

Original Paper

Research on Educational Path and Long-term Mechanism of College Students' Network Literacy in New Media Environment

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Fund Project

2024Xi'an FanYi University School-level Project: "Research on Educational Path and Long-term Mechanism of College Students' Network Literacy in New Media Environment " (Project No.2024B28).

Received: June 04, 2024

Accepted: July 28, 2024

Online Published: August 14, 2024

doi:10.22158/wjer.v11n4p129

URL: <http://dx.doi.org/10.22158/wjer.v11n4p129>

Abstract

With the rapid development of Internet technology, new media has gradually penetrated into all areas of social life, and has had a profound impact on people's way of thinking, behavioral patterns and even values. As the main users and beneficiaries of new media, college students' network literacy level not only concerns their personal growth and development, but also directly affects the harmony and stability of society and the long-term development of the country. Therefore, under the new media environment, strengthening university network literacy education has become an important issue given to us by the times. At present, university network literacy education faces many challenges and opportunities. This study not only has important theoretical value, which can enrich and improve the theoretical system of university network literacy education, but also has important practical significance, which can provide useful references and lessons for colleges and universities to carry out network literacy education, and promote the comprehensive enhancement of university students' network literacy level.

Keywords

new media, college students, network literacy, long-term mechanism

1. Introduction

With the rapid development of the Internet and AI technology, new media has become an important information dissemination and communication platform in modern society. College students are one of the groups that have more contact with the Internet in today's society due to the group specificities such

as high overall education level, fast ability to accept new things, and willingness to accept new things. Because the network has the special characteristics of open content, the network content of good and bad, part of the content not only can not help college students, and may even affect the life and property safety of young people. Therefore, it is of great significance to improve and purify the network environment and enhance the network literacy of college students for their own development. The author distributed questionnaires about network literacy to college students, and through the recovery of questionnaires, surveyed and analyzed the status quo and reasons for the formation of college students' network literacy in the field of new media, and on the basis of which, tried to explore the effective paths and long-term mechanisms for the enhancement of college students' network literacy. It is hoped that through the in-depth exploration and empirical analysis of this study, it can contribute to the innovative development of university network literacy education in the new media environment.

2. Current Situation and Analysis of the Survey on College Students' Network Literacy in the New Media Environment

Under the new media environment, all kinds of new media software are widely used and loved by college students. This paper analyzes and understands the current situation of college students' network media literacy and gives corresponding countermeasures through the use of various types of new media software by college students. Emerging new media software is mainly divided into instant messaging software (such as QQ, WeChat, etc.) and e-commerce software (such as Xiaohongshu, Taobao, etc.), which are more and more favored by everyone. By reading and drawing on the relevant literature in China in recent years, the questionnaire is designed according to the actual situation, using a unified distribution, random survey of the party situation. The survey method, the survey object for the investigation and analysis of all kinds of new media usage rate of 99%, the survey a total of 200 copies, 197 recovered questionnaires, of which 195 valid questionnaires, the effective rate of 98.98%. Questionnaire survey time is June 2024 - July.

2.1 Use of Various New Media Software by College Students

2.1.1 Frequency of Use of Various New Media Software by College Students

College students using smartphones basically use all kinds of new media software, the survey shows that college students are the earliest group to use all kinds of new media software, and also the most widely accepted group, which is very close to the characteristics of college students' pursuit of fashion, and like to challenge new things. 100.00% of college students are very familiar with and skilled in the use of all kinds of new media software. 97% of them use it every day, and 60% of them use it for more than 1 hour a day, and some of them even use it for more than 6 hours a day. Among them, 97% of the college students use it every day, 60% of them use all kinds of new media software for more than one hour every day, and some of them even use all kinds of new media software for more than six hours in a whole day. This shows that the use of new media software has become one of the things that college students must do every day.

2.1.2 Purpose of Using New Media Software for College Students

The use of various types of new media software is an important factor in examining college students' online media literacy. According to the survey, the main purpose of using new media software for college students is "to chat with friends by voice and video anytime and anywhere, which is more convenient and quicker", accounting for 61.3%. "The second major purpose of using new media software for college students, accounting for 36%, is to show their moods, statuses and feelings in various new media software, as well as to know the latest status of their friends. Learning and acquiring knowledge in all kinds of new media software accounted for 41.2%.

2.2 *Analysis of the Current Situation of the Use of Various Types of New Media Software by College Students*

2.2.1 Analysis of the Current Situation of College Students' Network Literacy in the New Media Environment.

The new media era refers to the era of prevalence of digital media, and new media refers to the new media forms developed after the traditional media such as newspaper, radio and television. With the application of 5G technology and the booming development of the Internet, the way of life of individuals, the mode of work and the way of interaction in traditional society have been changed, and the human society has entered the new media era. College students are one of the groups that have more contact with the Internet in today's society, and the Internet has become the main channel for them to obtain information. Improving college students' network literacy not only plays an important role in their own development in the context of information globalization. However, the current situation of college students' network literacy is multi-faceted, with both positive aspects and some challenges and problems. According to the survey, under the new media environment, all kinds of new media software have become the main channels for college students to obtain information. However, it also brings the problems of information redundancy and information overload, and college students need to have stronger information screening and discriminating ability. The phenomenon of information cocoon, based on the algorithmic information pushing mechanism, makes college students in the acquisition of information is often limited to their own areas of interest, forming a "cocoon of information". This phenomenon restricts their horizons and makes it difficult for them to come into contact with diversified views and information, which in turn affects their critical thinking ability and the formation of comprehensive value judgment. Differences in the ability to use the media, although most college students can skillfully use the Internet media to search and obtain information, but their ability to use the media is not balanced. Some college students rely too much on the Internet for answers and lack independent in-depth thinking and self-practice experience, which, to a certain extent, weakens their independent thinking ability, imagination and creativity. In addition, some college students lack the ability to effectively screen and evaluate the massive amount of information, and are easily misled by false information. The awareness of network self-discipline is weak. Under the new media environment, the cyberspace is more open and inclusive, and college students have become the

main force of network information dissemination. However, some college students lack a clear perception of online behavior, have a weak sense of online prudence, and lack online moral rationality. They may wantonly spread untrue statements in cyberspace, even denigrate others, and lack the constraints of online speech and behavior. Such behavior not only damages the order of cyberspace, but also affects the personal image and future development of college students. Deficiencies in media literacy education, although colleges and universities have begun to emphasize media literacy education, there are still deficiencies on the whole. On the one hand, media literacy education courses are relatively few and often separated from professional courses; on the other hand, the way and content of media literacy education need to be further enriched and improved. In addition, social media and social platforms need to play a greater role in guiding college students to use online media correctly.

2.3 Influence of the New Media Era on College Students' Lifestyles and Ways of Thinking

With the popularization of the Internet and the rapid development of mobile technology, new media has gradually become the main channel for people to obtain information, exchange ideas, entertainment and leisure, which has a great impact on the lifestyle of college students. For college students, the advent of the new media era can help college students to obtain information conveniently and efficiently. New media has almost realized the instant dissemination of information, and college students can obtain the latest information and hot topics from all over the world in time through social media, online forums and other platforms. Helping the expansion of learning and education resources, new media provide college students with a huge amount of learning resources, such as open online courses (MOOC), academic forums, academic blogs and so on. These resources break the geographical and time constraints of traditional education, enabling college students to have access to high-quality educational resources from top educational institutions and promoting the dissemination and sharing of knowledge. Helping the convenience of socialization and communication, social media and online communities enable college students to communicate and connect with each other and people from all over the country, broadening their social circles. This kind of communication not only provides college students with the opportunity to make new friends, but also promotes the collision of ideas and the sharing of opinions. To help diversify entertainment, new media provide rich and diverse entertainment content, such as short videos, online games, music and so on. These forms of entertainment not only provide college students with ways to relax and relieve pressure, but also enhance their quality of life. Provide new opportunities for entrepreneurship and employment, through social media and e-commerce platforms, personal entrepreneurship can be carried out, and this mode of entrepreneurship provides college students with the opportunity to practice and experience accumulation, and also lays the foundation for future career development development.

The initiative of thinking association has been enhanced, and the emergence of new media has changed the traditional learning mode, in which the teacher is no longer the transmitter and instiller of knowledge, but becomes the guide and organizer in students' learning. This change makes college

students more active in acquiring new knowledge, and they actively explore and learn out of their own desire to know. This increased initiative also promotes the development of innovative thinking among college students. The speed of thought association is accelerated, and the new media make the cycle of updating and modifying learning resources shorter, and the speed of transmitting information is accelerated. College students are able to think on the basis of the latest information, skipping some old and known wrong information and thinking and exploring the latest content directly. This acceleration of the speed of information updating makes the speed of thinking association of college students also increase. Cultivation of Critical Thinking, In the face of complex information in new media, college students need to learn to recognize the truth and sift through valuable content. This process promotes the cultivation of their critical thinking and enables them to view, analyze and solve problems more rationally. The development of cross-border thinking, The diversity and inclusiveness of new media provide opportunities for college students to learn across borders. They can be exposed to knowledge and views from different fields through different media platforms, thus developing an interdisciplinary way of thinking and problem-solving ability.

3. Network Literacy Education Path and Its Long-term Mechanism for College Students in the New Media Environment

3.1 Actively Creating a Campus Cultural Environment Conducive to the Enhancement of College Students' Information Literacy

A good campus cultural environment is the basic condition for improving college students' information literacy. Schools should actively promote the digital construction of libraries, and make use of media such as information literacy thematic learning websites, public platforms of micro-letters, and campus broadcasts to widely carry out the popularization of college students' information knowledge and the education of information ethics and morality. Colleges and universities should strive to improve the informatization and modernization of teaching and management tools, and create a good environment for the application of information technology for the growth of college students. At the same time, in view of the excessive information consumption and general lack of information ethics among college students, colleges and universities should establish and improve relevant management rules and regulations, strengthen positive education and guidance, and further cultivate students' self-discipline and sense of social responsibility. Schools should provide students with an informationized campus environment to support the cultivation of students' information literacy.

3.2 Continuous Promotion of Curriculum and Teaching Reform

Construction of curriculum system and integration of network literacy education courses: Integrate the contents of network literacy education into campus culture courses, classroom management disciplines, and civic and political theory disciplines to form a systematic curriculum system. Enhance students' professionalism and network literacy through the integration of specialized courses and network literacy education. Offer specialized courses and set up compulsory or elective courses on network

literacy education, covering the aspects of information acquisition, information processing, information dissemination and information evaluation, as well as the knowledge of laws and regulations on network security, intellectual property rights and so on. Utilize campus media platforms to carry out practical activities on network literacy, such as information screening competitions and network security knowledge competitions, through the campus network, BBS, WeChat public number and other carriers, to enhance students' practical operation ability. School-enterprise cooperation: Cooperate with enterprises to establish network literacy practical training bases, so that students can learn and practice network literacy skills in a real environment.

3.3 Continuous Enhancement to Strengthen the Faculty

To train professional teachers, strengthen the training of teachers in network literacy, and enhance their teaching level and instructional capacity. Teachers are encouraged to participate in network literacy education research and academic exchanges to promote innovation in teaching methods and content. It is also necessary to set up expert teams: industry experts and scholars are invited to participate in the work of network literacy education and provide professional guidance and consulting services for students. Create a favorable network environment, strengthen the construction of campus network culture, and create a healthy and positive network environment. Through online and offline activities, students are guided to establish correct online values and behavioral norms. Cultivate "opinion leaders", cultivate online "opinion leaders" among students, give play to their leading role in cyberspace, and transmit positive energy and positive information.

3.4 Increase Policy Support and Continuously Develop and Improve Relevant Systems

The state and schools should introduce relevant policy documents to clarify the objectives, contents and requirements of network literacy education, and provide policy support and guarantee for the development of education. Improve the assessment and evaluation mechanism, establish a scientific and reasonable assessment and evaluation mechanism, incorporate network literacy into the comprehensive quality evaluation system of students, and motivate students to actively participate in network literacy education. Continuous training and enhancement, regular training and assessment. Regular network literacy training and assessment for teachers and students to ensure the continuous improvement of their network literacy level. Tracking feedback and adjustment: Establishing a tracking feedback mechanism to keep abreast of the educational effects and students' needs, and adjusting the educational contents and methods according to the feedback results. Multi-party synergy and cooperation, government, school and family linkage. Construct an education system that is coordinated by the government, schools and families to form a synergy in education. The government provides policy support and resources; schools are responsible for the implementation of specific educational work; and families cooperate with schools in supervision and guidance. Social participation and supervision encourages social organizations and the public to participate in the supervision and evaluation of network literacy education, forming a good atmosphere of common concern and support by the whole society.

4. Conclusion and Prospect

In today's era of rapid development of digitization and networking, the importance and urgency of university network literacy education is becoming more and more prominent. The Internet has become an indispensable platform for college students to obtain information, exchange ideas, learn new knowledge and display themselves, but it is also accompanied by a series of problems such as information flooding, Internet fraud, privacy leakage and Internet violence. Therefore, strengthening college students' education on Internet literacy can help improve their comprehensive qualities such as information acquisition ability, critical thinking ability and sense of social responsibility, and lay a solid foundation for their future study and work. Promoting the harmonious development of society, by improving the level of college students' network literacy, it helps to reduce the spread and negative impact of undesirable information on the network, and promote the healthy development of cyberspace and the harmonious stability of society. Cope with the challenges of new media, under the new media environment, network literacy education will become one of the important means to cope with the challenges of information explosion and network rumors. By strengthening network literacy education, it can help students better adapt to the new media environment and play a positive role in it. At the same time, it is of great significance to cultivate new-age college students with critical thinking, good moral sentiments, and effective information screening and processing abilities.

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