



# 大数据时代下大众传播 策略

Information Glow in the Digital Age: A Data  
Based Media System

# 1. 课程背景及简介



内容 是任何媒体系统的中心，数字时代已经创造了一系列条件，内容的创建、分发和消费都发生在数据创建一系列融合的过程中，这些融合正在改变信息流的传统智慧。

本课程介绍了围绕模拟技术构建的传统通信模型，该模型在创建过程中具有相对线性的路径，内容的分发通常以多模态信息的形式存在，从印刷文字到电影和电视的移动图像。数字技术的发展改变了信息的创建和分发方式，将不同类型的信息标准化为数字数据。因此，这些数据及其传递信息的方式已成为当前媒体系统的中心。数字数据的中心性开辟了新的方式，信息作为数据可以在不同类型的发送者之间流动并被不同形式的接收者消费。

# 2. 学习目标



本课程将解决许多挑战，如：

- ★ 如何驾驭从传统传播模式到新兴模式的转变
- ★ 如何应对内容创作者和消费者角色的转变
- ★ 如何利用数据来理解数据可以用来理解通信趋势的方式
- ★ 如何利用数据分析数据，以更好地了解媒体生态系统

# 3. 任课教师信息



Prof. A M

Mitra 教授是维克森林大学的媒体与传播学院教授。NARBS 理念发明人。他是一家名为管理学习实验室的独立研究机构的所有者，该机构专门将技术应用于数据的收集、管理和可视化。

# 4. 课程设置



周期	时间	课程设置内容	课时
第一周 学习指南 教授及助教辅导	7 月 18 日 周一	什么是 PBL 教学方法	1
	7 月 19 日 周二	PBL 教学的常见形式	1
	7 月 20 日 周三	教授课-1 交叉学科 PBL 课程设计及知识点	3

		学习 学习目标：了解沟通模式；分析沟通模式。 描述：通过本模块，学生将学习信息流的通信模型；传统意义上的媒体系统描述	
	7月22日 周五	助教课-1 知识点查漏补缺	2
	7月23日 周六	教授课-2 制定小组项目方向 学习目标：了解数字系统的含义；应用数字系统来创建新工具。 描述：通过本模块，学生将了解数字系统的发展；数字设备的发展	3
第二周 教授及助教辅导	7月25日 周一	助教课-2 知识点查漏补缺	2
	7月26日 周二	教授课-3 交叉学科课程知识点学习 学习目标：了解对数字网络的需求；将数字系统应用于媒体系统的开发 描述：通过本模块，学生将了解数字网络的发展；数字媒体系统的描述	3
	7月27日 周三	助教课-3 知识点查漏补缺& 跟进小组项目调研进度	2
	7月29日 周五	教授课-4 互动与项目设计跟进答疑	1.5
	7月30日 周六	助教课-4 跟进小组项目调研进度	2
	7月31日 周日	教授课-5 交叉学科课程知识点学习 学习目标：理解信息就是数据，尤其是大数据；分析媒体信息流的未来。 描述：作为大数据的信息和大数据的流动；物联网、虚拟现实、对隐私的影响和便利性的增长	2
第三周	8月2日 周二	助教课-5 跟进小组项目调研进度	2



教授及助教辅导 未来展望	8月3日 周三	教授课-6 交叉学科课程知识点学习 学习目标：分析受众。 描述：通过本模块，学生将学习关于受众的大数据分析	2
	8月5日 周五	助教课-6 知识点查漏补缺& 指导小组项目成果展示	2
	8月6日 周六	教授课-7 教授点评小组项目成果	1.5
	8月7日 周日	升学与就业方向展望	1
		个人规划及发展建议	1
总课时	32		

#5. 阅读材料

PBL

★ A reading packet made up of several pdf documents that will familiarize students with the fundamentals of mass communication, digital systems, and the role of digitization in mass communication.

#6. 项目主题

PBL

本课程使用 PBL 教学法，PBL 即项目式学习，是一种以学生为中心的教学方法，教师提供关键素材构建学习环境，学生组建团队通过在此环境里解决一个开放式项目的经历来学习。以下为本课程可选的项目主题：

- 新兴数字媒体空间中发送者角色的变化
- 内容定制以适应目标市场
- 通过基于数据的市场分析了解目标市场
- 物联网对隐私或个人数据的影响

英文版教学大纲

PBL

Course Title	Information Glow in the Digital Age: A Data Based Media System
Credit Hours	32 (one credit hour is 45 minutes)

Course Objectives	<p>This class will get you ready for understanding and analyzing the new media ecosystem we are in. The traditional analog days laid the foundation for the way in which media has developed and the development of digital systems have offered a new form of media to evolve where information and standardized digital data have become synonymous producing opportunities and challenges that you will have to deal with in your everyday lives.</p>
Course Description	<p>The Course will address the following topics in the order indicated:</p> <p>The Communication Model for Information flow – this segment describes the different elements that are included to build a model that captures the way in which information/content flows during a communicative episode. Each element of the model is described in relation to each other</p> <p>Description of media systems in the traditional sense – the communication model is used to create the categories of communication episodes based on the characteristics of each element of the model. The key category of media communication is discussed in detail as it developed within an analog ecosystem.</p> <p>Development of the digital systems – the analog system gives way to the potential of a digital system where developments in mathematics and logic allow for the emergence of a binary system of numbers that offers the theoretical foundation for the development of digital systems.</p> <p>Development of the digital devices – one of the key components of the digital ecosystem is the digital device. What</p>

	<p>begins as a computer with the key components of a processor, memory and interface converges into miniaturized and portable devices that become the primary tools for content creation and consumption.</p> <p>Development of digital networks – the centrality of the digital device is facilitated by the invention and adoption of connectivity system that allows for flow of digital data between digital devices. This data is the information/content that makes up media communication.</p> <p>Description of digital media systems – the emergent media system relies on digital devices, the connectivity system and a large range of content creators that expand far beyond the institutional content creators that made up the mainstay of the analog media systems. The digital media system is based on the ability to create, distribute, and consume digital data.</p> <p>Information as Big Data – the amount of data continues to grow given the large amount of people who have the ability to produce data at a great volume with a lot of variety and at a great velocity. This Big Data also includes meta data about the data and in combination information becomes Big Data.</p> <p>Flow of Big Data – the Big Data as the center of media flows in different ways based on who has access to the data and how it can be utilized for analysis and interpretation to customize information creation and distribution for specific audiences.</p> <p>Looking to the future – the move to digital systems and a data-based</p>
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	<p>ecosystem poses the challenge of connecting the predominantly analog existence to the digital system and specific innovations such as the Internet of Things and virtual and augmented reality begins to bridge such gaps.</p> <p>Impacts of the Information Flow – the centrality of data in all media systems opens up information that goes beyond the content of media. Indeed Big Data is made up of both the unstructured components such as video and text as well the structured meta-data. Such abundance of data poses some threat to privacy while offering a set of conveniences to offset the threats.</p>
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**Brief introduction of the course**

The course introduces the traditional model of communication built around analog technologies that had a relatively liner pathway for the process of creation, distribution of content that generally existed as multi-modal information ranging from the printed word to the moving image of film and television. The development of digital technologies altered the way in which information could be created and distributed with the standardization of different kinds of information into digital data. As such, this data, and the way in which it delivered the message has become the center of current media systems. The centrality of digital data has opened up new ways in which information as data can flow between different kinds of senders and be consumed by different forms of receivers. Furthermore, the amount of data keeps on expanding allowing for the analysis of the Big Data to carefully construct customized information and provide it to specialized and fragmented audiences.

	<b>Topics</b>
<b>Module 1</b>	Objective: Understand the model of communication Description: The Communication Model for Information flow Objective: Analyze the model of communication

	Description: Description of media systems in the traditional sense
Module 2	Objective: Understand what is meant by digital systems Description: Development of the digital systems Objective: Apply digital systems to creating new tools Description: Development of the digital devices
Module 3	Objective: Understand the need for digital networks Description: Development of digital networks Objective: Apply the digital systems to the development of media systems Description: Description of digital media systems
Module 4	Objective: Understand the information is data, especially Big Data Description: Information as Big Data and Flow of Big Data
Module 5	Objective: Analyze the future of media information flow Description: IoT, Virtual reality, impacts on privacy and growth of convenience
Module 6	Objective: Analyze the audience Description: Analysis of Big Data about the audiences
Module 7	Case study and wrap up

Required Readings

A reading packet made up of several pdf documents that will familiarize students with the fundamentals of mass communication, digital systems, and the role of digitization in mass communication

Suggested list of the topics for the final project

- 1.The changes in the role of the sender in the emerging digital media space
- 2.Content customization to suit the target market
- 3.Understanding the target market through data-based market analysis
- 4.The impact of IoT on privacy or personal data

Criteria

- Quality of the sources used by students
- Participation in class discussion
- Contribution to group presentation





Final project

**Class Expectation**

This class will get you ready for understanding and analyzing the new media ecosystem we are in. The traditional analog days laid the foundation for the way in which media has developed and the development of digital systems have offered a new form of media to evolve where information and standardized digital data have become synonymous producing opportunities and challenges that you will have to deal with in your everyday lives.