciousness to be eroded, and the lack of control power, making the dissemination of red culture face difficulties. On the basis of analyzing the existing limitations of online dissemination of Yimeng Spirit, this paper uses intelligent recommendation technology to study the online dissemination strategies of Yimeng Spirit, and proposes relevant dissemination results with practical content.

Keywords: intelligent recommendation algorithm, cultural network dissemination

1. The significance of promoting Yimeng Spirit in society and the application of intelligent recommendation algorithm technology

Red culture is an advanced culture with Chinese characteristics created by the CPC, advanced elements and the people in the revolutionary war era, which contains rich revolutionary spirit and profound historical and cultural connotation. Red culture has two main forms of expression. The first is concrete, mainly consisting of relics that exist in memorial halls and sites that record historical memories; The other type is virtual, mainly consisting of the red spirit, such as the Yimeng spirit, the Long March spirit, and the Yan'an spirit. During the period of social transformation in China, social trends are diverse and complex. It is necessary to fully utilize the educational function of red culture as an important carrier of patriotic education, and continuously enhance the cultural confidence of ethnic members. The Yimeng Spirit has played an important role in various aspects such as ideology, politics, economy, and culture. Ideologically, carrying forward Yimeng Spirit is conducive to cultivating and carrying forward the national spirit and the Zeitgeist, establishing and practicing the Eight Honors and Eight Shames, and forming a good fashion; In terms of political values, the Yimeng Spirit is a powerful spiritual pillar for the Party to lead the Chinese people to achieve success in revolution, construction, and reform. It helps guide people to establish firm political beliefs, cultivate correct political values, and maintain national unity and political stability throughout the country; In terms of economic value, promoting the red culture of Yimeng can create a favorable environment for the economic construction of the Yimeng region, provide spiritual impetus and direction guarantee for the healthy development of the market economy. In the new era, the red cultural industry has developed rapidly and gradually become a new economic growth point for the Yimeng regional economy; In terms of cultural value, Yimeng Spirit has a cultural inheritance function, and its effective dissemination can resist the erosion of negative culture and continuously enhance the cultural confidence of its members.

The network application of intelligent recommendation algorithm technology uses data mining theory as a tool to collect and analyze audience browsing preferences to recommend interested information, providing convenience for both users and information producers. Algorithm recommendation is widely used in news production and dissemination, which has changed the way information is disseminated and the information structure of society, becoming an important way of cultural dissemination and shaping ideological values. As of the end of 2018, over 95% of the social distribution of online information was completed by algorithm recommendation. ^[1]This means that intelligent recommendation algorithms have

become the main method of content filtering, filtering, and precise push in the era of information overload. On the one hand, the information dissemination led by algorithms has opened up an efficient path for the dissemination of Yimeng Spirit, constructed a new field of dissemination, condensed social consensus, and expanded the influence of red culture; On the other hand, algorithm recommendation, as a new mode of information resource allocation, not only improves the efficiency of the dissemination and allocation of Yimeng Spirit, but also brings a series of challenges. Therefore, from the perspective of computer network technology, using the principles of Communication studies, a comprehensive analysis of the opportunities and challenges brought by intelligent recommendation technology to the network communication of Yimeng Spirit has certain reference significance for promoting the effective development and utilization of Yimeng red Cultural resource management.

2. Personalized Recommendation Algorithm in the Network Communication Environment of Yimeng Spirit

2.1. User preference acquisition

In personalized recommendation models, obtaining user preferences is a prerequisite for recommendation algorithms. The current main methods of obtaining information include explicit evaluation and implicit evaluation. Explicit evaluation allows users to express their own level of recognition for the project, while implicit evaluation involves the system recording and analyzing users' travel activities to obtain user preference information. Displaying evaluations accurately and directly expresses users' preferences, but most users are unwilling to manually and frequently evaluate items themselves; On the contrary, implicit evaluation does not require users to frequently input feedback information, but implicit information often cannot accurately capture users' true interests. Therefore, users' preferences are based on a mixed evaluation method, which converts partial evaluations of visited projects and their travel behavior into a positive rating.^[2]

The preference score can be obtained by the following formula:

$$w(d_i, c_j) = \theta_1 \sum_{k=1}^{N_1} p_{11} + p_{12} e^{-\frac{\lambda_1}{t_k}} + \theta_2 \sum_{k=1}^{N_2} p_{21} + p_{22} e^{-\frac{\lambda_2}{t_k}} + \theta_3 \sum_{k=1}^{N_3} p_{31} + p_{32} e^{-\frac{\lambda_3}{t_k}} \quad (1)$$

In the formula: N_1 is the number of items evaluated as interested for category (d_i, c_j) , $(d_i, c_j) \in \text{Class}$, and Class is the set of (items, types); N_2 is the number of projects that have not been evaluated; N_3 is the number of projects evaluated as not of interest; t_k is the user's stay time before project K; $\theta_1, \theta_2, \theta_3$ is used to distinguish the contribution of different evaluations to preference ratings; $\lambda_1, \lambda_2, \lambda_3$ is used to distinguish the contribution of residence time in different evaluation situations; $p_{11}, p_{12}, p_{21}, p_{22}, p_{31}, p_{32}$ are used to adjust the impact of the total number of browsing items of the same type and the duration of stay on preference scores.

The user's browsing history interest vector can be obtained by rating the preferences of various types of items:

$$\text{Vector (preference)} = \{(d_1, c_1), w_1), (d_1, c_2), w_2), \dots, (d_l, c_n), w_m)\} \quad (2)$$

In the formula: $(d_i, c_j) \in \text{Class}$, Class is the set of (items, types); w_m is the preference score for category (d_i, c_n) ; m is the number of projects visited by the user.

2.2. Historical Evaluation of the Yimeng Spirit Project

Traditional recommendation techniques are mostly based on the two-dimensional space of user projects, only considering the user's rating or predictive rating of the project. The more content you like, the more likely it is to be recommended. Personalized recommendations in the online dissemination environment of Yimeng Spirit need to consider other information besides user preferences. The historical evaluation of the Yimeng Spirit Project intuitively reflects the projects that most people like, and also objectively explains the popularity of a project in the same type of Yimeng Spirit Project from the side. Here, historical evaluation is used to measure information about the project itself.

The evaluation of Yimeng Spirit Project can be expressed as follows:

$$\mathbf{H}(d_i, c_j, ID_k) = \begin{cases} \frac{u_1 N_1 + u_2 N_2 + u_3 N_3}{N_k}, N_1 + N_2 + N_3 \neq 0 \\ C, N_1 + N_2 + N_3 = 0 \end{cases} \quad (3)$$

In the formula, N_1 and N_3 respectively represent the number of times project K is evaluated as "good looking" and "not good looking"; N_2 represents the number of times no evaluation has been made; The harmonic factors u_1, u_2, u_3 are used to adjust the weight of each evaluation, and N_k is the number of historical visits to the project; C is a constant, indicating the rating of projects that have not been browsed before; Based on the historical evaluation degree of each project, the project evaluation degree vector can be obtained:

$$\mathbf{H}(\text{evaluate}) = \{((d_1, c_1, ID_1), h_1), ((d_1, c_1, ID_2), h_2), \dots, ((d_l, c_m, ID_n), h_p)\} \quad (4)$$

In the formula: $(d_i, c_j, ID_i) \in \text{ExhibitClass}$, where ExhibitClass where is the set; h_i is the project identification number, and ID_i is the historical evaluation degree; p is the number of all projects of Yimeng culture.

2.3. Recommendation algorithm

After establishing a user model and obtaining project historical evaluation information, the further work is to recommend Yimeng cultural projects that meet users' interests based on this information.

As users participate in more projects, the user interest vector becomes very large. Therefore, in this model, the upper limit of the user interest vector dimension is set to $V_{ec}M$ dimension. At the same time, set the maximum recommended project quantity to $R_{em}N$. The main steps of the recommendation algorithm are described as follows:

Input: Vector (preference), historical evaluation H (evaluation) of Yimeng cultural project, and project resource set for user browsing history preference vector.

Output: Recommended set $RemN$.

Step 1: $\text{Vector}(\text{preference})$ is arranged according to the weight w_i from high to low, and the top $V_{ec}M$ users are selected for the most interesting exhibition types:

$$\text{Vector}_{new}(\text{preference}) = \{((d_{i1}, c_{j1}), w_1), ((d_{i2}, c_{j2}), w_2), \dots, ((d_{im}, c_{jm}), w_m)\}$$

If the program does not have enough $VecM$ dimensions when it first starts, only $\text{Vector}(\text{preference})$ will be arranged in descending order of w_i to obtain $\text{Vector}_{new}(\text{preference})$.

Step 2: According to the order of appearance in the $\text{Vector}_{new}(\text{preference})$ vector, select the top $R_{em}N$ with the highest historical evaluation of the corresponding project in $\mathbf{H}(\text{evaluate})$. If there are less than $R_{em}N$, select all the projects to obtain the preliminary recommended project set $InitExhibit Res$.

Step 3: Select $R_{em}N$ items from $InitExhibit Res$ to obtain the final recommended set $Exhibit Res$. The selection process in this step can adopt the following different strategies, and a random strategy can be selected when the system is first used. After the system provides recommended items and considering the user's actual browsing situation, the system can adjust the strategy for the next recommendation.

3. Intelligent recommendation algorithm technology improves the network dissemination effect of Yimeng Spirit

Algorithm recommendation, as a product of the combination of artificial intelligence and media carriers, with its "audience centered" concept and precise personalized information dissemination, can innovate the dissemination methods of Yimeng Spirit, improve dissemination efficiency, broaden dissemination breadth, and construct a public opinion field for the dissemination of Yimeng Spirit.

3.1. Accurate promotion to enhance the effectiveness of Yimeng Spirit dissemination

Algorithm recommendation is a technology that uses computers as a carrier and utilizes user behavior, mainly through relevant data models, to infer the potential hobbies and interests of users. With the increasing maturity of this technology and its widespread application on media platforms, its core lies in

recommending suitable information to the right people, and media platforms serve as its traffic distributors. The development of algorithm technology can be roughly divided into three categories: firstly, algorithm recommendations based on audience profiles, which are recommendations based on content. In this stage, the preferences and interests of the audience are summarized based on their information browsing history, which is audience profiles. Then, algorithm technology is used to calculate the similarity between each information and the audience profile, and the information with the highest similarity is recommended to the audience. The second is to locate groups and circles with similar interests and preferences to the audience, and then recommend information about the preferences and preferences of these groups and circles to this audience, which is based on collaborative filtering algorithm recommendation. The third is based on popular algorithm recommendations, that is, setting a time window to count the number of clicks, comments, views, and reposts of information over a period of time, and recommending highly focused hot topics to the audience. In addition, a hybrid approach such as weighting and parallel concatenation is adopted to integrate the above algorithm techniques to recommend information to the audience. Intelligent recommendation algorithms are quietly changing our lives. They not only provide information and advice for people's decisions and actions, but in many cases, they also replace people's decision-making and actions under human authorization. Algorithm recommendation, as a new form of communication carrier, is based on the "audience center" to accurately promote Yimeng Spirit, improving the dissemination effectiveness of Yimeng Spirit^[3]. The arrival of the big data era has transformed the material resources of Yimeng Spirit from a material form to a digital form, changing the dissemination practice of red culture. With the help of today's headline, microblog, Tiktok and other aggregation platforms, users are depicted by collecting basic information of the audience and behavioral data such as browsing, liking, and collecting, and massive content is filtered to achieve accurate and personalized distribution of Yimeng red cultural information. Finally, timely correction and regulation are achieved through feedback. At present, the most commonly used algorithm recommendation techniques are collaborative filtering based algorithm recommendation and content based algorithm recommendation. For example, by analyzing data such as user age and occupation, communities with similarity are divided. If a user is interested in the Yimeng Revolution Memorial Hall and frequently searches, likes, comments, or forwards related content, this information will be pushed to other users in the same matrix. The algorithm recommendation based on audience profile is to collect and process user behavior data, continuously push the same type of information based on user interests. For example, if a user is interested in the red film and television series Yimeng, the algorithm will push red film and television dramas with a certain degree of similarity, such as Yimeng. Therefore, red culture utilizes the technological advantage of algorithm recommendation to improve the accuracy of information delivery and enhance the influence of red culture.

3.2. Interactive sharing to broaden the dissemination of Yimeng Spirit

In the era of big data, information explosion, fragmented processing methods, and algorithmic filtering and recommendation technologies have led to intelligent changes in information dissemination. The basic logic of audience oriented has given importance to the status of Yimeng Spirit disseminators. Algorithm recommendation breaks through the limitations of time and space in interpersonal information sharing, promoting the interactive dissemination of Yimeng Spirit. Firstly, accurately locate the audience's needs. Portraiting users is the process of predicting user behavior based on their historical data and forming personalized tags. Algorithm recommendation accurately delivers real-time and fragmented Yimeng red cultural information to target users. By capturing likes, forwarding, and collecting data, and utilizing information correlation, similar Yimeng red cultural information is recommended to the user to meet their more potential cultural needs. Secondly, interactive sharing of Yimeng red cultural information. Users' comments, reprints, and sharing of Yimeng red cultural information can form a user group with a certain degree of similarity, and push Yimeng red cultural information to this group with common interests and hobbies, greatly extending the breadth of Yimeng red cultural dissemination. Finally, passive tracking becomes active search. In order to quickly stimulate user interest, the historical stories and revolutionary heroic deeds of the dissemination of Yimeng Spirit often adopt a fragmented approach to extract the most attractive parts. Algorithm recommendation is a passive tracking based on user data. When the receiving user becomes interested, it stimulates their enthusiasm to actively search for and understand the overall situation of the event, or click to follow up on the follow-up of the event, changing from passive acceptance to active understanding.

3.3. Data collection to promote innovation in Yimeng Spirit

The traditional way of spreading Yimeng Spirit is through mainstream media producing content

related to red culture and spreading it from top to bottom. Therefore, it is difficult to receive feedback from the audience on whether the dissemination purpose of Yimeng Spirit has been achieved, and it is often realized by the dissemination media themselves, which is not conducive to innovation in the content and methods of Yimeng Spirit dissemination. In the era of algorithmic recommendation, user behavior data is collected through timely feedback. Whether red cultural information can be effectively disseminated and the speed and breadth of dissemination can be obtained through data feedback, so that information publishers know which content can interest the audience, which red cultural expressions are more easily accepted and recognized by the audience, and which red information is easy to trigger consensus. You can understand the audience type and decide whether to change the language format to attract other audience groups based on the attention and audience of the published red cultural information. Taking Weibo as an example, the Weibo hot search list is divided into four sections: hot search list, news list, entertainment list, and local list. The hot topics can see detailed data overview, implementation popularity, and trends in the number of original authors. For example, the *People's Daily* posted on Weibo the topic of 100 Years of Passion, Yimeng Spirit Inherited from Generation to Generation", which received over one million views and over 10000 likes. Through these data, we can capture the audience's interest points, update topic settings, construct a public opinion field, and increase the popularity of Yimeng Spirit topics.

4. The Problems and Reasons of Intelligent Recommendation Algorithm Technology Assisting the Network Propagation of Yimeng Spirit

Intelligent recommendation algorithm technology has bidirectional value. On the one hand, this technology can select a graph that suits the interests and preferences of the audience from a vast ocean of information for recommendation, which has unparalleled technological advantages and brings opportunities for the dissemination of Yimeng Spirit. However, it also encounters some practical difficulties in the dissemination of Yimeng Spirit, that is, blindly emphasizing the value orientation of audience oriented, causing the audience to fall into the information cocoon room and the subject consciousness to be eroded. At the same time, the lack of control power poses a dilemma for the dissemination of red culture.

4.1. Easily trap the audience in an information cocoon

The audience is the starting point and destination of the dissemination of Yimeng Spirit, and it is the decisive factor that affects the effectiveness of the dissemination of Yimeng Spirit. The breadth of the dissemination of red culture depends on the breadth of the audience. However, algorithm recommendations lead to the audience being trapped in the information cocoon, narrow vision, unwillingness to go out of the comfort zone, and the subjective consciousness being eroded.^[4]

Most intelligent recommendation algorithms are based on their depiction of audience profiles and behaviors. Audiences often visit media platforms that are close to their opinions, ideas, and needs. American scholar Keith Sangstein proposed the information cocoon room in his discourse on *personal daily newspapers* in the *Information Utopia*. He believed that people living in the information cocoon room gradually formed the echo room effect, limiting themselves to fixed circles and personalized reading based solely on personal interests and hobbies, resulting in a very narrow range of reading and knowledge, limiting their comprehensive personal development. On the other hand, intelligent information recommendation algorithms also invisibly draw an information circle for the audience, attempting to create a unique global information for each of us—the "filter bubble", which fundamentally changes the way information is disseminated and to some extent hinders communication between people. While algorithms provide precise and personalized recommendation services for people, their limited content and homogeneous information also make it easy for audiences to fall into the trap of information cocoon and ultimately fall into the trap of "filter bubble". The information cocoon room creates a special group of individuals with common values and tendencies. Groups with different opinions find it difficult to accept each other, resulting in group heterogeneity and resistance to the dissemination of Yimeng Spirit. The mainstream status is challenged, making it difficult to gather communication forces. In short, the algorithm recommends filtering information to trap the audience in the "information cocoon" they have built, forming information islands and group solidification, constraining the free flow of Yimeng red cultural information and facing difficulties in the dissemination of Yimeng Spirit.

4.2. Fragmented dissemination, dismembering the semantic meaning of Yimeng Spirit

In order to cater to the audience, algorithm recommendations will fragmented the information of Yimeng Spirit, striving for brevity. The semantics of Yimeng Spirit are dispersed, and compared to traditional media's macro and overall narrative expression of Yimeng Spirit information dissemination, fragmented processing methods are difficult to form a cohesive force for red culture. The audience only understands fragmented and incomplete information, breaking the coherence of complete content and logic. The audience can only unilaterally understand the information of Yimeng Spirit with dispersed thinking, immerse themselves in small details, and cannot fully and accurately experience the deeper red revolutionary genes contained in Yimeng Spirit. Firstly, algorithm recommendation technology will label the content of Yimeng Spirit. In the first stage, the algorithm will recognize, decompose, and structure a certain Yimeng red cultural information, and extract the underlying visual features; In the second stage, the algorithm integrates the results of the previous stage and provides a subjective understanding from a holistic perspective, summarizing high-level semantic features. Tagging is an elementary and simple form of processing information cognition, which cannot present the full picture of red cultural content. Its amplification effect can distort the audience's correct perception of information. Secondly, the fragmented information of Yimeng Spirit has lost its overall logic. The extracted phrases cannot describe the full picture of the information and are limited to reflecting local features. Fragmentation emphasizes a certain aspect of the information, breaking the overall logic of the original language, subverting the complete narrative structure, and masking the complexity of the information itself. The audience can only understand the content of red culture from the monolingual language and cannot grasp it as a whole. Finally, the dismembered semantics of the Yimeng Spirit have caused the audience's cognitive thinking to become fragmented. The fragmented and non-linear information narrative method breaks the original thinking mode, causing breakpoints in the thinking logic. The reading method of taking out of context and the fragmented interpretation of information make the audience's understanding of the Yimeng Spirit one-sided, the thinking logic decentralized, and unable to fully and accurately understand the semantics to be conveyed, resulting in a biased interpretation of information, which is not conducive to the effective dissemination of Yimeng Spirit.

4.3. Pose a risk to the privacy of audience information

Currently, the audience is paying increasing attention to privacy and security. Information privacy mainly refers to the collection, storage, and dissemination of personal information, including social information privacy and work information privacy, etc. It should be said that the more intelligent and advanced algorithm technology is, the more it needs to obtain and store more personal data information. Massive information data is an essential foundation for the development of algorithm technology, which inevitably involves the important ethical issue of personal privacy protection. At present, most of the Yimeng Spirit online dissemination platforms are driven by commercial interests and want to obtain more audience information. In addition, China's laws and regulations on personal privacy protection are not yet perfect, making it difficult to avoid audience privacy and risks. Without the consent and permission of the audience, the platform collects personal browsing and usage information data on its own, and conducts information exchange and circulation between platforms. The audience's privacy is quietly wandering in the midst of surging data leaks and transactions, as if in an awkward situation of privacy naked running. In addition, the governance and prevention of data dishonesty, distortion, and pollution are also ethical challenges and challenges faced by intelligent information recommendation algorithms in the dissemination of Yimeng Spirit online.

5. Strategic Analysis of Intelligent Recommendation Algorithm Technology Assisting the Network Propagation of Yimeng Spirit

5.1. Breaking the cocoon room and reconstructing the discourse power of Yimeng's red culture

How to break the information cocoon, reconstruct the discourse power of Yimeng Spirit, enhance cultural identity, should undergo technological innovation, optimize algorithms, enhance the audience's algorithmic literacy, assign weights to information, and promote the dissemination of high-quality Yimeng red cultural information^[5]. Firstly, change the algorithm to use user interest as the sole criterion for information dissemination, achieving a transformation from precise dissemination to intelligent dissemination. On the one hand, optimizing algorithm technology, Yimeng Spirit content promotion should adhere to the unity of demand and value, appropriately force the promotion of red culture

information, reasonably guide the audience to contact red culture content, so that Yimeng Spirit can break away from the dilemma of being weakened and marginalized. On the other hand, adding open discussion areas allows groups with different opinions to have ideological collisions, reduce the problem of solidification of different opinion groups caused by algorithms, break the "filter bubble" and allow different voices to fully communicate, so that Yimeng Spirit can be fully spread in an open and inclusive atmosphere, on the basis of benign interaction. Secondly, improve the audience's algorithmic literacy. Algorithm literacy does not mean being able to strictly read and write code, but rather that the audience is aware of the existence of algorithms in their lives and the increasingly important role that algorithms play, whether this role is good or bad. Improving audience algorithm literacy is to make the audience aware of the algorithm operation mechanism behind the pushed information, as well as the drawbacks and defects of algorithms, and to hold a critical attitude towards the results of algorithm recommendations. On the basis of identifying the authenticity of content information, secondary screening is carried out on the information. In this process, different recommendation values are given based on the value and attention of the information, and high-quality and valuable Yimeng red cultural information is prioritized for promotion. A more intelligent content supply mechanism enables algorithms not only to be the "movers" of data information, but also to assume the function of leading the correct value orientation.

5.2. Empowering technology to create high-quality Yimeng Spirit

To improve the dissemination effect of Yimeng Spirit through intelligent algorithm recommendation, the first step is to start with Yimeng Spirit itself, establish a comprehensive digital resource database of red culture, follow the cultural dissemination law of three closeness, and develop red culture dissemination media. Firstly, improve the digital resource information database of Yimeng Spirit, convert the material resources of red culture into digital resources, and ensure that high-quality Yimeng Spirit digital resource content can be pushed by algorithms. In the process of converting material resources into digital resources, advanced modern science and technology such as VR can be fully utilized to enable the audience of Yimeng Spirit to experience virtual immersion, break through time and regional differences, immerse themselves in revolutionary hero figures, familiarize themselves with revolutionary hero deeds, and experience red tourist attractions online. For example, the Yimeng Red Revolution Education Base is presented using VR technology, combining modern technology with revolutionary memorials, revolutionary relics, and old sites, eliminating time and space barriers, allowing readers to immerse themselves in historical facts and inherit the Yimeng Red Gene. The high-quality red culture content empowered by advanced technology, combined with algorithm recommendations, can promote the inheritance and development of Yimeng Spirit. Secondly, adapting to the fragmented information processing method of algorithm recommendation, we will create a high-quality Yimeng Spirit, making the red classics closer to life, reality, and the masses. Fragmentation is an inevitable development trend, so we should uphold a positive attitude, pursue advantages and avoid disadvantages, meet people's fast-food experience, and use popular forms of expression to spread the Yimeng red cultural information. We should strive for simplicity, focus on key points, avoid preaching and preaching, clarify value orientation, balance seriousness, and use humorous expressions to prevent pan entertainment tendencies. Finally, we will establish and improve Yimeng Spirit dissemination websites and various dissemination platforms, regularly promote red classics and revolutionary hero stories, set up popular topics, create discussion areas, and establish incentive mechanisms for individuals with high activity and positive guidance. In the feedback stage, the algorithm recommendation technology is used to timely obtain user data, pay attention to the discussion participation and real-time reading volume of the initiated topic, track the issues and hot topics that readers are most concerned about, use this data to adjust the information release method, adopt a form that the people are more fond of, and promote the innovative development of Yimeng Spirit, which is more deeply rooted in people's hearts and resonates.

5.3. Strengthen the construction of laws and regulations, reshape the power of inspection

In his book *Iron Cage or Utopia*, Spinello stated: "It is crucial to inherit outstanding human goodness and moral values in cyberspace, which are the foundation for achieving human prosperity. The ultimate manager of cyberspace is moral values, not the code of engineers." Therefore, the government should strengthen real-time monitoring and supervision of the dissemination of information on the Yimeng Spirit Network, we need to strengthen the supervision of information and rectify ethical misconduct, and clarify the scope and standards of the application of intelligent information recommendation algorithms. Media platforms cannot rely solely on traffic as a hero, nor should they pursue pure traffic indicators as the value of platform operation. They should maintain a high degree of self-awareness in their behavior, continuously enhance their sense of responsibility, and achieve the positive guiding value of intelligent

information recommendation algorithms. The country should accelerate the formulation of laws and regulations on information dissemination, information security, and information property rights, and make clear provisions on the rights and obligations related to the storage, collection, trading, dissemination, openness, and reuse of information.

Intelligent recommendation algorithm technology has innovated the dissemination methods of Yimeng Spirit, better meeting the needs of the masses for Yimeng Spirit, and endowing Yimeng Spirit with new vitality. At the same time, in the face of problems such as information cocoon room, fragmented interpretation of Yimeng Spirit, and audience information privacy caused by algorithm recommendation, it is necessary to treat them rationally and correctly handle the relationship between intelligent recommendation algorithm technology and the dissemination of Yimeng Spirit. We should promote strengths and avoid weaknesses, break the information cocoon, use advanced technology to create high-quality Yimeng Spirit, reshape the control power, improve laws and regulations, purify the dissemination field of Yimeng Spirit, and gradually promote the sustainable development of Yimeng Spirit.

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