

Research on Innovation and Entrepreneurship Education College Students in the We-Media Environment

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Abstract

With the rapid development of China's economy, mobile Internet is becoming popular and China is entering the We-Media era. The constant emergence of "we media" platforms such as "Weibo" and "Douyin" has been welcomed by young people. This paper proposes solutions to the development difficulties of innovation and entrepreneurship education in the We-Media environment, such as deep-rooted traditional teaching concept, single teaching mode and incomplete teaching system. In order to keep up with the pace of The Times, colleges and universities can make better use of "we media" platform to carry out innovation and entrepreneurship education for college students and cultivate their comprehensive entrepreneurial ability.

Keywords

we media, innovation and entrepreneurship education, colleges and universities.

1. Overview of Innovation and Entrepreneurship Education for College Students in the We-Media Environment

1.1. The Concept of We-Media

The concept of We-Media originated in the west and is translated from "WeMedia". We-Media refers to a way of communication in which the general public releases facts or news through the network platforms. In the Internet age, We-Media platforms are very popular, for example, "Weibo", WeChat and "Douyin" have penetrated into our daily life. It can almost be said that "as long as there is a smart phone, we media will definitely be exposed to".

We-Media have the characteristics of decentralization, value and brand. The decentralization of We-Media is mainly reflected in the transformation of communication subject from the original professional organizations to individuals, and people are free to express their own ideas within the legal scope; The value and brand of We-Media is mainly reflected in the benefits that communicators bring to the receivers. The receiver is willing to pay attention to the communicator only when he feels the value and brand brought by the communicator.

1.2. The Connotation of Innovation and Entrepreneurship Education for College Students

College students' innovation and entrepreneurship education is to limit the group receiving education to college students. Colleges and universities carry out curriculum education for college students' innovative thinking and entrepreneurial ability. This can not only promote the overall development of college students, but also respond to the national policy of "Employment driven by entrepreneurship" and effectively solve the problem of difficult employment for college students.

1.3. The Current Situation of College Students' Innovation and Entrepreneurship Education under the We-Media Environment

In the era of rapid development of Internet technology, most college students are born in the 1990s or 2000s, and they can get familiar with all kinds of We-Media devices to learn about news and current affairs or carry out some professional studies. Affected by the epidemic, students are unable to start school and can only study online. After the end of the teaching, we can also see that it is a very efficient and convenient to use We-Media platform for learning, which not only brings great convenience to innovation and entrepreneurship education, but also is very popular among students.

Colleges and universities should change the old concept that We-Media is only an "entertainment platform", realize the importance of "We media" to college students' innovation and entrepreneurship education, conform to the development of The Times, and actively introduce We-Media teaching in innovation and entrepreneurship education. Only in this way can students use We-Media platform to broaden their horizon, grasp the latest news and get more entrepreneurial opportunities.

2. The Necessity for College Students to Receive Innovation and Entrepreneurship Education in the We-Media Environment

2.1. Update Educational Concept

In the era of We-Media, college students can learn more and more novel ideas from We-Media, instead of just accepting the ideas instilled by teachers. The knowledge that college teachers teach us is usually the essence of time, but its shortcoming is that there are often some old ideas in the educational concept. On the contrary, the characteristic of We-Media platform is "A hundred flowers bloom". We can see all kinds of novel ideas in We-Media platform. If the content of We-Media is carefully selected and combined with the teaching of teachers, it will get twice the result with half the effort.

2.2. Enrich Educational Content

With the advent of We-Media era, new media such as WeChat, "Weibo" and "Douyin" have opened the market for college students to start businesses. On the We-Media platform, college students can see more market demands, listen to the knowledge of the experts in various fields, learn the entrepreneurial experience of people who are starting businesses, and make use of high-quality resources provided by the We-Media platforms.

2.3. Improve the Way of Education

Adding We-Media teaching can transform the traditional teaching method with "language" and "text" as the carrier into the We-Media teaching method with "language", "text", "picture", "video" and "audio" as the carrier. The course of innovation and entrepreneurship education for college students can be taught in an all-round and three-dimensional way on the We-Media platform.

3. The Development Dilemma of College Students' Innovation and Entrepreneurship Education under the We-Media Environment

3.1. Traditional Teaching Concept is Deeply Rooted

With the continuous progress of the times, teachers in colleges and universities are required to update their educational concepts with Internet technology in the process of innovation and entrepreneurship education. However, some teachers are not willing to change their original

educational ideas due to their age or deep-rooted traditional teaching concepts and even feel that We-Media teaching has no effect.

It can be seen from the online teaching during the epidemic period that a large number of teachers are unwilling to accept the teaching mode combined with We-Media. They prefer to open live explanation courses rather than let students study on We-Media platforms. In this case even if the teacher is very hard to teach, there will still be network failure or students are not willing to listen to the class.

3.2. Single Teaching Mode

The traditional classroom teaching form of innovation and entrepreneurship education is single. Most of them combine the knowledge of innovation and entrepreneurship with quality education or professional knowledge, and carry out innovation and entrepreneurship teaching in a unified mode of classroom teaching. In the teaching process of this mode, college students can only learn passively, which to some extent restricts the cultivation of students' innovative thinking and entrepreneurial ability.

3.3. Incomplete Teaching System

It is a universal problem that innovation and entrepreneurship education does not have its own complete curriculum system. Most of the teaching contents of innovation and entrepreneurship education in colleges and universities are only the combination of some specialized courses related to innovation and entrepreneurship, Although this can be involved in all aspects, but the continuity of learning is not good and students will feel confused and at a loss.

3.4. Dispersion of Teaching Resources

Nowadays, innovation and entrepreneurship education in colleges and universities is separated in terms of management mechanism. Poor communication between different departments and asymmetric information will lead to waste of resources. In addition, the latest policy environment of innovation and entrepreneurship, various competitions and entrepreneurial practice bases related to innovation and entrepreneurship are relatively scattered. When students want to know, they need to ask for information item by item, which is the obstacle for students to start their own business.

3.5. The Legal System is Imperfect

The world constructed by We-Media platform is virtual, which also leads to uneven information quality in this world. Some people ignore the legal rules in the Internet and publish malicious, false and unhealthy information on the We-Media platform for the purpose of attracting people's attention. To some extent, these will have a negative impact on college students' entrepreneurship and study. Although the relevant legal has been promulgated, but there are still many people have the hope of luck or take advantage of the loopholes of the law, so that the Internet chaos can not be cured.

4. Solutions to College Students' Innovation and Entrepreneurship Education in the We-Media Environment

4.1. Change the Educational Concept

In the teaching process, teachers need to update the teaching concept, enrich the educational content and improve the educational form first, in order to drive students to better use We-Media platform to learn the knowledge of innovation and entrepreneurship education. Teachers in colleges and universities should change the traditional teaching form of infusion, select high-quality teaching resources in the We-Media platform, combine self-directed teaching with the viewing task of we-media resources, and then adopt the form of write reports or ask questions

for teaching. In this way, students can not only open their minds and enrich their knowledge while receiving "we Media" teaching, but also make the course teaching of innovation and entrepreneurship education more efficient and high-quality.

In addition, colleges and universities should encourage students to practice more, "practice is the sole criterion for testing truth". Colleges and universities can encourage students to participate in more innovation and entrepreneurship training programs and other competitions, visit and learn about the operation of entrepreneurship park projects, and also encourage students to actively participate in social practice and enterprise internship, so that they can improve their ability and cognition in practice.

4.2. Conduct Teaching with the Help of We Media

Colleges and universities should conform to the development of The Times, On the one hand, colleges and universities can actively introduce We-Media into the courses of innovation and entrepreneurship education, so that more teachers can carry out new forms of innovation and entrepreneurship education, and more students can learn to use We-Media platforms for learning.

On the other hand, colleges and universities can encourage students to participate in virtual teaching activities in the form of GPA. For example, students can participate in entrepreneurship associations and visit science parks, In this way, students can not only exercise their sense of self-employment, but also cultivate their ability of innovation and entrepreneurship organization.

4.3. Improve the Teaching System

First of all, colleges and universities should constantly enrich the curriculum system, carry out various comprehensive skills for teaching, and improve the comprehensive entrepreneurial ability of college students. Schools can add courses such as We-Media operation, video editing and network production, so that college students can master the We-Media platform proficiently in the learning and entrepreneurship process and take a place in the exciting market competition. Secondly, colleges and universities should keep pace with The Times in teaching methods, "A hundred flowers bloom" in teaching content and pool wisdom in teaching reflection.

4.4. Integrate Various Teaching Resources

Colleges and universities should take advantage of the current We-Media technology to build We-Media platforms to sort out and classify all kinds of resources that college students may need in the entrepreneurial process. For example, the latest innovation and entrepreneurship policy, innovation and entrepreneurship practice base, innovation and entrepreneurship lecture, innovation and entrepreneurship competition, professional teacher knowledge questions and other resources. College students can learn about resources related to innovation and entrepreneurship through this platform, which can not only provide great help for college students' innovation and entrepreneurship, but also provide great convenience for innovation and entrepreneurship education, so that students can learn fresh case in the platform.

4.5. Strengthen the Legal Awareness of College Students

On the one hand, college students must know that the Internet is not outside the law, and we should also abide by the law in the Internet, do not do anything harmful to the good order of public morality. When we see malicious, false and unhealthy information on the Internet, we should report it at the first time to make a contribution to maintaining the Internet legal order. On the other hand, while using the Internet to guide college students to conduct innovation and entrepreneurship education, colleges and universities should strengthen the education on the operation rules and relevant laws of We-Media platform, so that college students can enhance

their legal awareness and rights protection awareness, and learn to protect themselves and others by legal means.

5. Conclusion

Under the background of the Internet era and supported by the national policy of "Mass entrepreneurship and innovation", college students have more hopes for innovation and entrepreneurship. Colleges and universities should also keep up with the pace of The Times by introducing We-Media technology and carrying out reform and innovation in innovation and entrepreneurship education. Only in this way can college students be more interested in learning, better seek opportunities for entrepreneurship under the We-Media environment and promote the development of China's economy while promoting college students to actively start businesses.

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