

## Research on the Influencing Factors of County-Level Convergence Media Construction Based on Grounded Theory

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**Abstract:** The construction of County-level convergence media centers is an important strategic measure to promote the modernization of the national governance system and governance capacity. It is of irreplaceable significance for consolidating grassroots political power, consolidating grassroots ideological consensus, deepening the rural revitalization strategy, and promoting the early realization of the goal of building a socialist modern and powerful country. Based on existing research, this article uses the qualitative research method of grounded theory to analyze the important influencing factors in the development process of County-level convergence media centers, and finds that six main categories such as “regional differences” and “horizontal competition” have a significant impact on the development and construction of County-level convergence media centers. The construction of this model helps to promote the transformation of research on the construction of County-level convergence media centers from early normative research to quantifiable empirical research paradigms, and provides effective research support for the implementation of relevant construction decisions and the theoretical and practical interaction of in-depth integration of media.

### 1. Introduction

The arrival of the mobile internet era has reshaped the grassroots communication pattern, while bringing about two major changes: the diversification of user demand in districts and counties and the complexity of the ecology of civil opinion. Grassroots social governance is facing new opportunities and challenges. 2018 is the first year for the development and construction of County-level convergence media centers, and substantive progress has been made in top-level design and practical exploration of related topics. In 2020, the Opinions on Accelerating the Deeply Integrated Development of Media further clarified the basic operation mode of “news+government affairs and business services”. In 2022, the Opinions of the Central Committee of the Communist Party of China and the State Council on Doing Well the Key Work of Comprehensively Promoting Rural Revitalization in 2022 made a clear deployment of the platform role of County-level convergence media centers in the construction of rural spiritual civilization. The county-level Rong Media Center is an important organization that conducts in-depth news and publicity work, opens up the “last mile” of public opinion propaganda, and improves the effectiveness of grassroots governance in the context of the deepening development of media integration. It is a strategic measure for the government to fully leverage the “potential” of media integration development to create a new platform for governance and enhance the people's sense of gain and happiness.

Existing relevant research mostly focuses on integration strategies, construction models, functional positioning, development paths, and other aspects. Most of it is normative research based on researchers' own theoretical reserves and subjective perceptions, and based on existing cases. A few scholars have analyzed the difficulties and difficulties in the development and construction of County-level convergence media centers, but the research process lacks a mature theoretical framework or research tools, and the research results have insufficient transformation capabilities. Lack of operability. A clear structural model of influencing factors is the foundation and prerequisite for achieving a benign interaction between theory and practice in the field of deep media integration, and for effectively formulating and implementing decisions related to the construction

of County-level convergence media centers. Based on this, this article will use the qualitative research method of grounded theory to explore the influencing factors of the development and construction of County-level convergence media centers, and construct corresponding structural models, with a view to making contributions to the party's news and public opinion propaganda work and the national social governance cause.

## **2. Literature Retrospection**

### **2.1 Summary of Media Convergence Research**

The essence of the construction of county level convergence media centers is to achieve deep media integration within the county. The research on media convergence in China is mainly divided into two categories: on the one hand, it explores the connotation, concepts, and theoretical dimensions of media convergence. On the whole, scholars have made a profound analysis of the nature and connotation of media convergence from the perspectives of technology[1], economy[2], subject[3], and content[4]. On the other hand, it studies the path, technology, strategy, and other aspects of media convergence. Since 2016, in the face of the huge demand for information products generated by various new media technologies, most scholars have provided new ideas for China's media integration development practice from multiple perspectives such as platform construction, user thinking, business models, and integration transformation. For example, by implementing the development strategy of taking the road of collectivization and optimizing the publishing industry chain, we can enhance the international competitiveness of our publishing industry[5] and enhance the self hematopoietic capacity of integrated media by strengthening resource integration efforts[6].

### **2.2 Summary of Research on County-Level Convergence Media Centers**

According to different research perspectives, the academic community has conducted in-depth analysis of County-level convergence media construction from three dimensions: value significance and top-level design, breakthrough and development path, functional positioning, and practical experience.

Firstly, academic research on value significance and top-level design mostly starts from the core concept of “guiding and serving the masses”[7], while combining the communication characteristics of emerging media technologies, integrating platform oriented, user oriented thinking[8] into the production and operation mechanism of county level convergence media centers, and formulating macro strategic countermeasures for the development of county level convergence media centers. In addition, the construction of County-level convergence media centers often faces three major dilemmas: overstuffed personnel structure, insufficient technology application capacity, and lack of operating funds, which are closely related to the survival resources, development capacity, and policy support of local governments of County-level convergence media centers. Moreover, with the vigorous development of media technology, the functional positioning of County-level convergence media centers in academia and industry has gradually extended from a “media standard” to a “governance standard.”. On the basis of adhering to the underlying logic of “media+” in the construction of County-level convergence media centers, Some scholars advocate solving problems in the bud and digesting public opinion in the territory through pre service County level MIX Media Center is a news media oriented towards user demand change; County level convergence media centers should focus on building a “media+government” dialogue and consultation platform to enhance the effectiveness of grassroots social governance; The “media+service” type differentiated service platform can enhance the level of county economic development and improve the well-being of the people by deeply cultivating local characteristic resources.

### **2.3 Summary of Research on the Factors Affecting the Construction of County-Level Convergence Media Centers**

Influential factors refer to the reasons or conditions that affect the success or failure of things.

The domestic journalism and communication academia usually uses grounded theory as a research method to establish models through three-level coding to conduct research on the influencing factors of research objects. The research on the construction of County-level convergence media centers in China presents a certain trend of complementarity in both academic and industry fields, but the relevant research results are mainly normative research. Among them, the analysis of the construction path of County-level convergence media centers is also mostly based on researchers' interpretation of relevant national policy documents, so such research has certain disadvantages in the implementation of results transformation. A few scholars have summarized a series of difficulties and challenges in the construction of County-level convergence media centers through field research and analysis. To some extent, such studies have revealed some factors restricting the development of County-level convergence media centers, but such conclusions based on case studies or multiple case studies still need to be strengthened in terms of their systematic Chengdu and promotion scope.

As can be seen from the above, in view of the insufficient disclosure of influencing factors for the development and construction of County-level convergence media centers in domestic research, using grounded theory as a tool to construct a model of influencing factors for the construction of County-level convergence media centers has sufficient research value.

### **3. Qualitative Research Design**

#### **3.1 Research Methods**

The grounded theory research method was proposed by two scholars, Barney Glaser and Anselm Strauss, from Columbia University in the 1960s. It is a qualitative research method based on inductive logic to collect data and obtain data for a certain phenomenon without prior conclusions and assumptions, and then obtain theories. During the research process, researchers need to conduct open coding, spindle coding, and selective coding on the collected text data. Through sentence by sentence analysis of the text data, they continuously refine and aggregate relevant concepts, thereby achieving the categorization and systematization of relevant concepts and categories until they reach a theoretical saturation state, that is, fresh text data cannot generate new theoretical categories.

#### **3.2 Data Collection and Processing**

The data sources for grounded theoretical research methods are mostly based on first-hand field data obtained through interviews and observations, In addition, library archive data, government archive data, bulletins, yearbook data, diaries, and letters can all be used as sources of data.

This article uses the CNKI database as the source of original data, and collects research results on the factors affecting the construction of County-level convergence media centers in the database. This article uses the search method of 'Subject='Factors Affecting the Construction of County Level convergenceMedia Centers' to obtain 98 relevant documents in the CNKI database, excluding unrelated documents and articles that have a relatively small proportion of factors affecting the construction of county level convergencemediacenters. A total of 67 valid documents are obtained as the original analysis material for this study, and 57 of them (A1-A57) are randomly selected for analysis and coding, The other 10 copies (A58-A67) are reserved for theoretical saturation testing.

### **4. Category Refinement and Model Construction**

#### **4.1 Open Coding**

The main task of this stage is to log all the collected data according to their initial status, then break them up and rearrange them according to the new classification. By disassembling and analyzing the original data word for word, we can discover concepts, attributes, and categories. At the same time, in order to control experimental bias as much as possible and maximize the proximity to the original sentence, this stage will use the words in the original data, namely “live

code”, to explore and label the initial concepts in the text as much as possible. Through initial coding, this article refines initial concepts such as “no market pressure” and “single source of funds” into the category of “profitability”, and refines a series of initial concepts such as “feeling like extra tasks”, “communication difficulties”, and “feeling aimless at work” into the category of “member attitude”. At this stage, a total of 23 categories are extracted from the original materials in detail, including “institutional mechanisms”, “market differences”, and “profitability”.

## 4.2 Spindle Code

The main task of this stage is to further aggregate and refine the concepts of the 23 initial categories based on the completion of the initial coding, and integrate higher level and more directional categories and dimensions through repeated comparison of different concepts. By further processing the relationships between subcategories, the author has summarized a total of 6 main categories, with each main category and its corresponding subcategories shown in Table 1.

Table 1 Main Category, Sub Category and Category Meaning

Main category	Subcategory	Categorical meaning
Information communication technology	Unified technical standards	Based on the functional positioning in the "Construction Specification for County Level convergenceMedia Center"
	Technological innovation and application	Ability to learn and apply new media technology
	Integrated access to information resources	Acquisition and integration of local data resources in various fields by County-level convergence media centers
Regional differences	Government capital investment	Government policy and convergencesupport for the development and construction of County-level convergence media centers
	Reporting cooperation and collaboration	The main body of platform construction and platform collaborative operation mechanism
	Regional development level	The development level of the economic, cultural, entertainment and other fields where the County-level convergence media center is located
	Audience reading attitude	Audience preferences for different media brands, different thematic content, and different content forms
Internal mechanisms	organizational structure	Post settings, personnel allocation, and business settings within the county level convergencemedia center
	Talent selection mechanism	Establishment quota and talent promotion channels within County-level convergence media centers
	Incentive and restraint mechanism	Internal performance evaluation and incentive distribution system of County-level convergence media center
Key drivers	Member attitude	Work attitudes of internal members of the organization that are slack or self motivated
	Member quality and ideology	New media literacy and team cohesion of employees in county-level Rong Media Center
	Internal communication	Interdepartmental communication mechanism and intensity within the Rong Media Center
	Team Leader	Managers can effectively formulate development plans and effectively motivate employees
	Strong learning atmosphere	The entire team has a high enthusiasm for learning new things and new media technologies

Operational strategy	Profitability	Integrate the cooperation effect between the media platform and enterprises, and develop the ability of original media products
	Content Originality	Adequate proportion of social, livelihood, cultural and entertainment news, and low proportion of forwarded content
	Government service capacity	The ability of County-level convergence media centers to link government and people
	Social and public service capacity	The ability of County-level convergence media centers to aggregate local commercial, cultural and entertainment functions and facilities
	Media mix	The combined utilization ability of text/pictures/audio in County-level convergence media centers
Horizontal competition	Self innovation ability	The ability of county level convergence media centers to actively reform their institutional mechanisms
	Platform coverage and influence	Number of registered accounts and content dissemination effects of County-level convergence media centers on major social platforms
	Awareness of copyright competition	County level Rong Media Center actively explores local cultural and tourism resources, conducts cultural creations, and registers copyrights

### 4.3 Selective Encoding

After completing the spindle coding, it is necessary to further process the relationships between the main categories, excavate the “core categories” from them, and construct the internal relationships between the core categories and the main categories, thereby establishing a complete logical main line for the entire study and ultimately determining the substantive theory. Through analysis, the author finds that the core category of “influencing factors for the construction of County-level convergence media centers” consists of six main categories: “information communication technology”, “regional differences”, “internal mechanisms”, “key drivers”, and “operational strategies”, among which “regional differences” and “peer competition” are the external influencing factors for the development and construction of County-level convergence media centers, The other four main categories are the internal influencing factors for the development and construction of County-level convergence media centers.

### 4.4 Theoretical Saturation Test

The grounded theory holds that sampling and data collection should continue until the data in the category reaches “theoretical saturation.”. After coding comparison and repetitive interpretation of the 10 reserved literature materials (A58-A67) according to the above process, this article believes that the new sample data cannot supplement the existing category, indicating that the qualitative research conducted in this article has a good theoretical saturation.

### 4.5 Model Interpretation and Research Findings

This article constructs a model of influencing factors for the construction of County-level convergence media centers through qualitative research (as shown in Figure 1.).

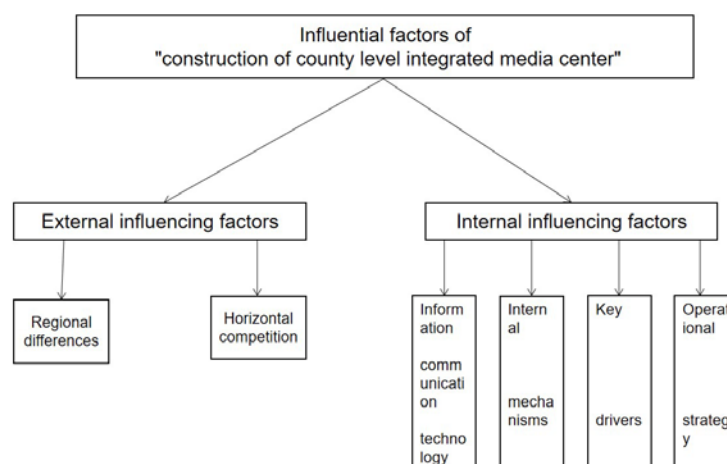


Fig.1 Model Diagram of Factors Affecting the Construction of County-Level Convergence Media Center

## 5. Conclusion

This research is based on the research method of grounded theory, and based on existing research results, it conducts a study on the influencing factors of the construction of County-level convergence media centers. The model of influencing factors for the construction of County-level convergence media centers, including 23 sub dimensions, constructed in this paper, to some extent reveals many difficulties and challenges in the development process of County-level convergence media centers, It is helpful for subsequent relevant research to propose development strategies from a more structured and systematic perspective. At the same time, subject to the researcher's own research capabilities and objective research conditions, there is still room for improvement in the selection of research methods in this article. In the future, we will consider integrating the Delphi method and empirical measurement to enhance the authority and promotion of the research results of this article.

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