

# Analysis on the Innovation and Entrepreneurship Education of College Students under the New Media Represented by WeChat Platform

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**Abstract:** With the advent of new media era, a large number of entrepreneurial opportunities are booming, leading more and more people to participate in the wave of entrepreneurship. It is of great significance for college students to master professional knowledge, while having a good understanding of new media technology is not supposed to be neglected as well. It is definitely certain that universities should find out efficient methods to provide assistance to students who are inclined to be creative and make progress in entrepreneurship. This article mainly aims to analyze the current new media technology status and features represented by WeChat, demonstrates drawbacks of innovation and entrepreneurship education for college students under the new media environment, and put forward some approaches which can be effective for practical reference in the field of college innovation and entrepreneurship education.

## 1. Introduction

With the advent of the new media era, it is certain that innovation and entrepreneurship education is of more practical significance which is not only aimed at the cultivation of students' innovative spirit but also the abilities. It is at the end of the 20th century that some colleges and universities in China set out to carry out the education of innovation and entrepreneurship for students [1]. At present, the comprehensive national competition is no longer limited to economic competition, nor does it just mean an arms race, but more from the talent, from the science and technology which are all vital to creation and innovation. It is extremely obvious that the demand for talent is constantly expanding. Cultivating and producing more innovative and entrepreneurial talents who have the creative spirit is an important way to satisfy the needs of modern society. Therefore, much more attention is definitely supposed to be paid to the current context of new media since students in the global world of the 21st century should be more creative thinkers and innovators under the circumstance of massive information [2]. After all, new media technology is more in consistence with the demands of the information era and big data, and it can better meet the needs of college students in data collection and innovation. It is a lens which makes students broaden their knowledge scope, so that their time is worth consuming. Both inwardly receiving information and outwardly transmitting information are key technical issues to which must be attached importance in the current education of innovation and entrepreneurship in colleges and universities. In this view, it is by no means optional but compulsory to guarantee new media to be used in innovation and entrepreneurship education of students in colleges and universities.

As advanced institutions for nation and the whole society, colleges and universities are like the cradle and palace for most talents. Of course, they bear the responsibility for motivating or encouraging students to be innovative and provide all the necessary instructions, making sure the graduates become successful job seekers, and even create opportunities for the community entrepreneurs. There are two aspects or two layers of specific meanings of cultivation and production of innovative and entrepreneurial talents in colleges and universities. One is focusing on the innovation and means the cultivation or production of innovative talents and the other is focusing on entrepreneurship and means the cultivation or production of entrepreneurial talents [3]. Innovative talents that are recognized by most of us are those who are full of creativity and have the ability to create. They can creatively put forward problems and solve problems cleverly. Entrepreneurs that are called by us are those who have a very strong sense of entrepreneurship and

have a keen sense of business opportunities. So they can actively allocate relevant resources to create value for nation and society. Carrying out the courses of innovation and entrepreneurship in universities, as well as actively stimulating college students to set up their own businesses is major strategic measure for the education system to deepen people's scientific concept of development and serve the construction of an innovative country. It is an important approach to making the reform profound of higher education and enhancing students' innovative spirit and operational capacity. As potential talents with exceptional intelligence, college students have good professional knowledge and familiar with new media technology and the latest software, inferring that they have a good foundation for innovation and entrepreneurship in this field. However, innovation and entrepreneurship is not a slogan, and there are so many factors that can influence the process of innovation and entrepreneurship. It is vital for colleges and universities to make a better atmosphere and provide much support for their students' innovation and entrepreneurship according to these factors, so that every innovation and entrepreneurship need can be satisfied as much as possible.

The concept of new media comes out firstly in 1967. There is no doubt that new media is not a new term in today's society. Actually it is more like a relative concept because its meaning is far beyond the emerging new media. New media technologies such as mobile communication and digital network are gradually emerging in this information age. WeChat and other social media are prevailing and people's communication is increasingly inseparable from the network. Nowadays, college students' life, interpersonal communication and innovative thinking are increasingly impacted by the network of new media. Nowadays, the proportion of Chinese college students using new media technology is increasing rapidly, and their capacity to learn and use new media technology is quite strong, which also makes WeChat, QQ and other software has become a part of their lives. By using new media technology, college students can get better access to the latest development of innovation and entrepreneurship education.

## **2. WeChat Application Status and Features**

As a free and active application to provide information or instant messaging services for users or smart terminals, WeChat was launched by Tencent on January 21, 2011. Certainly it is now becoming an important infrastructure of the entire mobile Internet. With the continuous advancement of China mobile Internet, WeChat's active monthly accounts have maintained a steady growth, reaching 500 million, 697 million, 889 million and 989 million respectively at the end of 2014 to 2017. And it can be seen that WeChat reached 689 million people in March 2018. WeChat has become a new traffic hub and center. This social App has undoubtedly become the center of the mobile Internet. The average daily usage time of WeChat is as high as 90 minutes. According to the calculation of the total length of time, 25% of the time of the mobile Internet is spent on WeChat, while none of the other apps exceeds 10%. In addition, since the second half of 2017, a new wave of startups targeting WeChat has emerged in the market because the come of small programs has enhanced its capabilities. The advent of small programs strengthened the basic capabilities of WeChat. The users of small program of WeChat have experienced explosive growth. In January 2018, the number of users reached 472 million with a penetration rate of 51.9%. There were also 440 million active users in February and 410 million in March 2018 [4]. From all the mentioned above, it can be seen that WeChat is now the most popular social mobile software on the Internet and is constantly upgrading and expanding its social communication functions, affecting almost every aspect of human life.

As a free, open and shared social media platform, WeChat has the following characteristics. First, information dissemination is convenient. WeChat mainly focuses on voice message as well as pictures, videos and texts, which is so easy to manipulate. Also, its user group is more diversified. Even students from kindergarten and old people can use voice function to chat, which meets the needs of almost every person for information exchange. Second, information dissemination is selective. WeChat users have a large number of choices [1]. They can opt to browse information based their own interests and close the information channel at any time as long as they like. Certainly they can also browse different information freely since there is less restriction in this

media. They can also post their own comments at any time, forward and collect the information they think is valuable. The users with WeChat public accounts can also publish their own original articles, become the publishers of information, and integrate with new media. Third, the spread of information is extremely fast. Articles and information forwarded in moments or pushed on public accounts can be actively clicked by a large amount of people just in a second, and the influential scope is far beyond that of traditional media. For example, under the traditional media communication environment, the enterprise's advertising has a schedule, generally a firm is doomed to wait till the end of a specific schedule. However, WeChat users can access the instant information of a firm from all over the world in time, no matter how far the area from the first-tier cities, the information can be transmitted to users in an extremely short time.

### **3. Current Drawbacks of New Media in Innovation and Entrepreneurship Education**

The new media is like a double-edged sword [1], which has exerted profound influence on college students in study, work and life. As a typical new social media, WeChat is with no exception. Here come the shortcomings of education of college students' innovation and entrepreneurship under the background of the new media of WeChat.

To begin with, College students may not reach their full potential of innovation and entrepreneurship. Many college students prefer to express their innovative ideas in the virtual world rather than in the real life. A huge number of students are accustomed to communicating with others via online ways. Even some college students are barely able to communicate with other people face to face just because they have communicated with others online for a long time. Considering the influence of interpersonal communication and other aspects, college students are often unwilling to express their own inner thoughts to others in reality, let alone make their ideas become true. It seems that they just leave their own innovative ideas in the virtual world, which is equal to killing them in the cradle. This is obviously not conducive to innovation and entrepreneurship, because innovation and entrepreneurship need to be realized in real life. From this perspective, the environment of new media has a certain negative impact on college students' innovation and entrepreneurship.

Besides, it is difficult for most college students to correctly judge or recognize whether the information is true or not in the virtual world. On account of instant sharing and diversity of new media information, it is difficult for human to distinguish a large amount of information from the true information. Also, much wrong or false information will mislead college students' understanding of innovation and entrepreneurship [5]. The information resources on all kinds of network platforms are not all trustful, including on WeChat definitely, and there is even some malicious information. If college students trust the information indiscriminately, they may be led to go astray after graduation probably. What's worse, some illegal lawbreakers may deliberately target at college students, taking advantage of their desires of starting a business to fraud. Some college students do not have the awareness and capacity to make full use of the knowledge and skills they have gained. They may try to be opportunistic. Once they are cheated, their confidence of continuing a business will decrease. And they may persuade others not to innovate, which is another harm to innovation and entrepreneurship.

In addition, even though the courses of innovation and entrepreneurship have been carried out by some colleges and universities, they do not provide sufficient opportunities for students to practice innovation and entrepreneurship. What is known to all is that actions speak louder than words. If college students do not get access to opportunities to practice, innovation and entrepreneurship is becoming a slogan, which has no difference with theoretical knowledge written in the book. It is not enough to only master or gain theoretical knowledge, but also need to accumulate some experience in practice, and constantly improve their skills for future use. However, most students are accustomed to using new media to read all kinds of news and papers for entertainment but for innovation and entrepreneurship. And majority of college students also spend a lot of time on chatting and playing online games, which is also detrimental to innovation and entrepreneurship to some extent.

At last, there still exist some colleges and universities pay insufficient attention to innovation and entrepreneurship education. Some universities have been greatly affected by the traditional educational concept, holding the belief that imparting professional knowledge and skills to students is the most efficient method for them to attain a decent job in their near future [6]. Some administrators insist that although innovation under the new media environment is full of entrepreneurial opportunities, but innovation entrepreneurship is merely a decision or an idea. That does not mean success which requires a large amount of money. For the majority of college students, their innovation and entrepreneurship is doomed to be a failure because their families are not as rich as the activity needs. Therefore, that innovation entrepreneurship education is only a waste of time becomes an unwritten principle. They do not attach enough importance to students' innovation and entrepreneurial education, let alone organize the students to carry out the innovative activities, bringing students know little about creative knowledge.

#### **4. Strategy of Innovation and Entrepreneurship Education**

As we all know, new media has unlimited power as a widely used new technology. And the source of its vitality comes from the interaction between information. With the impact of sea of information, we use new media technology, not only can do a good job in college innovation and entrepreneurship education, but also can give students a new way to develop themselves. From this view, colleges and universities should pay more attention to innovation and entrepreneurship education and attempt some efficient approaches to improving such condition. There are several suggestions as follow.

Firstly, it is necessary to change educational ideas. The universities with deep-rooted traditional educational ideas need to accelerate the transformation of ideas. Colleges and universities can make the courses of innovation and entrepreneurship important by giving credits and grade points in students' personal personnel files, so that students may generate psychological pressure and avoid truancy. Besides, it is very important for administrators to use social software such as WeChat to communicate with college students to gain their novel ideas. Especially when students' innovation and entrepreneurship ideas are feasible, administrators and teachers should give encouragement to them and help them as much as possible. It will be efficient to manage all the innovative ideas after information collecting and classifying, then make detailed plans to cultivate the innovative and entrepreneurial thinking. This approach ensures that innovation and entrepreneurship are possible at the source, and once a viable and great idea is identified, it will be much easier to follow up with precise help.

Secondly, it is advised to establish a service platform based on innovation need. Service platform has a high degree of sharing and timeliness, the establishment of such an innovative platform can allow students to receive centralized feedback in time. Considering that network resources are relatively scattered, and the authenticity of information needs checking. So it is very necessary to establish a sharing platform for information resources. On this platform, students can upload the troubles they meet in the process of starting a business. Also, the policies that the national and local governments have issued can be seen on it. What's more, social resources can be shown on this platform too, especially those successful entrepreneur alumni. This will enable college students who have not graduated to communicate and connect with those who have successfully started their own businesses. By this means, the distance between college students and those who are successful in innovation and entrepreneurship is narrowed, which seems to set a model for the development of college students and make their study and life more purposeful. Of course, the establishment of such a platform requires and deserves specialized personnel to operate and maintain. It is better to choose professionals and students who are enthusiastic about innovation and entrepreneurship to participate in it, which is more conducive to the dissemination and sharing of information.

Thirdly, it is helpful to enrich students' entrepreneurial activities. Competitions related to entrepreneurship skills can create a good entrepreneurial atmosphere, which is beneficial to students who are potential to set up a business. After all, as is known to all, the influence of environment on a person is infinite. New media technology can be used to propagandize the innovation and

entrepreneurship activities. Colleges and universities should set up an entrepreneurship park and provide space, funds and personnel support. In addition, universities can set up innovation laboratories for college students to exercise their hands-on ability and entrepreneurial ability. Besides, Administrators and teachers can also invite relevant experts and outstanding entrepreneurs to deliver speeches to share the skills and experience of innovation and entrepreneurship in the new media environment, so as to improve college students' awareness of innovation and entrepreneurship. What's more, higher vocational colleges can also regularly hold simulated markets or competitions in the school, mobilize students to actively take part in social practice activities other training opportunities, which are effective ways to cultivate students' entrepreneurial ability. In brief, what is clear is that Colleges and universities need to provide a more high-quality campus environment for innovation and entrepreneurship, so that students can gradually change their ideas and views on job selection and employment. After graduation, they may be willing to make innovation and entrepreneurship as their prior road of future development.

## 5. Conclusion

Innovation and entrepreneurship education is the foundation of the development of a nation. Under the background of internationalization and new media age, the education of innovation and entrepreneurship is of greater significance. Technological progress provides some opportunities and new ideas for education, but also brings new challenges and difficulties. As a new science and technology, new media technology is more in consistent with the requirements of information age and big data. It is a window to broaden students' knowledge and make their time worth spending. New media technology should and must be widely used in the process of setting courses of innovation and entrepreneurship in colleges and universities. As the main force in cultivating national talents, colleges and universities should focus on the power of new media technology, making full use of its positive effect and avoiding the negative influence in the application of new media technology to help college students realize innovation and entrepreneurship, so as to improve their innovative spirit and ability. At the same time, administrators and teachers are supposed to help students to solve the problems in innovation and entrepreneurship and improve the success rate of entrepreneurship.

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