Research on the College Students’ Education in the Perspective of New Media

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Abstract. New media technology is the product of the new era. It is not only accepted and relied by college students, but also brings unprecedented opportunities for higher education. New media has a huge amount of information, strong interaction, quick and convenience, becoming an important extracurricular channel for college students. Moreover, information offered by the new media is so large that is beyond any previous media. To promote the college education, we should know and understand the new media in a timely manner and have a reasonable use of the characteristics that the new media is easily accepted by college students.

Introduction

With the rapid development of information technology, China has entered into the new era presented by network media, digital media and mobile media. According to the 38th Statistical Report on Internet Development in China, by the end of June 2016, the number of netizen in China reached 710 million, most of whom are college students. The new media featuring virtual, openness, diversity, complexity, speed and interaction brings opportunists and challenges. Under the new media, how to innovate the university student education is an important topic that faculties must pay attention to.

What is New Media?

New media refers to the new forms of media including online media, mobile media and digital television. They are all developed after traditional media, such as newspapers, radio and television. UNESCO's definition of new media is that it is based on digital technology and takes network as carrier to spread information. Compared with traditional media, the advantage of new media is that anyone can quickly and timely release international and domestic events. And the scope of news recipient is more extensive. The United States "Connection" magazine's overview on the new media is that "all for everyone to spread." In April 1994, China formally joined the international Internet. Since then, people are accustomed to even rely on the communication mode that taking network as the medium, computer, mobile phone as the carrier. New media not only inherits the objective and accurate narrative feature of the traditional media, but also brings a new look to the media information dissemination and interaction with its own characteristics of pursuing freshness. In the current Internet information age, new media is an important channel for public to acquire information. Its propaganda and reporting activities are related to mass media propaganda and reporting functions, national quality-oriented education function, public opinion and aesthetic value-orientated function. It is just 21 years since the Internet entered China. It has become an important channel for contemporary college students to acquire extracurricular knowledge except the school knowledge. The new media has brought so much information to college students that it cannot be compared with any other media. To promote the development of college education, we should know and understand the new media in a timely manner and have a reasonable use of the characteristics that new media can be easily accepted by the college students.
New Media Features

Compared with traditional media, new media is generally characterized by the three aspects.

**The reciprocity of communication mode.** Traditional media can not only be spread unilaterally, it can also disseminate the information that it wants to be known by the audiences in a relatively fixed area or time period. The audiences can only select their favorite information in these fixed area or time period. However, the interactive activities between the audiences and information publishers are more difficult, which are the limitations of the traditional media. New media overcomes these limitations. It can make information publishers and information recipients carry on a two-way information dissemination with forming interaction. The audiences experience the joy of participation. They not only get valuable information, through these platforms but also can they mobilize their own initiative and enthusiasm. New media such as WeChat, Weibo, QQ, online forums and post bar and other new media are two-way communication. The interaction between the information sender and recipient is more direct, faster and quicker. The point-to-point way of interactive communication used by the new media users replaces the point-to-plane way of traditional media in a certain extent. New media users through computers, mobile phones can form contact and interaction with others. For example, in Sina Weibo, we can post comments and views where they can express their feelings, display their work, put forward their own views and publish comments on certain things. All these can be delivered rapidly to every corner of the world by the new media platform so that they can be understood by more audiences who can discuss about the information and interact with the publisher at any time, which is a incomparable feature to traditional media.

**The diversity of communication content.** Compared with traditional media, the content of new media has certain personalities and unique features. Every new media publisher is a independent individual of using new media. They can publish information according to their own preferences and build their own media style according to the audience's preferences. Each new media information publisher is also a new media information audience because from the new media they can get any information they wants to know, which is not restricted by space, capacity, and time. With the search engine, New media audiences find their favorite information, follow the public number and visit the forum or bar which is built on their common hobbies to read or exchange information. The mass storage capacity of new media information can inform people more information. In the new media era, the audiences don’t need to watch TV programs which has been edited in accordance with the order, but according to their needs, their favorite order and content to choose the program. This mode of communication broken the barrier of traditional media communication and dissemination. In the current time, it has become the most effective channel of information dissemination and its utilization rate is the highest. For example, in the WeChat, everyone can publish the information through the WeChat account at any time. After the audiences’ reading, the information can be forwarded out again by them so that more new media users can read them. However, the diversification of the content of new media information also leads to its complication including many negative information contents. What’s more, the arise of rumors are serious harm to the normal order of society, from which we can also see the coexistence of the pros and cons in the diversity of new media information contents.

**The timeliness and convenience of communication.** With the widely use of Internet, mobile communication equipment and other new media carriers, the release and dissemination are free from time and place. People can publish their message at anywhere and anytime, and the recipient can receive the message in a very short time. Timeliness and convenience make people's lives and learning much more convenient. Social events, wherever and whenever they happened, are likely to be collected, further expanded and disseminated. Traditional media are linear, which can just make audience get to know the fixed geographical information. However, the new media is a network without geographical restrictions, as long as there is network coverage, a computer or a smart phone can search the information worldwide. As mobile phone hardware equipment enhanced and
information storage enlarged, a variety of forms of communication maximum its compatibility, just like a world into the pocket. For example, smart phone users post the beautiful scenery pictures and spot events during the journey via Sina weibo when they have a outside tour. Under the traditional media, the process from publication to reading is very long. However, the new media can maintain dissemination reception and feedback simultaneously. As long as there is network coverage, new media will allow users freely release, read and interact all kinds of information.

The massive information. With the openness in space and time, New media enable people get access to a large number of information. Each user can publish the message and get any information they want to know. There is a large and various stored information in news, variety show, finance and social events that are happening. They are likely to be collected and further expanded and spread. New media has the sharing of the network, covering a large amount of information, and make uses’ lives and learning much convenient. But the massive information content also increases the complexity including negative content, network rumors and fraudulent information, which can easily confuse the readers, causing serious harm to the society. For example: someone sale a kind of soap door-to-door, as long as you smell you will faint at once, then he took away the valuable things. Similar rumors are spread throughout the country. In fact, local police have refuted the rumor and they did not find such things. But these rumors have been spread in the new media, confusing the majority of users. New media coexist the pros and cons. We should dialectical view of the massive information of new media.

The Basic Situation of Using New Media in College

Along with the coming of the new media era, social practices and living environment took place quietly with more information and network. We live in the huge wireless space created by the the new media. The way of interpersonal communication changes from one-to-one into one-to-many or many-to-may and communication has become more convenient. At present, the new media presented by Internet and mobile phone network has been widely popularized and applied among college students. As students have higher computer knowledge, basic knowledge of network and higher cultural level, the acceptance of new things is higher than others, So the impact of new media on them is the most profound. Through the survey of Bohai University students, the preliminary statistics of college students is on the use of new media. A total of 600 new college students' questionnaires were issued, including 100 freshmen, 200 sophomores, 200 juniors and 100 senior students, and 570 valid questionnaires were collected. The effective rate was 95%.

The high use of mobile phones and computers. New media is supported by the new technical support system. Compared with the traditional media like newspapers, broadcasting, television and magazines, new media is the medium of information transmission. In college, the medium is mostly smart phones and computers. It is mainly because they are limited in the relatively close campus environment, and 89.2% of the students use computers, 99.6% of them use mobile phones, and 7.3% use other traditional media. From the data, the traditional media has been unable to meet the needs of the continuous development of college students, and in new media, mobile phones have become the main media rather than computers.

Make college students' living and learning much convenient. According to the questionnaire, 68.5 percent of the interviewees in Bohai University said that they could quickly understand current events, 95.5 percent of them can conveniently and quickly communicate with their friends, 76.6 percent of them enriched their spare time. Learning and research accounted for 30.6%, the other took up 2%. We can see that, new media has gradually integrated into the study and lives of college students. The utilization of new media has become more mature. It has become a necessary platform for college students to understand the current events, mutual exchanges, leisure and entertainment and learning for all kinds of knowledge. At the same time, the impact of new media on contemporary college students is multi-angle, multilevel and multi-facet.

College students are increasingly rely on new media. According to statistics, Bohai University students use the new media less than 2 hours every day accounting for 10.6%, between 2 to 5 hours of students accounted for 62.6%, more than 5 hours of students accounted for 21.4%, nearly no use
of new media accounted for only 5.4%. We can see that college students spend too much time on new media, containing a certain degree of dependence. And this high dependence also has a profound impact on the lives and learning of college students, and some students use the Internet during the class. They are addicted to the virtual network but study. When answering questions, some students always want to quickly and directly know the answer do they search the Internet. It is not conducive to their independent thinking and reduce the effectiveness of university education. Long use of new media is bound to bring a certain degree of negative impact to college students.

**The weak ability to identify new media information.** According to statistics, in the question "good identification of new media information is true and false," 53% of college students chose No. In the question "Do you think the government and network information management institutions need to regulate the new media information ", only 36% of college students should choose. Thus, college students’ ability of information analysis is weak, and they cannot have a good distinction between true and false, and deal with massive amounts of new media information at a loss. Under the mass new media information, if students do not have the correct guidance, the students have not enough ability to make an accurate judgment on the true and false information.

The Opportunities Brought by the New Media to the College Education

New media technology is the product of the new era. It is not only accepted and relied on by college students, but also provided unprecedented opportunities to the work of college education. New media has a lot of information, strong interaction and rapid convenience. It can not only improve the pertinence of higher education, but also help the timeliness of higher education.

"Who masters the new media, who will control the world. New media development can dominate a country’s future." Li Shenming, the Chinese Academy of Social Sciences Vice President, pointed out that the current ubiquitous and popular new media has been deeply rooted in Economy, politics, culture, life and many other fields, becoming the key point related to the nation and people in economic globalization and IT implication. Instead of traditional media, new media has become an important tool for college students to acquire the information. The openness and diversity of new media can help universities to broaden the platform, and provide opportunities for college students to express their ideas. Through the convenient, rapid and good interactive new media, students can make their voice herd more often by educators. It is conducive to improve the way of college education and it becomes a necessary choice to operate education via new media. College education can combine online and offline education with new and traditional media. To operate the education, we should take full advantage of the new media platform including weibo, weChat, and blog.

We should attach high importance to the construction of media network in the college, and give full play to the function of network. University should try to promote their own websites. These websites can not only have the professional boutique class video, course query and other content related to teaching, but also the national major events, the principal mailbox, lost and found and other popular discussion spot that can deliver educational function. With entertainment and learning modules, these websites can attract and educate students, and integrate education and function.

**Strengthen the construction of WeChat official account, Weibo and blog.** Colleges can actively open their own WeChat official account and official Weibo. On these platforms, we can improve education and educational channels. At the same time, we can also know students’ ideas and opinions through their reply and feedback. And then we can strengthen the interaction between colleges and students. Universities should also encourage well-known professors to open their own WeChat official account and blog. Professors can share their excellent teaching experience, and theoretical research with university students and guide college students to improve the effectiveness of educational work.

Moreover, we should invite well-known professors to take part in Q & A , and constantly improve the attractiveness of such platforms for college students, through these platforms, therefore, these professors can be mentors, good friends and guiders to make students take full advantage of university time. New media has become an necessary part for college students, having an significant
impact on students’ thought and learning. In the new era of new media, we should take full use of the new media to teach and guide students’ comprehensive development.

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