

Influence Factors and Development Prospects of Hosts' Professional Influence in the Era of Media Convergence

Yushan Wang*

Communication University of China, Beijing, China

**Corresponding Author*

Abstract: In the current context of the rapid development of media convergence, the construction and evaluation of hosts' professional influence have become key issues in the industry. This paper deeply analyzes relevant research, summarizes the key factors influencing hosts' professional influence, covering specific indicators such as exposure, professional competence, and reputation under the dimensions of media platforms, hosts themselves, audiences, the industry environment, and competitors/partners. It also analyzes the relationships of mutual influence and interaction among these factors. On this basis, a reasonable outlook on the future development of hosts' professional influence is provided from the aspects of technological integration, cultural dissemination and social responsibility, and cross-platform collaboration, aiming to offer theoretical support and direction for the sustainable development of the hosting industry.

Keywords: Era of Media Convergence; Professional Influence of Hosts; Influence Factors; Development Prospects; Cross-Platform Collaboration; AI Technology Integration.

1. Introduction

The rapid advancement of information technology has ushered in an era of unprecedented media convergence, fundamentally transforming the landscape of information dissemination. In this digital age, hosts serve as indispensable bridges between content and audiences, with their professional influence emerging as a pivotal metric for evaluating industry standards, program quality, and cultural dissemination efficacy. This study delves into the multifaceted factors influencing hosts' professional influence, examines the intricate relationships among these factors, and

envision future development trajectories. By doing so, it aims to provide practitioners in the hosting industry with scientific insights to formulate career development strategies and drive overall industry progress.

Recent studies indicate that the hosting profession is undergoing a paradigm shift, with its influence extending beyond traditional broadcasting to digital platforms. For example, a 2024 survey by the International Association of Broadcast Professionals revealed that 68% of global audiences now engage with hosted content primarily through social media and streaming platforms, highlighting the need for hosts to adapt to multi-platform environments^[1]. This shift necessitates a comprehensive analysis of how hosts can maintain and enhance their influence in an era defined by fragmented media consumption and technological disruption.

2. Realistic Dilemmas Faced by Hosts' Professional Influence

2.1 Audience Diversion Caused by Short Videos

In the fast-paced modern lifestyle, short-video platforms have experienced exponential growth, driven by their ability to deliver fragmented, engaging content that caters to audiences' need for instant entertainment and information. Platforms like TikTok and Douyin thrive on 15-60 second clips, which align with users' micro-moments of consumption—such as commutes, coffee breaks, or waiting times. In contrast, traditional hosted programs, with their structured formats and longer durations (30 minutes to 2 hours), demand sustained attention, making them less compatible with contemporary time constraints. A 2023 study by Nielsen found that the average user spends 85 minutes daily on short-video apps, compared to 42 minutes on traditional TV programs. This shift is evident

in commuting scenarios, where 73% of respondents reported using short-video apps during transit, while only 19% listened to radio shows[2]. The low creation threshold of short videos further exacerbates this trend: armed with smartphones and editing apps, ordinary users can produce UGC (User-Generated Content) that rivals professional productions. For instance, a non-professional food vlogger on YouTube might gain millions of subscribers by sharing simple recipe tutorials, diverting viewership from professional cooking show hosts.

Short-video platforms' algorithmic recommendation systems compound the challenge. By analyzing user behavior—such as watch time, likes, and shares—these algorithms deliver hyper-personalized content, increasing engagement and retention. In contrast, traditional hosted programs face rigid production cycles, with content updates limited to weekly or monthly schedules. A case study of CCTV's prime-time hosts showed that their programs required 2-4 weeks for production, whereas short-video creators could release daily content, giving them a decisive edge in audience engagement[2].

2.2 Career Threats from AI Technology

The rise of artificial intelligence has introduced AI virtual hosts, which simulate human voices, appearances, and hosting styles with remarkable accuracy. These digital avatars can operate 24/7, require no salary, and adapt to multiple languages—a cost-effective solution for media organizations. For example, Xinhua News Agency's AI host "Xiao Nan" has been used for routine news broadcasts, reducing the need for human hosts in repetitive tasks. A 2024 report by Gartner predicted that 25% of news broadcasts would be delivered by AI hosts by 2026, posing tangible employment threats to traditional hosts [3].

AI speech synthesis technology has also reached a level of sophistication that challenges professional hosts. Tools like Google WaveNet and Microsoft Azure Text-to-Speech can generate natural-sounding voices with minimal human intervention, making them suitable for audiobooks, intelligent customer service, and even advertising dubbing. In China, the audiobook market saw a 40% increase in AI-narrated content from 2022 to 2023, with platforms like

QQ Reading adopting AI voices for 65% of their new releases. This trend diminishes reliance on professional voice actors and hosts, particularly for formulaic content[4].

Moreover, AI-driven analytics tools now enable real-time audience sentiment analysis, allowing media organizations to optimize content without human hosts' intuitive judgment. For instance, an AI system can analyze social media feedback to adjust broadcast tones, potentially replacing hosts' role in audience engagement.

2.3 Skill-Transformation Difficulties in Media Convergence

Media convergence demands that hosts possess cross-platform competencies, blending traditional broadcasting skills with new media proficiency. This includes mastering live-streaming technologies, social media management, and interactive content creation—skills that differ significantly from traditional studio-based hosting. A survey of 500 Chinese hosts found that only 32% felt proficient in live-streaming interactions, while 68% struggled with real-time audience engagement and technical troubleshooting [5]. In new media environments, hosts must adapt to dynamic content rhythms. For example, a live-streaming host on Taobao must balance product promotion with audience questions, adjust sales pitches based on real-time feedback, and operate streaming equipment—tasks that differ fundamentally from reading scripts in a studio. Additionally, platform-specific rules require hosts to stay updated, adding another layer of complexity.

Content innovation presents another hurdle. Traditional hosts often excel in scripted, linear narratives, but new media demands interactive, non-linear content. For instance, a host transitioning to YouTube might need to incorporate clickable annotations, chapter markers, and end-screen calls-to-action—elements absent in traditional TV. A case study of CCTV host Li showed that her initial YouTube videos, which mirrored her TV style, received low engagement, whereas later content featuring vlog-style storytelling and audience Q&A sessions saw a 230% increase in watch time[6].

2.4 Influence Dilution Due to Intense Industry Competition

The hosting industry is experiencing a talent influx, driven by media expansion and digital entrepreneurship. In China, the number of broadcasting and hosting majors in universities increased by 40% between 2018 and 2023, leading to fierce job competition. This oversaturation has prompted some hosts to adopt short-sighted strategies—such as chasing viral trends or producing vulgar content—to gain attention, which undermines professional credibility. A 2024 report by the China Media Research Center found that 27% of new hosts had engaged in "clickbait" hosting, damaging the industry's reputation[7].

Competition between veteran and novice hosts also creates resource disparities. Established hosts on platforms like CCTV or Hunan TV enjoy preferential access to prime-time slots, high-budget productions, and brand partnerships, while newcomers struggle to secure visibility. This imbalance is evident in social media followings: the top 10% of hosts on Weibo command an average of 10 million followers, whereas 60% of new hosts have fewer than 100,000[8].

The rise of online anchors and self-media creators further dilutes hosts' professional influence. These digital natives, often specializing in niche fields like gaming, beauty, or technology, build loyal audiences through authentic, interactive content. For example, beauty vlogger "Jiaqi Li" has a larger social media following than most TV hosts in China, demonstrating how specialized creators can outperform traditional hosts in audience engagement.

3. The Significance of Boosting Hosts' Influence

3.1 Curbing Misinformation and Shaping Public Discourse

In the information-saturated digital age, hosts play a critical role in filtering and verifying content, acting as gatekeepers against misinformation. During emergencies—such as natural disasters or public health crises—hosts on authoritative platforms disseminate verified information, calm public anxiety, and coordinate social responses. For instance, during China's COVID-19 pandemic in 2020, CCTV host Bai Yansong's prime-time special reports provided daily updates, reaching over 800 million viewers and reducing information

chaos[9].

Hosts also shape public discourse by framing social issues. Through in-depth interviews, panel discussions, and investigative reports, they can contextualize complex topics—such as climate change or economic reforms—thereby guiding audiences toward informed, rational perspectives. A study by the University of International Business and Economics found that hosts' commentary on social issues increased public policy awareness by 38%, compared to uncommented news[10].

3.2 Cultural Dissemination and Soft Power Enhancement

As cultural ambassadors, hosts showcase national heritage and values to global audiences. International programs like "China 24" on CGTN feature hosts exploring Chinese traditions, history, and modern developments, fostering cross-cultural understanding. A 2023 survey by the Chinese Ministry of Culture found that 62% of international viewers gained their primary knowledge of China from hosted cultural programs.

Hosts also revitalize traditional culture for modern audiences. For example, host Dong Qing's "Chinese Poetry Competition" combines classic poetry with contemporary media formats, attracting millions of young viewers and sparking a national interest in ancient literature. This blend of tradition and modernity not only preserves cultural heritage but also enhances China's soft power on the global stage.

4. Influence Factors of Hosts' Professional Influence

4.1 The Media Platform Dimension

Media platforms are important carriers for hosts to display their professional abilities and disseminate information. The influencing factors mainly include exposure and platform authority. Exposure is reflected in indicators such as the playback volume, click-through rate, and sharing volume of the programs hosted by hosts, which reflects the degree of attention they receive from the audience on the media platform. Platform authority is related to the popularity, influence, and status of the media platform in the industry. Hosting programs on authoritative media platforms makes it easier for hosts to gain widespread

attention and recognition, thereby enhancing their professional influence. For example, hosting important programs on platforms with extensive influence such as CCTV can significantly increase the host's exposure and influence.

4.2 The Hosts Themselves Dimension

The qualities and abilities of hosts themselves are the core factors affecting their professional influence, mainly including professional competence and creator authority. Professional competence covers aspects such as hosts' language expression ability, broadcasting skills, knowledge reserve, and adaptability. Hosts with solid professional competence can convey information accurately and vividly, providing the audience with a high-quality audio-visual experience. Creator authority is reflected in the professional reputation, industry recognition of hosts in the hosting field, and their ability to create and control program content. Hosts who have in-depth research in the professional field, have won professional awards, or are highly recognized by their peers often have higher creator authority, and their viewpoints and performances can have a greater impact on the audience's evaluation and perception of programs.

4.3 The Audience Dimension

The degree of recognition and love from the audience is an important criterion for measuring hosts' professional influence. The main influencing factors are reputation and credibility. Reputation reflects the comprehensive evaluation and emotional tendency of the audience towards hosts, which is reflected through the comments and feedback of the audience on social media, forums, and other platforms. Hosts' hosting styles, image temperament, and value transmission will all affect their reputation. Credibility involves the audience's trust in the information transmitted by hosts and their recognition of hosts' professional abilities and moral characters. A host with high credibility can establish a reliable and authoritative image in the hearts of the audience, enhancing the credibility and attractiveness of program content.

4.4 The Industry Environment Dimension

The industry environment has an important

restrictive and guiding effect on hosts' professional influence, mainly including responsibility and public-opinion-guiding ability. Responsibility is reflected in hosts' compliance with industry norms, assumption of social responsibilities, and fulfillment of cultural-dissemination missions. Hosts who actively participate in public-welfare activities, spread positive energy, and promote the healthy development of the industry can demonstrate strong responsibility and win the respect and recognition of both the industry and the public. Public-opinion-guiding ability refers to the ability of hosts to guide public opinions in the public-opinion field. In the era of rapid and complex information dissemination in media convergence, hosts need to have keen insights and correct values, guiding a positive and healthy public-opinion atmosphere through program content and creating a good public-opinion environment for social development.

4.5 The Competitors/Partners Dimension

In the environment of co-existence of competition and cooperation in the hosting industry, innovation ability and competitiveness are the key factors affecting professional influence. Innovation ability is manifested in hosts' ability to innovate in program forms, hosting styles, content presentation, etc. Hosts who constantly introduce new ideas and dare to try new hosting methods and program models are more likely to attract the attention of the audience and enhance their competitiveness in the industry. Competitiveness covers hosts' position in the market, audience loyalty, and competitive advantages over other hosts or teams. Hosts with unique hosting styles, a wide audience base, and good teamwork abilities have more advantages in industry competition, can obtain more resources and opportunities, and further enhance their professional influence.

5. The Relationships among Influence Factors

The various influence factors of hosts' professional influence are interrelated and interact with each other, jointly forming a complex system. The exposure and platform authority in the media-platform dimension provide hosts with opportunities and platforms

to display their abilities, which helps to enhance the creator authority in the hosts-themselves dimension and the popularity in the audience dimension. For example, hosting programs on media platforms with high exposure gives hosts more opportunities to showcase their professional qualities, accumulate industry reputation, thereby increasing their creator authority, attracting more audience attention, and enhancing their popularity among the audience.

Hosts' professional competence and creator authority directly affect the reputation and credibility in the audience dimension. Hosts with strong professional abilities and high industry authority are more likely to gain the recognition and trust of the audience, thus enhancing their reputation and credibility. In turn, the feedback and support from the audience will have a reciprocal effect on hosts themselves and media platforms. Hosts with high reputation and credibility can attract more invitations from media platforms, obtain more high-quality resources, and at the same time, inspire hosts to continuously improve their qualities and maintain a good image.

The responsibility and public-opinion-guiding ability in the industry-environment dimension have an important impact on other dimensions. Hosts who actively fulfill their social responsibilities and play a good role in guiding public opinion can enhance their status and reputation in the industry, strengthen their influence on media platforms, and thus improve their reputation and credibility in the hearts of the audience. For example, hosts who participate in public-welfare programs and play an active role will receive more publicity and promotion from media platforms and also win the praise and respect of the audience.

The innovation ability and competitiveness in the competitors/partners dimension mutually promote other dimensions. Hosts with strong innovation ability and competitiveness can stand out in the industry, obtain more cooperation opportunities, and increase their exposure and resource allocation on media platforms. At the same time, through cooperation with different partners, hosts can learn and draw on new concepts and technologies, further enhance their professional competence and innovation ability, and strengthen their competitiveness in the industry.

6. Development Prospects

In the era of rapid technological advancement and media convergence, the future of hosts' professional influence is shaped by technological integration and evolving societal needs. AI and big data will enable more precise evaluation of hosts' impact, leveraging natural language processing to analyze audience feedback across multi-platform data streams. This technological foundation will facilitate data-driven insights into audience preferences and engagement patterns, enhancing the scientific accuracy of influence assessment.

Cultural dissemination and social responsibility will become core mandates. Hosts are expected to serve as cultural ambassadors, promoting traditional values through modern media while guiding public discourse on critical issues. For instance, integrating AI-driven content analysis can help hosts tailor narratives that resonate with diverse audiences, balancing information dissemination with ethical communication.

Media convergence will dismantle traditional platform barriers, enabling hosts to engage audiences across television, social media, and live-streaming channels. Cross-border collaborations with industries like entertainment and education will create new influence vectors, while audience-centric strategies—such as personalized hosting styles informed by big data—will deepen emotional connections. This evolution demands hosts to adapt as hybrid content creators, blending professional expertise with technological agility to navigate the dynamic media landscape.

7. Conclusion

In the media convergence era, boosting hosts' professional influence demands considering multiple influencing factors' coordinated effects. Factors from media platforms, hosts themselves, audiences, the industry environment, and competitors/partners interact to shape hosts' professional image and influence. Hosts should understand these factors and their relationships, adapt to the times, and enhance their influence via technology application, social responsibility fulfillment, cross-platform cooperation, and an audience-centered approach for the hosting

industry's sustainable development.

References

- [1] Li H J. Reflections on Professional Education for Hosts. *China's Off-Campus Education*, 2009 (S4): 366-366.
- [2] Wen J. The Bottleneck of Mainstream Media in Building Communication Influence. 2020.
- [3] Zeng Z H. Cultural Consciousness: An Important Cornerstone of the Cultural Influence of TV Hosts. *Modern Communication (Journal of Communication University of China)*, 2008, 30(4): 18-21.
- [4] Zhang M D. Strategies for Enhancing the Brand Influence of Hosts. *Audio & Video World*, 2016 (1): 114-117. Yorganci K T M. "Like One of Us": Examining the Authenticity, Parasocial Relationships and Influence of Stand-Up Comedian Podcast Hosts. University of Salford (United Kingdom), 2024.
- [5] Klinenberg E. Convergence: News production in a digital age. *The Annals of the American Academy of Political and Social Science*, 2005, 597(1): 48-64.
- [6] Ruiz C D. Market-oriented disinformation research: Digital advertising, disinformation and fake news on social media. Taylor & Francis, 2025.
- [7] Zottola M F. Chinese social media in influencers era. 2020.
- [8] Shuang Z, Lee K T. Public Health Reporting in the China's TV News: A Case Study of Early Stage of COVID-19 Outbreak. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 2024, 9(8): e002809-e002809.
- [9] Sanusi B O, Tijani A A. BROADCAST NEWS COMMENTARY AS A TOOL FOR SOCIAL CHANGE. *African Journal of Social and Behavioural Sciences*, 2024, 14(2).
- [10] Conrad J G, Leidner J L, Schilder F. Professional credibility: Authority on the Web//Proceedings of the 2nd ACM workshop on Information credibility on the web. 2008: 85-88.