

Research on the Strategy of Deepening the Innovation and Entrepreneurship of College Students by Network New Media

Deying Liu^{1,a} and Ping Gao^{2,b}

¹Ideological And Political Education Research Center, Northeast Normal University, ChangChun 130024, China

²Department of Party Committee Teachers' Work, Changchun University, ChangChun 130022, China

^a17748191@qq.com; ^b17064609@qq.com

Keywords: Online new media, College students, Innovation and entrepreneurship, Strategic research

Abstract. The rapid development of new media has brought opportunities and challenges to college students' innovation and entrepreneurship education. How college workers use new media to change college students' entrepreneurial ideas, improve their entrepreneurial ability, and solve employment problems has undoubtedly become a common obstacle for colleges and universities. Based on the new media environment, this paper will closely analyze the characteristics of college students, analyze the problems existing in the current innovation and entrepreneurship education, and try to strengthen the innovation and entrepreneurship education from the aspects of teacher team construction, curriculum reform and mechanism guarantee.

Introduction

At present, the primary task of colleges and universities in China is to cultivate applied technology talents to meet the needs of social development, in order to solve the employment difficulties faced by colleges and universities in transition. In this regard, the employment pressure of colleges and universities can't be underestimated. How to improve the employment and entrepreneurial ability of college students by strengthening their innovation and entrepreneurship education is imperative to solve the problem of college students' employment difficulties. College students are the main users of new media. How to implement innovation and entrepreneurship education in new media environments is a topic that needs to be studied. The new network media condition have brought rare opportunities for college students to carry out innovation and entrepreneurship activities, and it is one of the mainstream directions for the development of college students' innovation and entrepreneurship[1]. College students' innovation and entrepreneurship education has become one of the key tasks of colleges and universities, and has far-reaching significance for the development of college students. Judging from the proportion of entrepreneurial activities carried out by Chinese college students in recent years, the situation of Chinese college students' innovation and entrepreneurship activities in the new media environment continues to increase, but college students' awareness of entrepreneurship in the new media environment needs to be improved.

The Necessity of Developing Innovation and Entrepreneurship Education in colleges and Universities by Using Network New Media

The technological innovation in the field of communication has enabled the new media to show strong vitality and social influence[2]. It is involved in all walks of life, and innovation and entrepreneurship education in colleges and universities cannot avoid new media technologies. Innovation and entrepreneurship is one of the hotspots of China's economic development and higher

education reform. Innovation and entrepreneurship are considered to be the new engine of the new normal economy. The rapid development of new media technology has a close fit with the innovation and entrepreneurship education of colleges and universities. It has opened up an effective communication platform and guided the innovation paradigm, which has brought huge market for college students' innovation and entrepreneurship, but it also brings great challenges. Exploring the paradigm innovation of innovation and entrepreneurship education in colleges and universities, improving the new media support system for innovation and entrepreneurship education in colleges and universities, integrating traditional media and new media resources, and building a platform for innovation and entrepreneurship education services, which will greatly benefit the comprehensive improvement of innovation and entrepreneurship education in colleges and universities.

With the increasing number of college students, the employment of college students has become the focus of public attention on new media platforms such as the Internet[3]. In the reflection of many problems in solving the employment problems of college graduates, college innovation and entrepreneurship education has been given more and more important responsibilities. However, in the current era of rapid development of new media technologies such as the Internet, traditional approaches to innovation and entrepreneurship education have become weak, and it is particularly necessary to explore the path of innovation and entrepreneurship education based on new media platforms[4].

The Impact of the New Media Environment on College Students' innovation and Entrepreneurship Education

With the continuous development and popularization of network information technology, its rapid rise has provided new ideas and methods for college innovation and entrepreneurship education. The students are lively and active, and they are especially fond of new media technologies. Below we first understand what a new media environment is, and secondly explore the characteristics of the new media environment and its impact on college students' innovation and entrepreneurship education.

Recognize the new media environment. What is new media? It mainly uses computers, mobile phones, mobile TVs, etc. as terminals to provide users with information and services through digital and network technologies through various channels such as networks and satellites. Compared with traditional media, new media has the following four major advantages: firstly, information dissemination speed is fast; secondly, information capacity is large, coverage is wide; thirdly, interactive participation is strong, readers can communicate with them anytime, anywhere, Discussion, self-expression; fourthly, there are many ways of information dissemination. The 21st century is a new media era dominated by media such as mobile phones, mobile TV, and the Internet, which spreads short and refined culture[5]. People will use more and more new media in daily life, study and work, and its importance is self-evident. Obviously, the sum of external factors made up of new media that have a wide impact on people's ideas, behavior patterns, value orientations, etc. is the so-called new media environment.

The Characteristics of the New Media Environment and Its Impact on college students' Innovation and Entrepreneurship Education. The new media environment has the following four characteristics: Firstly, the information dissemination is difficult to control and cannot grasp its main consciousness; secondly, the information resources are rich and diverse, and the media such as the Internet and Weibo generate massive amounts of information every day, helping the students to achieve "although not going out of the house, but the world is in control of the dream; the third is that information participates in openness and equality. In the new media environment, everyone can freely express their opinions without being restricted by time and space. Fourthly, there are various forms of information. The influence of these characteristics on college students' innovation and entrepreneurship education is mainly reflected in the following three aspects[5]. Firstly, the students are wealthy and individualized, and they advertise "My youth is my master". The rational use of the

new media environment makes students' thinking more active and has a broader vision. In the process of innovation and entrepreneurship education, they can actively express their own thoughts and attitudes, show their personal style, become the master of learning, and stimulate the potential of unlimited entrepreneurship. Secondly, with the popularization of new media technologies, the conditions for running colleges and universities have gradually improved, and many new media such as pictures, videos, and networks have been involved in innovation and entrepreneurship education[6]. It is easier for college students to understand the new concept of innovation and entrepreneurship in the learning process. However, it is undeniable that the university students in the process of receiving education are easy to focus on the new media itself, while ignoring the innovation and entrepreneurial knowledge conveyed by the new media, affecting the effectiveness of education. Thirdly, the traditional innovation and entrepreneurship education is boring, and most of them adopt the purely theoretical teaching of the teacher's "full house", which lacks vividness and cannot attract students to dissolve into it. The emergence of new media technology provides a new model for teacher teaching. Teachers use new media technologies and flexibly use teaching methods such as emulating entrepreneurship and experiencing entrepreneurship. They have cultivated the quality and ability of students' entrepreneurship, broadened the educational model, and achieved good teaching results.

Problems in College Students' Innovation and Entrepreneurship Education under the Condition of New Media

It is imperative for colleges and universities to carry out innovation and entrepreneurship education under the conditions of new media. New media innovation and entrepreneurship education must also be combined with traditional employment education to enable students to have a more correct understanding of the new media environment.

The concept of new media entrepreneurial innovation education lags behind. At present, colleges and universities have insufficient understanding of the importance of students' entrepreneurship and innovation education. They also lack systematic theoretical research on the unique laws of the new media environment. These problems make colleges and universities less backward in the overall level of students' new media entrepreneurship and innovation education. In the concept of innovation and entrepreneurship curriculum is also relatively backward, the phenomenon of attaching importance to knowledge and light ability is still widespread, education is still stuck in some traditional methods such as entrepreneurial competitions, skill competitions, and there is no special agency responsible for management[7].

Students' entrepreneurial innovations in the new media environment are flawed. In addition to the misunderstandings of colleges and universities in cultivating students' entrepreneurial innovation theory, higher vocational students are less conscious of innovation and entrepreneurship in the new media environment. Students often have the enthusiasm for entrepreneurial innovation, but they do not master the rules of innovation and entrepreneurship in the new media environment. This is also the problem of innovation and entrepreneurship education in the current new media environment.

Under the new media environment, the teachers of entrepreneurial innovation education are weak. Although the administrative staff and counselors who work in colleges and universities have student work experience, they lack sufficient knowledge of new media[8]. Other teachers engaged in new media research lack the necessary entrepreneurial guidance experience, and can't give students specific guidance on entrepreneurial innovation practice. In this case, it is necessary to provide systematic teaching ability training for teachers engaged in innovation and entrepreneurship education in the new media environment, but the current training cannot meet the teaching needs.

There is a lack of resources for entrepreneurial innovation courses in the new media environment. Although the university has carried out formal innovation and entrepreneurship education, it has not carried out special courses for the new media environment, and there are no relevant teaching and research organizations. The content of the course is scattered, the class is scattered, there is no strict scientific education planning and systemicity, and the entrepreneurial

innovation course in the new media environment is only very common for a few students.

Ways to Improve College Students' Innovation and Entrepreneurship Education under the New Media Environment

Build an Innovative and Entrepreneurial Education Mechanism to Cultivate Entrepreneurial Ideas under the New Media Environment of College Students.

Firstly, colleges and universities should incorporate innovation and entrepreneurship education and college students' self-employment work into the overall work of the school, increase personnel and funding, and clearly define the division of labor, and integrate the construction of entrepreneurial bases, entrepreneurial guidance services and innovation and entrepreneurship education; Incorporate the innovation and entrepreneurship curriculum into the teaching system, compile a unified talent training goal and syllabus, and form a complete disciplinary education system with other disciplines, and build a long-term mechanism involving multiple departments such as teaching, employment, scientific research, and the Youth League Committee. At the same time, the school actively encourages and supports college students to participate in innovation and entrepreneurship activities, and gives certain material rewards to students and teachers who have outstanding performances in various activities or events[9]. In addition, the school's newspapers, radio, Weibo and other media will focus on the stories of the winning teachers and students, in order to attract more people to participate in it, to form a good entrepreneurial education atmosphere.

Secondly, teachers learn to use new media reasonably, appropriately and effectively according to the content of teaching. Through it, students can better understand the spiritual essence of entrepreneurship education, broaden their horizons, jump out of traditional thinking mode, obtain entrepreneurial opportunities, seek entrepreneurial approaches, and choose start a business based on new media.

Establish a Network Project for Entrepreneurship Education to Accelerate the Reform of Teaching Content and Curriculum System.

Firstly, colleges and universities should do research work, listen to students' opinions on the use of new media, discuss and formulate new media innovation and entrepreneurship education implementation plans, and select appropriate teaching materials. In addition, we should make extensive use of new media, and implant the official users of entrepreneurship education into new media platforms such as Weibo and WeChat, and share some personalized and targeted entrepreneurial information to the students to realize online and offline interaction. Help them start a business.

Secondly, colleges and universities should incorporate innovation and entrepreneurship education into the credit system, and establish a multi-level, three-dimensional innovation and entrepreneurship education curriculum system. Colleges and universities should not only emphasize professional characteristics, but also integrate with the professional curriculum system. They should also reform the traditional teaching mode, and invite successful entrepreneurs to enter the classroom and share the success of entrepreneurship with students, explain entrepreneurial methods, and provide entrepreneurial guidance[10].

Thirdly, increase investment in the soft and hardware environment of innovation and entrepreneurship education, and create a good entrepreneurial atmosphere. On the one hand, it will open up more concentrated college students' entrepreneurial special venues, equip with necessary public facilities and facilities, and establish entrepreneurial bases. For example, the school purchases genuine entrepreneurial practice software, organizes students to create a simulation platform on the Internet and the business management process, and accepts online entrepreneurship training. On the other hand, make full use of new media, establish a public information service platform, publish relevant policies, entrepreneurial projects and entrepreneurship training, and provide entrepreneurial advice and services in law, business, taxation, finance, etc. Let students enter the real scene of entrepreneurship as soon as possible, familiar with the entrepreneurial process.

Summary

The innovation and entrepreneurship education in the new media environment provides a new development path for college students, which greatly enriches the innovation and entrepreneurship channels of college students. At present, the innovation and entrepreneurship education carried out by colleges and universities for the new media environment still has problems such as backward education concept, weak teacher resources and lack of curriculum resources. Colleges and universities should start reforms in terms of improving the mechanism of innovation and entrepreneurship education and reforming teaching content in the new media environment.

Acknowledgements

This article thanks Planned Project of “the 13th Five Year Plan” Social Sciences Research of Jilin Provincial Education Department in 2017(special project of employment and entrepreneurship management): Overall Process Research on Socialist Core Values Involvement into Employment and Entrepreneurship Education on University Students (JJKH20170513JY) and Campus youth fund project on philosophy and social science of Northeast Normal University in 2018“System research on university utilizing new media to spread socialist core values” (18XQ039) for its support.

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