Enlightenment on Construction of Study Style in Colleges and Universities from WeChat Development

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Keywords: Higher education, Construction of study style, WeChat.

Abstract. Construction of study style is an extremely important part in higher education, which plays a critical role in continuous and stable development of colleges and universities. Currently, with rapid development of high and new technology, internet has been widely applied in thousands of families, and application of new media represented by WeChat is a factor influencing construction of study style in colleges and universities. Nowadays, how will colleges and universities utilize WeChat to develop construction of study style and actively build healthy and progressive campus culture become a hot topic of researches. In the thesis, the author takes this as basis, and discusses the influence on construction of study style in colleges and universities from WeChat application in details and how could colleges and universities better utilize WeChat to develop construction of study style.

Introduction

Study style highlights school-running thoughts, teaching quality and overall management qualification of colleges and universities, which is related to sustainable development of colleges and universities and culture creation and talent cultivation in colleges and universities. In recent years, with increasingly intensive enrollment expansion, more and more different cultures have swarmed into colleges and universities, and it becomes urgent to reorganize construction of study style in colleges and universities. With development of high-new technology, the new media represented by WeChat has gone deeply in colleges and universities, which has greatly changed students’ learning and thinking methods and brought larger impact to traditional construction of study style in colleges and universities. Key points in construction of study style in colleges and universities lie in correct utilization of WeChat and giving full play of WeChat.

Influence on Construction of Study Style in Colleges and Universities from WeChat Development

(I) WeChat’s positive influence on construction of study style in colleges and universities

The wide application of emerging media represented by WeChat has greatly changed college students’ living and thinking method, and has basically covered college student life. Firstly, the timely communication of WeChat enables students to learn whenever and wherever possible and enjoy more abundant learning resources, and video and audio communication also makes the study more living, not limited into book form. Students can timely get answers to their questions by communicating with different friends. For example, students can write a problem or thought on the Friend Circle to collect opinions on the problem from different friends for mutual communication, joint leaning and progress, thus improving study interests of college students. Secondly, the WeChat platform can realize resources sharing among students, accelerate resources exchange, and ensure improvement of students’ learning efficiency. If any question, they can timely seek advice from teachers or students or search for answers through WeChat, which will save much more time for learning and has enriched student’s learning methods. Finally, the wide application of WeChat can further realize a dynamic supervision and feedback to students’ learning achievements. Teachers can timely communicate with students through WeChat to know students’ learning state, timely adjust their teaching methods, etc.
(II) WeChat’s negative influence on construction of study style in colleges and universities

Although WeChat can provide more extensive information for students and improve students’ learning efficiency, the information provided by WeChat, on the other hand, has not been strictly screened, and there exist much false information and information not complying with the Socialist Concept of Honor and Disgrace. And many college students are unable to distinguish right from wrong and will obtain wrong information in the diversified background, which makes it easy for college students to form money-oriented and hedonic-oriented values. Meanwhile many students use WeChat not for learning, but social intercourse and entertainment, and spare quite limited time on learning. And many of them have been addicted to it, and wasted much time and abandoned their study. Besides, WeChat development makes it more convenient to get information, which generates sluggishness among student who will gradually neglect significance of class learning and be absent from school. When handing in homework, many students directly plagiarize others’, do not have a regular daily schedule, neglect their subjective activeness, and cannot focus on listening during classes, which brings certain harm to physical and mental health of college students, and brings great challenge to construction of study style in colleges and universities.

Reasonably Utilize WeChat to Intensify Construction of Study Style in Colleges and Universities

(I) Intensify advertising of new media knowledge, and create awareness of construction of study style in colleges and universities

With popularization of network construction in colleges and universities, new media represented by WeChat has penetrated in each aspect of college and university construction. In front of the impact on construction of study style in colleges and universities from new media, colleges and universities shall make the first move, master essence of WeChat and other new media, master the inherent law of their development, and play is full role in promoting construction of study style in colleges and universities. Meanwhile, in front of impact from new media, colleges and universities shall constantly master new technologies, make use of WeChat and other new media, intensify advertising for study style, intensify commanding height led by network propagation, improve construction of study style in colleges and universities, combine WeChat and construction of study style in colleges, and mobilize students’ initiative in learning.

(II) Utilize public platform of WeChat, and create active campus culture

To intensify construction of study style in colleges, colleges and universities shall keep creating health and progressive campus life. Currently, in front of students’ increasingly complex demands, traditional campus culture can no longer meet demands of self development of college students. In front of impact from diversified culture, colleges and universities have to improve themselves constantly, actively apply the WeChat platform, explore their own new media resources, and create positive campus culture. Colleges can create their own official WeChat platform, enrich students’ campus cultural life, lead students’ ideological building, communicate advanced culture, and have the students participated in platform development and construction. In terms of platform operation and construction, colleges and universities shall constantly combine with psychology of college students, actively develop online and offline activities, and improve benefit area of campus activity to drive construction of college study style.

(III) Intensify supervision and management of WeChat, and cultivate students’ capability of independent thinking

Currently, the college students have distinctive characteristics, many students do not have perfect self-discipline, and parents and colleges are not supervising them all the time, which makes it easy for students to be indulged in WeChat and other new social media. For this, the school has to conduct strict restriction and administration. Firstly, colleges and universities shall well utilize their own WeChat platforms to timely promote topics or emergency events concerned by students, and timely contain illegal and harmful information from other WeChat platforms, be alert about penetration of bad social morality, and prevent adverse trends from invasion to students. Secondly, schools shall establish restriction mechanism to lead students to reasonably arrange and utilize time,
and can take some restriction measures, such as cutting off power timely at night, handing over mobile phones during classes, screening signals of mobile phones and other systems and regulations, to limit the time students spend on WeChat and other new media and lead students to input more energy in their study. Finally, colleges and universities shall establish corresponding academic moral norms, and conduct training to students in time, to form a good academic moral style among students and form a strict and orderly study style in the entire school.

(IV) Intensify promotion of student’s media literacy, and guide to correctly use WeChat

Try hard to improve students’ media literacy, intensify application of WeChat and other new media among students, guide students to correctly integrate internet resources, constantly reduce negative influence from WeChat, and accelerate construction of study style in colleges and universities. For this, colleges and universities can set up professional courses to intensify ideological education to students, intensify communication with students, and constantly expand the coverage of students receiving education on media literacy, to enable students to correctly recognize functions of WeChat and other new media, and accept relevant information with selection and criticism.

Conclusion

In conclusion, study style in college embodies its soft power, and is also a key element for competition among colleges and universities, and is directly related to sustainable development and stable construction of school, being one of the fields which schools focus on. Currently, with gradual prevalence of WeChat and other new media, WeChat has penetrated to all walks of students’ life in colleges and universities, and greatly influenced study style in colleges and universities while changing students’ social interaction mode. With its convenient and effective functions, WeChat can help students in colleges and universities faster obtain new knowledge, intensify communication with other students, improve learning efficiency, form a good student’s evaluation method, and greatly save students’ learning time. However, meanwhile, in front of the huge information source, many students can not eliminate the false and retain the true, and are easy to be puzzled by false information. And due to their bad self control, many of them are frequently immersed in social interaction networks, wasting plenty of time and causing physical and mental damages to them, which brings large challenges for construction of study style in colleges and universities. Currently, to correctly use WeChat and give play to its advantages, it is necessary for colleges and universities to create their own WeChat platforms to advertise among students, and intensify supervision and management of students for using WeChat, cultivate students’ media literacy, and ensure students to use WeChat normally and form a favorable learning status.

References