

Research on the innovative value and path of the management of college students under the new media environment

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Abstract: Taking the wechat platform of the Communist Youth League of 10 vocational colleges in Zhejiang Province as the data collection object, the number of published articles and the number of reading were classified and statistically analyzed. The study found that the wechat official accounts of the Communist Youth League of universities had large differences in the number of publication times, unbalanced content of publication, and low participation of young students. Therefore, it puts forward the innovative value and path exploration of college league work under the new media environment.

Keywords: new media; College league; Wechat platform; Innovation value

1. Introduction

New media is a form of communication that uses digital technology to provide users with information and services through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, mobile phones and digital television. From the perspective of space, "new media" refers to the media corresponding to "traditional media" at present, which is supported by digital compression and wireless network technology, and can finally realize globalization across geographical boundaries by using its large capacity, real-time and interactivity^[1]. When new media is developed and popularized on a large scale, its development process will enter the stage of mass media. Up to now, new media dominated by mobile media such as mobile phones have been enjoyed by the majority of audiences, and the use of new media to transfer knowledge and information has also become a normal form of media communication. New media has become a mass media with lower transmission costs, more convenient transmission methods and richer information transmission content. The content and form of its transmission have even changed people's lifestyle and understanding of the essence of media to some extent.

The new media has the function of ideological and cultural distribution center and public opinion amplifier, gradually changing the way of thinking and behavior of today's college students. More colleges and universities have begun to share and interact with college students on the WeChat platform through various ways such as network graphics, video, audio and so on^[2]. The WeChat platform not only changes the way of thinking of college students, but also affects the new mode of college league work. More and more colleges and universities have begun to change their original working thinking and ideas in the work of League learning, boldly innovate the way of League learning, constantly enrich the content of League learning, and enrich the form of League learning with various new media tools. Therefore, at a time when the WeChat platform is becoming increasingly important, it is of great significance to study it for the development and innovation of the League work in colleges and universities.

2. The importance of WeChat public platform for the work of college youth league

As an instant messaging software produced by Tencent, it has become one of the largest social software for domestic users. It can communicate through text messages, pictures, audio, video and other ways. At the same time, it also has our media functions and interactive functions such as circle of friends, official account, subscription account, etc. It has strong information dissemination ability, and the functions of the user end are free. At present, the number of users reaches 300 million, Especially among young students^[3]. The emergence of WeChat, a social software, has played an important role in

facilitating the work of the Communist Youth League in colleges and universities at present, especially in carrying out the ideological guidance and growth services for students. The characteristics of openness, digitalization and personalization are favored by students. Based on WeChat, domestic colleges and universities have carried out a lot of work in the education of college students, especially ideological and political education, and achieved a lot of results. All colleges and universities have opened WeChat official account to subscribe to users' school news and other content. The various WeChat groups in colleges and universities have enriched students' learning, scientific research, entertainment and other aspects, effectively enriched the campus culture of colleges and universities, promoted online moral education in colleges and universities, and enhanced the democratization of the Communist Youth League and student work and student participation.

While the WeChat platform is increasingly popular among college students, and more and more domestic colleges and universities have introduced this new media means into the work of the Communist Youth League, WeChat also has an impact on college students and the work of the Communist Youth League^[4]. First of all, for college students who are the main audience of WeChat, instant messaging tools and social software such as WeChat have become an indispensable part of their daily life. Many students enjoy it and even become addicted to it, delaying their normal studies, and are also easily affected by bad information; Secondly, compared with the use of WeChat and the operation and management of official account, there is still a certain gap for college Communist Youth League workers, who often cannot keep pace with students' ideological development; Thirdly, the communication mode of WeChat has also had an impact on the working mode of the Communist Youth League. Compared with the traditional working mode of selecting specific information and content according to the actual needs of education and conducting centralized, continuous, single and intensive indoctrination and guidance education for students, the emergence of WeChat has changed the way students accept information. Students can not only receive information, but also transmit and information. Its scope and speed also exceeded the control of the work of the Communist Youth League, reducing its original central position and authority. To sum up, we can see that using WeChat to carry out the work of the Communist Youth League in colleges and universities has a significant impact on students and work.

2.1 WeChat platform is the foundation of ideological and political education for youth in Youth League

The main target of the ideological and political education of the League School is the youth of League members in colleges and universities. Where there are youth of League members, the ideological and political education of the League School will be carried out. With the development of technology and the penetration of new media, the reading of WeChat network platform has gradually become the mainstream way. In the time allocation for students in higher vocational colleges to read, the proportion of articles read on WeChat official account has reached 67%, so the WeChat public platform has become the most important media that can directly affect the youth league members, and has a significant impact on the formation of the outlook on life, values and world outlook of young students in higher vocational colleges^[5]. In the new communication platform of WeChat platform, the political theory of Youth League can be better combined online and offline in free time and space, providing an effective basic platform for Youth League to carry out ideological and political education.

2.2 WeChat platform is the "guide" of youth thought of Youth League students

In the network era, young students often use the network to achieve their goals and aspirations, and also express their feelings and appeals through the network, and respond to their inner voice through the network. WeChat is precisely in line with the needs of young students. At the same time, young students are also the most receptive to new things, new technologies and new products. WeChat's rich information, fast transmission, extensive sharing, independence and other characteristics are highly praised by young students, and also become a convenient channel for them to understand and integrate into society. However, the information of the network platform is mixed, and there is a situation of poor network awareness. Young students in higher vocational colleges have a strong desire to explore new things and taste new things, but they also have the shortcomings of insufficient discrimination, so they often lose themselves in the network and fall into ideological confusion, and face the situation of confusion of values. Therefore, it is even more necessary for the WeChat platform of the Youth League to release some scientific and authoritative information in a timely and effective manner, firmly occupy the ideological position of the network, strengthen the guidance of positive thoughts, public opinion

and public opinion, spread and carry forward the positive energy of the network, to guide students to walk on the right thinking track, and do a good job in the role of "guide" of the youth league thought^[6].

2.3 WeChat platform is an effective way to extend the function of "Youth League education"

Colleges and universities are places for educating people, and the League work also plays a very important role in educating people. "Youth League Education" is mainly reflected in the following aspects on the WeChat public platform: First, it has changed the stereotyped mode of traditional ideological and political education. Due to the uniqueness of the WeChat platform, its education method is also different from the traditional teaching method, which can gradually transform students from the role of passive acceptance to the beneficiary of active acceptance of information. On the WeChat platform, teachers are no longer the only subject. Students do not need to acquire information passively. Educators and educatees can better break the shackles of time and space in the exchange of ideas, so that students can play their subjective initiative to learn in an optional environment. The second is that the form and style are more novel and more close to the students. In this environment, it is conducive to infiltrating the idea of youth league education. Through the WeChat platform, we can better integrate daily life services into the concept of education, and achieve the ultimate goal of education in a way that students enjoy. Third, the WeChat platform provides a good platform for the cultural education of youth league activities. The universality of the WeChat platform allows students with the same interests to have a platform for communication and gathering. Through such an online and offline form, students can better understand their demands and preferences for group learning activities, better improve and improve the offline group learning activities with a targeted view, make the quality of the activities more significant, and increase the publicity of the activities.

2.4 The use of WeChat can bring young students closer

Nowadays, WeChat has become a popular communication and social software among young students, and its users are very sticky. Students are also more willing to use WeChat to achieve various purposes in life, including shopping, payment, online learning, reading, games, etc., in addition to communication, and carrying out group classes and auxiliary teaching through WeChat can just cater to students' empathy. On the one hand, the Youth League School can use the official account of the WeChat platform to get information about teaching, notices, assignments, etc. It can easily realize online surveys to grasp young students' needs for the Youth League School's teaching, so as to establish a friendly and lively image of the Youth League School's work among students, and promote students to participate more in the Youth League School's learning; On the other hand, the use of WeChat has increased the interaction between students and the League school education, which can make the League school teaching change from a simple instillation method to an interaction between teaching and learning, and also make the teachers change from a simple teaching of classroom knowledge to the role of a guide around young students, so that students have further trust in the League school.

3. Data and sources of the WeChat platform of the Communist Youth League of 10 vocational colleges in Zhejiang Province

This paper selects 10 vocational colleges in Zhejiang Province (Taizhou Vocational and Technical College, Jinhua Vocational and Technical College, Ningbo Vocational and Technical College, Jiaxing Vocational and Technical College, Hangzhou Vocational and Technical College, Wenzhou Vocational and Technical College, Huzhou Vocational and Technical College, Quzhou Vocational and Technical College, Shaoxing Vocational and Technical College, Lishui Vocational and Technical College), the Communist Youth League (Youth League Committee) WeChat platform, the second semester of 2019 (September to December) The second week of each month in four months (September 9-15, October 7-13, November 4-10, December 9-15) is the object of data collection, and the volume of documents and reading are classified and analyzed. The study found that the number of posts on the WeChat official account of the Communist Youth League (the Youth League Committee of the university) in each university was significantly different, the content of posts was unbalanced, and the participation of young students was not high.

The official WeChat platform of the Communist Youth League has been established in 10 higher vocational colleges in Zhejiang Province, and all of them are named in the form of "youth", "youth" or "Youth League committee of a certain college". Among them, there are 5 WeChat official account of the Youth League Committee of higher vocational colleges named "Youth", and 3 WeChat official

account of the Youth League Committee of higher vocational colleges named "Youth". At the same time, it can be seen from Table 1 that the official account of the Communist Youth League of Wenzhou Vocational and Technical College has issued up to 38 articles for this period, followed by Ningbo Vocational and Technical College up to 29 times, and Lishui Vocational and Technical College at least 14 articles; From the overall reading analysis, the total number of the Communist Youth League official account of Hangzhou Vocational and Technical College in this period is 36301, followed by Jinhua Vocational and Technical College, 34646, and Lishui Vocational and Technical College, 12072 at least; From the average reading volume analysis, the highest number of people per article of the Communist Youth League official account of Jinhua Vocational and Technical College was 2309.74, followed by 1296.5 people per article of Hangzhou Vocational and Technical College, and the lowest number of people per article of Huzhou Vocational and Technical College was 787. It can be seen from this that there is a large difference in the number of times of sending papers and the reading amount of each article between colleges and universities.

4. Analysis and exploration of the current situation of the Communist Youth League in colleges and universities under the new media environment

In order to better understand the current situation and future development of the propaganda of the Communist Youth League official account in various higher vocational colleges under the new media environment, this paper classifies the types of articles published on various public platforms into six categories: campus consulting (notices of major activities, news reports, lecture activities on campus), league learning dynamics (activities related to the Communist Youth League), public welfare practice (social practice in summer, three trips to the countryside, volunteer services, etc.) Innovation and entrepreneurship (reports on the relevant categories of college students' innovation and entrepreneurship competitions and activities), character groups (campus character style, league student cadre style, group deeds, etc.), interesting life (sharing of life interest, interesting activities, etc.). Through the horizontal and vertical analysis of the number of posts and the total amount of reading, we can better understand the current situation of the Communist Youth League in colleges and universities under the new media environment, and help better explore the innovative value of the work of the Communist Youth League in colleges and universities under the new media environment.

4.1 Analysis of the number of documents issued by various types

According to the six categories of document data, the number of documents sent by the Communist Youth League WeChat official account of 10 colleges and universities of each type is counted. See Table 2 for the data.

It can be seen from Table 2 that the category with the most number of posts is interesting life, up to 60. There are more than 20 to 40 articles in the field of campus information, group dynamics, public welfare practice, and personage groups, of which the number of articles on innovation and entrepreneurship is at least 7. From the above data analysis, we can see that the main types of articles sent by the Communist Youth League's WeChat official account in colleges and universities focus on interesting life, campus information, and league learning dynamics, and they are more inclined to report activities related to the Communist Youth League, such as sharing of life interests, major activities on campus, news reports, lecture activity notices, and activities related to the Communist Youth League.

4.2 Analysis of reading volume of each type

According to the six categories of published data, the total reading of the Communist Youth League WeChat official account of 10 colleges and universities of each type is calculated. See Table 1 for the data.

It can be seen from Table 1 and Table 2 that the category with the most reading volume is interesting life, followed by campus consulting, group learning dynamics, public welfare practice, and character groups, of which the least reading volume is innovation and entrepreneurship.

Table 1: Statistics of different types of WeChat official account of the Communist Youth League of colleges and universities

| | Campus consultation | Campus consulting | Youth League dynamics | Group learning dynamics | Public welfare practice | Public welfare practice |
|----------|---------------------|-------------------|-----------------------|-------------------------|-------------------------|-------------------------|
| TaiZhou | 3 | 2900 | 4 | 5578 | 3 | 3262 |
| JinHua | 3 | 9328 | 3 | 6297 | 2 | 8700 |
| NingBo | 4 | 4055 | 6 | 3527 | 6 | 1993 |
| JiaXing | 2 | 4541 | 6 | 3285 | 3 | 1809 |
| HangZhou | 2 | 4853 | 3 | 5759 | 4 | 4905 |
| WenZhou | 7 | 2037 | 9 | 3121 | 1 | 1560 |
| HuZhou | 3 | 3403 | 0 | 0 | 4 | 1433 |
| QuZhou | 12 | 9894 | 0 | 0 | 2 | 1170 |
| ShaoXing | 4 | 3482 | 8 | 9976 | 1 | 736 |
| LiShui | 0 | 0 | 5 | 3144 | 3 | 2480 |
| Total | 40 | 44493 | 44 | 40687 | 29 | 28048 |

Table 2: Statistics of WeChat official account of the Communist Youth League of colleges and universities

| | Innovation and entrepreneurship | Person groups | Character groups | Fun life | Fun life |
|----------|---------------------------------|---------------|------------------|----------|----------|
| TaiZhou | 4249 | 3 | 1951 | 8 | 12016 |
| JinHua | 0 | 4 | 1612 | 3 | 8709 |
| NingBo | 1149 | 3 | 2670 | 9 | 20615 |
| JiaXing | 0 | 4 | 5849 | 3 | 3109 |
| HangZhou | 1320 | 1 | 2248 | 0 | 0 |
| WenZhou | 805 | 2 | 969 | 17 | 7939 |
| HuZhou | 0 | 0 | 0 | 13 | 15110 |
| QuZhou | 0 | 0 | 0 | 1 | 1095 |
| ShaoXing | 0 | 2 | 2632 | 9 | 11228 |
| LiShui | 0 | 0 | 0 | 4 | 6052 |
| Total | 7523 | 19 | 17931 | 67 | 85873 |

5. Conclusions

To sum up, using WeChat platform to carry out league school work can stimulate the enthusiasm of young students to participate actively, enhance the cohesion and appeal of student management, and at the same time, WeChat platform has become a new way for the Communist Youth League to educate students and serve students.

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