

Research on the Communication Mechanism of Internet Rumor from the Perspective of New Media

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Abstract: *the times are developing, science and technology are constantly improving, new media and new tools are emerging with the Internet as the medium. In this open field, Many ordinary network users have the right to speak freely. Rumors are as powerful as atomic bombs, spread like viruses in society, may cause a certain degree of unrest in the country, and will bring some panic in social life. This paper analyzes the spreading mechanism of rumors under the environment of the new media era.*

Keywords: *rumor, communication mechanism, new media*

1. Rumor Definition

Rumor refers to speech that has no corresponding factual basis, but is fabricated and promoted by certain means. Under the premise that the audience is not explicitly or implicitly fictional, the fabricated and disseminated statements that are different or even opposite to the facts are rumors.

Allport & Postman gave a formula for determining rumors in 1947: the importance of rumors = (events) * (events) fuzziness. In this formula they pointed out that the emergence of rumors and the importance of events are proportional to fuzziness. The more important and vague the event, the greater the effect of rumors. When the importance and ambiguity tend to zero, rumors do not arise.

2. Rumor Generation in New Media

With the development of society and the continuous progress of science and technology, various media emerge in endlessly and become more and more convenient to use. In the development of new media, the spread of rumors is faster and more unbridled. In some social software, some rumors are spread by using their A PP functions. Two examples are given below:

2.1 WeChat

As a social software used by men, women and children in China, WeChat has been integrated into our lives and become a part of our lives. In the use of WeChat, the elderly account for the majority, which also makes rumors available. Most of the rumors in WeChat are about food health, such as: "crayfish covered with insects?" "Instant noodles contain preservatives and are undigested for 32 hours or even carcinogenic?". Crayfish and instant noodles have always been junk food in the hearts of the elderly, coupled with some vague theories in rumors, the elderly will be convinced of these reasonable gimmicks, resolutely opposed. After the audience believed, they began to spread the masses around themselves. In WeChat, everyone has their own fixed network of communication, these audience objects are mutual trust, that is, believe that the other side spread to their own information, and then spread ten, ten, will soon achieve the purpose of this rumor.

2.2 Weibo

Weibo refers to a broadcast social media and network platform based on user relationship information sharing, dissemination and acquisition to share short and real-time information through attention mechanism. In the form of multimedia, such as text, picture, and video and so on, the instant sharing and communication of information can be realized. Weibo is more widely distributed than WeChat, a mobile phone, an account, can forward or comment on what you see.

Weibo is an open platform, the public can pay attention to, take off and make comments at will in Weibo, so Weibo has both the dual attributes of mass communication and interpersonal communication. Weibo also has a feature. It is divided into large V users and grassroots users. The big V users, with millions or even tens of millions of fans, will spread the rumor in the circle if the big V user sends out a rumor or likes to forward a rumor. First, his fans and friends will see it, then it will spread twice, three times, one by one, then its spread will be uncontrollable, and it will create unlimited opportunities for rumors to take advantage of.

3. The mechanism for spreading rumours

The communication mechanism of rumors is, in short, the general summary of the channels through which the creators of rumors spread information to various audiences. In this interconnected era, the speed of information dissemination is very rapid, there are experts analysis, in the spread of rumors in the form of text, pictures, video and other forms of communication, in which the form of video communication, can make the audience more convinced.

Some unverified and vague information is transmitted to society, some new media, and a very eye-catching name is given to it. These audiences may be interested in these communicators, or they may spread the content directly to the minds of the communicators, involving their own interests, and are closely related to our lives. For example, "so-and-so food has parasites "," so-and-so food has nuclear radiation can not be used "," so-and-so traffickers appear in such areas "and so on.

Under the nourishment of money, some disseminators, in order to be able to reap some commercial benefits for their own selfish desires, will carry out malicious hype, hire a large number of water troops to forward or participate in some netizens comments, with rhythm, Then some unknown netizens again for two or three times to spread.

In this interconnected era, the speed of information dissemination is very rapid, there are expert analysis, in the spread of rumors in the form of text, pictures, video and other forms of communication, in which the form of video communication, more able to attract the attention of the audience, if there is music in the video, then music may make the audience feel that things are not simple, psychologically beat the audience, let them feel afraid, panic, will be convinced of these rumors.

4. Reasons for spreading rumors

The spread of rumors is to use all kinds of rapid communication channels in the new media era to spread some things of interest to the audience or some unverified fuzzy events to explain.

4.1 Psychologically

Some rumors are rarely seen in life, and people are more afraid of these invisible threats. They are more afraid of unknown fears and threats than the threats they see. Driven by fear and worry, they first spread the network around them twice.

4.2 The official handling is not timely

In some rumors about the country, local, the official failure to timely disinformation, or internal information is not open, so that these rumors will use people's sense of justice and anxiety, in the audience's excitement, the second dissemination.

4.3 Interest

The temptation of money is great. Under the nourishment of these money, some unscrupulous people, in order to achieve their own interests, do not hesitate to spend money to create an industrial chain, so that the audience is interested in the rumors they spread. And pay attention to themselves, to create their own popularity, to achieve their own interests.

4.4 The incident is old

Some of the rumors spread have been rumored for a long time, such as "athlete Van Dakhholm won

several gold medals at the 1994 Olympics in New York ", where Van Dakhholm is not an athlete and New York has not hosted the Olympics. The audience can not take evidence of these things, refute rumors, do not debate these long-term things, will only regard these as tea party public opinion, after all, the public will only in the boring time to pass the time to see some such rumors, Let them act as one of the adjustments in their lives.

5. Conclusion

In the era of new media, the speed of information dissemination is very fast, convenient information dissemination, low-cost production, various social media, forums and other dissemination, will promote the spread of rumors to more and wider directions, and its special communication mechanism will strengthen its dissemination. There are several reasons for the wanton spread of rumors : the speed of communication is fast; the source of communication is more ;the influence is great ; it is difficult to control. In Xunzi's General Strategy, it was written that "the flow of pills ends in the wren, and gossip ends in the wise ". Although rumors can not be completely eliminated, we can increase our knowledge, understand real-time news in time, pay attention to official information, take various methods to defeat rumors, and contain rumors to the greatest extent, so as to build a harmonious and beautiful society.

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