

Research on New Media Literacy of College Students under the Background of Mobile Internet

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Abstract: With the gradual rise of China's social and economic development, the arrival of the Internet era has accelerated the development of the times, which has also had a certain impact on contemporary college students. Under the background of the Internet era, college students should seize the opportunity to improve their new media literacy, learn and understand social information more efficiently through making use of the Internet. In the education of contemporary Chinese college students, colleges and universities should properly carry out the teaching of new media literacy, so that college students can understand their own responsibilities and tasks in the Internet era, which will promote the development prospects of new media literacy education. This paper is the author's analysis and investigation of the current situation of college students' new media literacy in the Internet era and related suggestions.

1. Introduction

New media literacy in the background of the Internet era is an important topic that needs to be studied. The development of new media in China is gradually upgrading to a new level, but it is still at the developing stage. Therefore, because media literacy education is not mature enough, it is necessary to work hard to introduce advanced education and culture from foreign countries, and effectively combine China's education system and educational environment to form a media-oriented literacy teaching course with Chinese characteristics. In the high-speed development of the Internet era, China's chief task is to help college students develop correct World outlook, values and outlook on life and create an excellent Internet culture environment for college students.

2. Basic introduction of the Internet

The basic essence of the Internet is Internet information technology, which mainly includes technologies such as big data and cloud computers as the most advanced information technology content. The main meaning of the Internet is that it should be widely used. Therefore, its essence is to combine the traditional cultural industry with the Internet to achieve the simultaneous update of data. Compared with other technologies, it is more flexible, has a broader vision and outstanding innovation ability, and it reshapes the structure and respects humanity, and connects everything. These are the six characteristics of the Internet, which clearly shows the superior characteristics of the Internet. The advent of the Internet era has made the development of China's network information technology very fast and unimaginable. At the end of 2018, according to statistics, the number of people using the Internet in China has reached 860 million, and the national penetration rate of the Internet has exceeded 50%. The number of users who shop online has reached 560 million. This shows that with the development of the times people's life has gradually entered the Internet era, and has been inseparable from the Internet era.

3. New media and new media literacy

With the development of science and technology and the rapid growth of mass media, people's lives have entered a new era of new media. For example, a variety of new media foundations such as watching Internet TV, online news, Weibo, Tencent QQ, and IPTV are widely used. New media technologies are used in industrial production, corporate development, and rural farming. The concept of new media was first proposed in 1967 by Goldmark, director of the Technical Institute of Radio and Television Networks in the United States.

As a new type of cultural industry in the modern era, new media technology has a certain representative orientation and decisiveness. To promote the rapid development of major enterprises and the education of schools, new media technologies must be used, which will not only save time but also promote the rapid development of enterprises and efficient learning of students. The new media has broken the traditional media era, adding a word 'old' to the traditional media, showing the transformation from old to new. For contemporary young college students, only by adapting to the development of the new era and making accurate use of new media technology can they grow faster. Its development can not only accelerate the pace of social progress, but also generate new ideas and constantly innovate new cultures.

Some professionals pointed out that only when the basic elements and characteristics of the media are advanced from the traditional media can it be called the new media. However, new media is not the end of a platform such as digital media and network media. Science keeps in mind that with the continuous development, the media form is also changing. We understand the new media and use it accurately at the same time. There should not be any situation that affects the development of new media. The new media is widely disseminated in a wide range of ways, and the communication channels are convenient and fast. Therefore, it also puts forward higher requirements for the new media literacy of contemporary college students: how to analyze or deal with related issues in a society with rapid information development, and possess the traditional knowledge of new media.

4. The impact of new media on college students in the era of Internet

The emergence of new media has brought great convenience to the development of cultural communication, not only can quickly spread the content that you want to transmit, but also it is more comprehensive than the traditional media. The extensive use of new media has had a great impact on the learning and entertainment life of college students: for example, it is more convenient and more accurate for college students in the learning structure of finding materials, and the vision of College students has been expanded, effectively enrich their knowledge level has been enriched effectively through the network. However, the new media has brought some unfavorable factors to the students while bringing convenient learning methods. The content of new media technology is more complicated and changeable. The outlook of some college students is not very mature, and it still needs to be improved in distinguishing the advantages and disadvantages of things. The existence of these problems directly affects the cultivation of new media literacy of college students.

Let's take the vocational college as an example to observe the use of smart phones in college students. The penetration rate of smart phones on college campuses is over 95%. Due to the rapid development of technology, the application of mobile APPs is more and more comprehensive. Most mobile phone APPs, such as Weibo and WeChat, which are commonly used in inquiry related exercises or entertainment, are widely used by most students. In the survey of vocational colleges, as long as there is a smart phone, everyone's mobile phone will have a new media entertainment app. And everyone will watch these entertainment apps. While learning about the new media culture, some students are completely controlled by these new media softwares. No matter you have something to do or not, you will want to watch it for a while. This will form a bad habit. The purpose of new media's vigorous development is to promote the development of college students' learning, rather than becoming the key of entertainment.

We conducted an experimental questionnaire survey of 200 college students in vocational colleges. Among them, 200 questionnaires were distributed, and 197 were actually collected, of which 190 were valid questionnaires. After the statistics and analysis of the survey data, each college student has a certain purpose in contact with new media technology, and the motivation of contact will become one of the important factors to investigate the new media literacy of college students. In our survey of vocational colleges, we found that 85% of students chose to use media to find preparatory course information, and only 15% of students chose to use it for study and spend time. Some college students have become less fond of face-to-face communication with people after using the media. They are used to using the Internet to convey language, which will cause social phobia as time passes.

Most of the process of using new media by college students is carried out with their own wishes. Almost the majority of students use it to watch the entertainment events and the process of the game, and while enjoying happiness they do not worry whether it will affect their own study and whether it will develop some bad habits. People gradually become the modern low-headed people in the process of daily walking and communication. The recent popular words on the Internet are enough to describe this situation, "the farthest distance in the world is that I am by your side, but you are watching the mobile phone." The number of low-headed people is increasing, the communication between classmates, friends and family is getting less and less. Every time you come home during the festival, everyone holds a mobile phone in their hands. There is no communication at all. New media such as WeChat, QQ, Weibo, SMS, and so on have gradually replaced the communication between people. In fact, the social effects of the Internet are far less than the exchanges in real life. Although it can reflect the development of science and technology, what new media technology needs is our reasonable use, and we must distinguish between the advantages and disadvantages.

The reason why people rely on new media is that the speed of the development of mobile APP is extremely rapid, and the speed of new media information transmission is relatively fast, and people's demands for the Internet era are gradually increasing. The rapid development of the Internet era has gradually met a certain degree of psychological needs. From the above survey, we can find that most of the students said that WeChat, Weibo, QQ are their favorite social softwares, because they can learn more news and new things from them, have a pleasant interaction in friends 'space, see friends' current situation in Wechat Moment, as well as send what you are doing for the time being or the state of mind to the Wechat Moment and share with friends , which also reflects the power of the new media. However, it ignores a problem. Publishing entertainment or participating in entertainment needs to be done properly, and people should not spend too much time on entertainment. New media is an important way to change people's lives. We need to innovate rather than develop it as a means of entertainment.

5. Strategies on the cultivation of college students' new media literacy ability based on mobile Internet

5.1 Scientifically and rationally locate new media literacy characteristics in the Internet era

In the development of the new era, every industry is using the Internet, and gradually cannot without the Internet. College students, as an important development personnel in the new era, the cultivation of new media literacy and ability of them affects the development of the future society. Whether it can make a good contribution to the society depends entirely on the results of the cultivation of new media literacy. Therefore, in order to effectively improve the new media literacy of college students, it is necessary to scientifically and rationally locate the basic characteristics of new media literacy in the Internet.

First of all, part of the colleges should promote the advertisement of new media to students, so that the basic characteristics and development content of new media can be effectively disseminated, so that college students can clearly take into account the importance of reasonably using new media. Second, schools can use school journals, magazines and the Internet to spread the importance of cultivating new media literacy for college students, strengthen communication between new media

educators and students, and use new media work in the right place. In this way, the curriculum to cultivate students' new media literacy ability will be vigorously developed, and college students will have a new understanding of their outlook on life, world outlook and values. Therefore, the rational cultivation of college students' new media literacy is conducive to their comprehensive development.

5.2 Strengthen the work of cybersecurity education for college students

Network activities not only enrich the teaching content of college students, but also strengthen the inheritance of university culture. Schools should strengthen the education of cybersecurity from two aspects: (1) Strengthen the theoretical knowledge training of online education. Colleges should innovate textbooks and introduce advanced science and technology, enhance college students' network awareness, enable students reasonably distinguish the advantages and disadvantages of network information, so that college students can understand the importance of network security to life security, understand and make rational use of the network from a comprehensive perspective. (2) Using social practice to strengthen network security, not only cultivates the ability of college students to operate on network information, but also builds a secure online education platform. Use the network to teach students in life aspect, establish a class-based system, carry out relevant safety education, and improve the requirements of students to make students' comprehensive ability more stable. Therefore, based on the background of the mobile Internet era, college students are allowed to analyze and research a variety of innovative means and strengthen their knowledge of technology to improve the discrimination of college students on the advantages and disadvantages of network information. Therefore, colleges should attach great importance to the development prospects of online education and strengthen the new media literacy of college students.

5.3 Improve the new media literacy education institution

Establish relevant educational institutions, formulate certain strategies according to the laws of the country, and ensure that the general new media literacy ability of college students in China can be developed well, so that the new media education of college students can be developed smoothly and steadily. Therefore, in accordance with the relevant provisions of the state and the strong support of the government, we should promote the stable development of new media education in our society, and prepare for the cultivation of College Students' new media literacy. First of all, relevant leaders should be aware of the importance of cultivating college students' new media literacy, thus providing educational institutions with corresponding material and financial support. It is a strong economic guarantee for new media education institutions of colleges. Secondly, the relevant education work should be improved in all aspects, so that it can be vigorously rotated, so that college students can continue to progress and develop under the healthy new media literacy education. In addition, we should use more new technologies in our new media education, so that the new media education can make continuous progress. Because the development of new media education in our country started later than that in developed countries, we should carry out new media education in a planned way, unify all the work of new media education, so as to promote the development of college students' new media literacy ability.

5.4 Expand theoretical education and establish a broad new media literacy platform

In order to improve the development of new media literacy education for college students in China, colleges should make use of the science and technology era's products, strive to establish a new media literacy platform, and create a sound new media education system for students. We should formulate educational content according to the needs of College students, let new media enter college life correctly, and use new media technology reasonably to promote the development of network technology in China.

6. Summary

The most important content of literacy education for college students at this stage is the new media literacy education. The continuous progress of the Internet era has given strong support to China's new media literacy education. In the case of education, it is necessary to learn from the advanced teaching methods of developed countries and combine the culture of our country to establish educational institutions with Chinese characteristics to provide an excellent development environment for contemporary college students.

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