

## Research of Teaching Reform Based on We Media Information Platform

Shu Li<sup>a</sup>, Na Liu<sup>\*b</sup>

Institute of Medicine and Nursing, Hubei University of Medicine, Shiyan, China

<sup>a</sup>345619552@qq.com, <sup>b</sup>34703558@qq.com

\*Corresponding author

**Keywords:** We media, teaching reform, teaching evaluation.

**Abstract:** With the popularity of intelligent terminals and the continuous improvement of network development, Chinese Internet users have entered the era of vigorous development of we media. We design a questionnaire to investigate the College Students' using habits of we media, then we use we media information platform to carry out teaching reform. In the process of teaching reform, we media channel is applied to all aspects before class, in class and after class. The advantages of flipped classroom and teaching content are reasonably combined to achieve teaching objectives and improve learning effect. In the process of practice to explore the difficulties and bottlenecks of we media means to participate in teaching, give countermeasures and suggestions.

### 1. Introduction

With the popularity of intelligent terminals and the continuous improvement of network development, China's Internet users have entered the era of vigorous development of we media. Traditional teaching materials and teaching plans can only be updated for a long time, which leads to the relatively basic and obsolete knowledge learned by students in teaching materials. The knowledge points of information courses are updated very quickly. We can make up for the lag of teaching materials by applying we media to the teaching process and bringing various emerging resource of we media platform into the classroom.

In traditional teaching, most of the platforms for teachers to communicate with students are classroom or recess. We media platform provides a new way for teachers and students to communicate with each other anytime and anywhere. Teachers can provide help and guidance for students; autonomous learning, and can also master and evaluate students; learning status in a more comprehensive way. Actively respond to the "Internet plus education" teaching mode advocated by the Ministry of education, and use we media to develop online and offline teaching methods, and use the characteristics of health information courses to try to turn the classroom into a truly "student centered" approach, so that students can learn actively and improve their learning efficiency.

### 2. Preparation for Teaching Reform

Compared with traditional media, we media is deeply loved by college students because of its diversified communication subjects, strong communication effectiveness, diversified communication means and wide audience. The questionnaire was designed and distributed to 2016 and 2017 credit management and information resources undergraduates of Hubei Medical University. The main purpose of the questionnaire is to investigate the students; understanding and application of we media, including whether they know the concept of we media, whether they have used we media, what types of we media they have used, how often they use it, what tools they use, what main purposes they use, and whether they have used it. The problems include the experience of using we media in learning, the willingness to use we media in professional courses, the need of using auxiliary learning, and the teaching link. Meanwhile, the teachers of the professional course teachers in the management department have conducted in-depth interviews to understand the past use of the "Internet plus"

assisted teaching method and the effect achieved, and whether teachers know the auxiliary teaching methods of the we media platform. Based on the results of in-depth interviews with information management teachers, this paper demonstrates the necessity and feasibility of using we media to assist health information courses, and analyzes the advantages and possible disadvantages of using we media in teaching. The corresponding suggestions and countermeasures are put forward for the teaching reform in the era of we media, so as to make preparations for prevention in advance and make full use of advantages and avoid disadvantages.

This paper analyzes the results of the questionnaire, compares and analyzes the limitations and advantages of the application of we media technology as curriculum resources in the teaching of health information courses, and then discusses its necessity and feasibility. The questionnaire reflects that information, disseminator and receiver, communication channel and technology and communication environment have a great impact on students' use of we media.

## **2.1 Information**

As the object of health information dissemination, the objectivity, universality, timeliness, professionalism, comprehensibility and independence of information have an impact on health information dissemination.

The universality and objectivity of information refers to the universality of information as an objective object, accurate source data and objective expert opinions. It refers to the universality of we media platform with more convenient information circulation in the era of big data. The universality can be seen everywhere is conducive to closer access to health information, so as to promote the dissemination of health information; the timeliness of information means that in a certain period of information release, it can be the best use, the situation changes, the outdated information will lose its utility value and significance, and the dissemination efficiency will be greatly reduced. Therefore, in order to better spread information, we need to grasp the timeliness of information; the professionalism of information refers to the information that needs to be obtained through learning, exploration, experiment and other scientific methods, and we also need to have a certain professional attitude and professionalism for the dissemination of information in order to better understand and spread information, and if the professionalism of information is higher, it will make people more convinced credibility; The comprehensibility of information means that we media platform has a huge number of views, obscure words can not attract more views, increase its comprehensibility, make the profound content expressed in a relatively simple way, which is conducive to its dissemination; the independence of information means that information, as an independent individual information, will not be affected by the material carrier, whether it is from electricity. If we get information from video or mobile phone, we can keep its independence on the premise of professional objectivity, which will make information better spread.

## **2.2 Subject of Information Dissemination**

Information producer (s): the influence of information producer refers to the influence of information producer in society. Whether it is good social influence or bad influence, it will affect people's confidence in information. People are more willing to respond to the information released by influential people; the authority of information producers, the health information released by authoritative institutions and official organizations represents a certain degree of professionalism, and the authoritative health information will make people more willing to believe, receive and use, and also more willing to spread; the amount of information of information producers shows the resource richness of producers, which also shows the value of information. It shows a certain degree of exposure of information producers. Abundant resources and exposure will increase the credibility of information; the network location of information producers refers to the network influence of information in the we media platform, such as the amount of official website visits, the number of fans owned by micro-blog platform, the downloading of software, the number of commentaries on We Chat official account, etc. The network position of information determines the depth and breadth of information dissemination.

Information receiver (R) factors: Information Literacy of information receiver refers to the degree of understanding and education of the public about health information, which makes it easier to understand and use information under the condition of their own reserved knowledge and higher learning ability <sup>[1]</sup>; interest similarity of information receiver refers to the degree of attention and interest of information receiver. For the people who have no attention and no interest, compared with the people who are interested in information, the intensity of information dissemination will be greatly reduced, and only those who are interested will be willing to contact; the information receivers' understanding ability of things is not the same, for the people with high information understanding ability, it will be easier to receive information and use it to transform it into knowledge; the experience of the information receiver, the letter. At first, information is just a pile of data. For people with relevant experience, data is easier to be transformed into information, so as to make use of information.

### **2.3 Information Dissemination Channels and Technology**

The form diversity, reliability, ease of use and popularity of we media platform have an impact on the dissemination of information. We media platform has various forms. We media platform includes various symbol systems, text, audio, video and pictures. The traditional information is mostly expressed in the form of text in paper media, but today, fast-paced life makes people not have more patience to read a large number of text paragraphs, on the contrary, the rich and colorful pictures and videos are easier to attract people's attention, so the form diversity of the platform is also one of the important factors; we media platform is easy to use, now it is no longer easy to use we media platform the patent of young people, and many old people and children have joined the ranks. If the operation of the platform is complex, it often makes people impatient, and simple operation is convenient to read and understand information<sup>[2]</sup>; the popularity of we media platform mainly refers to the download amount of platform software, the number of website visits, etc., and a large number of views are bound to attract attention, the wisdom effect of the group and people's conformity psychology. It will guide the receivers to visit and use the well-known we media platform, and the health information spread on this basis will have better effect. Nowadays, the reliability of we media platform has become a hot topic of discussion. Whether the platform is safe and reliable is also an important standard for people to use and browse the platform, and the platform with high reliability and security will be more popular. The reliability will also improve the authenticity of health information content.

### **2.4 Environmental Factors of Information Dissemination.**

Cultural atmosphere, network environment security and the perfection of network laws and regulations have an impact on the dissemination of information in we media platform. Cultural atmosphere, no matter the information producer, disseminator or receiver, in the cultural atmosphere of information, will inevitably receive relevant information. Similarly, the reaction of cultural atmosphere will urge people to take the initiative to contact relevant information. Under the environment of we media era, most people inevitably deal with all kinds of information on we media platform every day, so the cultural atmosphere has an impact on the dissemination of information on we media platform to a large extent; network environment security, in order to make information spread, network system and hardware facilities are the foundation. A good network environment is essential, only in a secure network environment, people can be at ease to spread information, the use of information; network laws and regulations perfection, we media is the rapid development of network media platform in recent years, network security is the foundation of we media good luck, to make the network environment more secure, the country must improve the relevant network security laws and regulations, to ensure that there are laws to follow, reduce the risk of the network environment, and provide perfect laws and regulations for people to safely use we media platform.

### 3. Literature References

#### 3.1 Course selection of Teaching Reform

We selected a course of health information management information system to carry out the teaching reform under the environment of we media for the students of information resource management of grade 2016. This course is arranged in the second semester of junior year with 36 class hours. It is a professional course, involving the analysis and management of health information and system design, and requires students to master certain information processing skills. Therefore, it is very suitable for auxiliary teaching in we media environment.

#### 3.2 Implementation of Teaching Reform

The design of teaching reform program, the teaching of some chapters using the form of flipped classroom, breaking the original way of teaching, teachers open the account from the media platform, the traditional classroom teaching to online teaching. Among them, the teaching activities implemented by we media platform account include publishing teaching resources, sharing cases, and online interaction with students. Through the teaching reform, teachers can deeply understand the progress of students' autonomous learning and the mastery of knowledge points, which is helpful for teachers to make a good formative evaluation of students, stimulate students' interest in learning, and improve the overall learning effect

### 4. Evaluation of teaching reform

This paper evaluates the learning effect of 2016 students in the we media environment, and compares the learning effect of 2016 students majoring in information management and information systems with traditional teaching methods, respectively from different angles of learning initiative, final examination results, practical application / case analysis ability and students' satisfaction with the course.

(1) Learning initiative. Because of the use of we media platform, the time and place for students to learn and communicate with teachers are not limited to the classroom, they can communicate anytime and anywhere through the network, and the students' learning initiative is significantly improved.

(2) Final exam results. Table 1, figure 1, table 2 and Figure 2 respectively analyze the final examination results of two groups of students before and after the teaching reform by using we media platform. In the case of the same topic, it can be seen that the average score of students after the reform is 80.39, which is higher than the average score of 77.71 before the reform; moreover, the overall distribution of scores is better, and the proportion of excellent scores above 80 points is higher. The number of students who failed was zero. On the whole, the final examination scores have improved significantly.

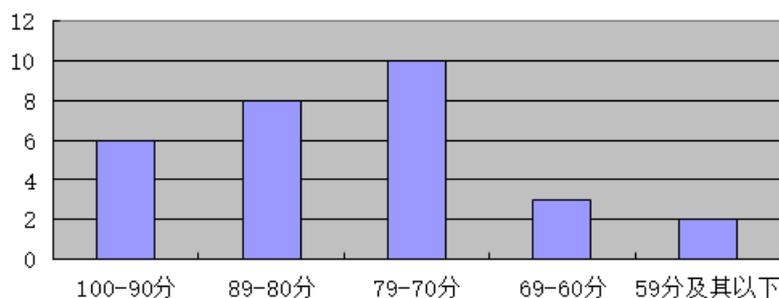


Fig. 1 Scores before teaching reform

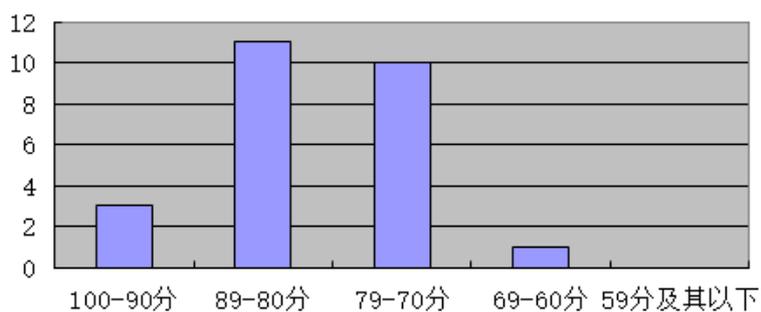


Fig. 2 Scores after teaching reform

Table 1 Score distribution before teaching reform

Actual number of examinees	29	
100-90branch	6	20.7%
89-80branch	8	27.6%
79-70branch	10	34.5%
69-60branch	3	10.3%
59Points and below	2	6.9%
<b>average</b>	77.71	

Table 2 Score distribution before teaching reform

Actual number of examinees	25	
100-90branch	3	12%
89-80branch	11	44%
79-70branch	10	40%
69-60branch	1	4%
59Points and below	0	0%
<b>average</b>	80.39	

(3) Practical application / case analysis ability. Table 3 and table 4 respectively show the score rate of a comprehensive case analysis topic before and after the teaching reform. It can be seen that the comprehensive score of case analysis of students after the teaching reform is 9.03, which is significantly higher than 6.95 before the teaching reform, reflecting the improvement of students' practical application ability to a certain extent.

Table 3 Score of case analysis topic before teaching reform

Subject	Standard score	Scoring rate
Topic 5-1	4	75%
Topic 5-2	6	70.40%
Topic 5-3	8	48.49%
Comprehensive score		6.95

Table 4 Score of case analysis topic after teaching reform

Subject	Standard score	Scoring rate
Topic 5-1	4	72%
Topic 5-2	6	71.33%
Topic 5-3	8	63%
Comprehensive score		9.03

(4) Students' satisfaction. Through the collection of students' opinions and suggestions on teaching reform, we can see that students are satisfied with the process of applying we media to

course learning, which is mainly reflected in flexible learning time, novel and detailed learning materials, and good learning effect.

## 5. Summary and Prospect

We select the information resource management major in medical colleges as the implementation object of teaching reform. This major requires students to master information technology and certain medical knowledge at the same time. The medical knowledge from we media platform is very rich, which provides us with a lot of teaching materials. The students of this major have high information literacy, which is very conducive to the integration of we media teaching. The introduction of we media platform, a new teaching tool, and the combination of we media tools and flipped classroom methods, enhance the interest of the classroom, improve students' interest in learning, and open up a new platform for teacher-student communication, improve the quality of teaching from the pre class, in class, after class.

In the process of practice, it is found that there is a huge amount of information on the media platform, the quality of information is worrying, the ability of students to identify information needs to be improved, a large number of redundant information leads to many interference elements in teaching, and so on. In view of these problems, teachers need to give students the correct guidance, and help students improve the ability to identify the true and false information and evaluate the quality of information in teaching strengthen the supervision, establish a perfect supervision system, and create a healthy and positive we media platform.

After the implementation of the teaching reform of health information in the environment of we media, the teaching effect has been improved, teachers and students have benefited, the teaching reform scheme has been continuously adjusted and optimized, and the teaching reform of other courses has been gradually carried out from point to area, so as to build a unique teaching system in the environment of we media. In addition, the follow-up research direction can consider developing we media app for teaching, sharing all kinds of teaching resources, realizing the corresponding teaching management function, and assisting us media to participate in teaching.

## Acknowledgments

This work was financially supported by 2018 teaching Research Project of Institute of Medicine and Nursing, Hubei University of Medicine (Project Number: YHJ2018010)

## References

- [1] Hongbao Jia, Bo Yang. Research on the operation mode of domestic we media platform -- Taking Penguin we media platform (Penguin) as an example [J]. Digital media research. Vol. 35 (2018) No. 08, p23-26.
- [2] Min Li, Rong Ou, Xiaorong Hou, et al. Visualization analysis of domestic shallow reading phenomenon research in we media era [J]. Intelligence exploration. Vol. (2017) No. 05, p. 121-125.
- [3] Zhongmei Li, Xiangxian Zhang, Shunli Guo, et al. Research on Influencing Factors of think tank information dissemination in the new media environment [J]. Superstar, Vol. (2018) No. 07, p38.
- [4] Yuqin Li. Discussion on the characteristics and advantages of we media communication represented by microblog [J]. New media research, Vol. (2018) No. 23, p13-14.
- [5] Yongyou Wang, Bin Song. On ideological communication in we media era [J]. Journal of Chongqing University of Posts and Telecommunications (SOCIAL SCIENCE EDITION), Vol. 28 (2016) No. 01, p66-71.