



# Analysis on the Application of Micro-blog in College Education and Its Enlightenment

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**Abstract.** Micro-media has built the “micro-era” in the field of media today, leading the public to participate in media interaction in a very personalized way and express their own opinions. Among them, micro-blog, as one of the latest auxiliary platforms for higher education, has a high degree of fit, high popularity and high utilization rate leading to the characteristics of subject and object, which will definitely promote and popularize the new paradigm of higher education, bringing people into a new era. The rapid rise of micro-media represented by micro-blog is largely due to the fact that it is a very “light” and simple application, which can be easily used by the widest range of people. However, as the most competitive forms of micro-media, micro-blog and WeChat are constantly changing new trends to meet user needs. According to the characteristics of micro-blog, it is possible to realize the improvement of the comprehensive literacy of universities and college students by virtue of the improvement of micro-blog use literacy.

**Keywords:** Micro-blog · College education · Application · Enlightenment

## 1 Introduction

With the rapid development of science and technology in the 21st century, “micro” things represented by micro-blog, WeChat, micro-fiction and micro-film gradually occupy the forefront of the Internet platform. Their decentralization, grassroots and open concept attract a huge user group and build a powerful and unique grassroots media force. The “micro-era” of modern China is coming quietly. In the era of Web 2.0, the weblog represented by blogs has become a medium, the information dissemination network composed of many tiny blogs has also become a medium, and the scale of the latter has reached a level that cannot be ignored. On the surface, micro-media is the reduction and miniaturization of large or larger system media, but in fact, micro-media represents an innovation of a new media form, which is reflected in its “tiny” appearance, but its core is the progress and upgrade of the media essence. And more importantly, micro-media escapes many limitations of traditional media. Based on the microscopic, tiny and slender characteristics, it forms a grand, macro and great media effect and develops in the direction of freedom, low barrier to entry, popularization, equality and autonomy, which is different from all traditional media. The key to micro-media’s ability to see how things will develop from the first small beginnings and throw out a minnow to catch a whale is

its clustering effect. A network communication structure composed of many independent publishing points forms micro-media. Micro-media covers a network structure composed of a large number of individuals. It is biased if it is only understood as individuals, and in theory, there should be a mathematical model that can calculate the lower bound of the quantity. However, traditionally, people refer to Sina and Sohu portals as media, and they are run by large enterprises. Relative to the website, a medium operated by individuals on a smaller scale is micro-media. At present, the media represented by micro-blog and micro-information have enriched the scope and application range of micro-media.

## 2 The Development of Micro-blog

Micro-media represented by micro-blog has experienced the process of sudden rise. Starting from the internal testing in 2009, through the whole year of 2010, micro-blog became popular and rapidly expanded its user group, forming a media force with huge growth rate. But at the beginning of its appearance, in the eyes of most people, micro-blog was still just a variant of blog, and some people understood micro-blog as “mini-blog”. However, this is not the case. Micro-blog inherits some of the advantages of blog with its unique media system and also develops its own advantages, producing effects that are different from any previous media. Micro-media has won a large user group because of its advantages. As early as October 2011, the total number of micro-blog users in China reached 249.8 million, making China the largest micro-blog country in the world.

When the majority of media users contact and use micro-blog, micro-media will become the word that can best summarize the past and present of micro-blog. This can be seen from the development footprint of several types of new media before the emergence of micro-blog. The powerful interactive comment function of BBS is still used for reference by micro-blog. A good interactive way of posting and replying similar to BBS has established a basic communication and interaction mode for the formation of micro-blog. And it is also precisely because of this that laughter, scolding, praise and criticism on micro-media have become the normality in online language life. The reasonable design, good ease of use, powerful functions, and stable and efficient system operation of instant messaging tools have won the favor of users. QQ facilitates communication between people anytime and anywhere, and its timeliness is irreplaceable. Micro-blog follows the high efficiency of QQ, develops the micro-blog desktop, and forms a so-called “fan and friend circle” through micro-blog following and being followed, realizing information interaction. Blog, as the closest relative of micro-blog, has gone through its own ups and downs. But blog itself possesses readability and knowledge after all, especially after Sina Blog put forward the concept of “elite bloggers”, the depth of its culture and knowledge makes blog tend to be high-end and elite. In this regard, micro-blog has created a 140-character popularization model, so that the knowledge gap between people will not be abnormal in a short length, and this is also beneficial for non-elite intellectual groups to release media information quickly, without being hindered by gold content and length. Mobile phone, a new media, is the result of the alliance of traditional media and telecommunication media. After micro-blog has developed a mobile application client, it has more practical tentacles than traditional media because it can be used to shoot and post online anytime and anywhere. Today, China, as the

world's largest country of micro-blog users, has formed a strong micro-blog society. In a pedigree like new media, micro-media is the newest member and the smallest member, but it is the member that has the greatest impact on the current society after its emergence.

The reason why micro-blog can suddenly rise is that it maximizes the nature of the Internet. As a complete "micro-application", the power of micro-blog comes from its "micro-communication" feature. It is the powerful personal independent platform provided for individuals based on the "micro-structure" of micro-blog, which strengthens the space and freedom of personal online activities, fundamentally impacts the traditional pattern of personal participation in social communication, and then gives birth to the micro-media. First, micro-blog utilizes the key resource of online netizens' attention. If the Internet is regarded as a huge ecosystem, the "people" who are active in it are the only active core subjects, and the Internet must provide basic, equal and sufficient platform support for each individual. In the Internet, there are information, knowledge, resources, value, terminals and channels that are "interconnected" together, but the most valuable and vital resources are countless online netizens and institutions. Second, micro-blog uses the relationship between online netizens and organizations. The Internet is essentially a relational macro-structure covering all human beings, while micro-blog is essentially a relational micro-application that connects countless netizens. The influence and role of micro-blog on "relationship" is fundamentally consistent with the essential attributes, technical nature and historical trends of the Internet. Therefore, the powerful force and the huge resource of the Internet can be easily gathered, stimulated and utilized, which is also the fundamental reason for the sudden rise of micro-media.

At present, there are countless large and small websites on the Internet, but a considerable part of the online population has not obtained the independent platform they deserve. And an individual's independent platform on the Internet must be able to transcend the barriers of interests and information separation of a single website, and can help the individual roam the Internet unrestrainedly and freely. The vision associated with this is a "holographic" Internet that enables "ubiquitous connection". Micro-blog is the "bacterium" in the Internet, and it occupies an irreplaceable position in many current Internet applications with a series of flexible adaptability features such as easy establishment, easy maintenance, easy use, easy external connection, easy upgrade, and easy adjustment. At the beginning of micro-blog, people have felt the powerful penetration of micro-media, which is as omnipresent as bacterium. After its emergence, micro-blog will help the Internet to open up the meridians and accelerate toward the era of "holographic Internet". This means more cohesive and organic online relationships, faster and more extensive online contacts, more convenient and intelligent online services, and more precise and detailed online structures. Therefore, under the situation of the explosion of micro-blog media, colleges and universities regard it as a new position for developing education; it is just right and in line with the trend to use its function of thought leadership.

### **3 The Interactive Paradigm of Micro-blog in College Education**

In the era of rapid development of the micro-blog platform, the communication and interaction effects of thought leadership are becoming more and more obvious. Judging

from the current application practice of micro-blog in various colleges and universities, educational methods such as micro-blog service, micro-blog leadership, micro-blog education, micro-blog public relations, micro-blog classroom, micro-blog transmission, and micro-blog democracy can be realized. And many methods have in common that their interactions are irreplaceable.

### **3.1 Interactive Education of Micro-blog**

Micro-blog's interactive education transcends the one-dimensional knowledge transfer and the dilemma of subject and object as well as passivity and initiative, making the way of education become multi-directional. An education topic can be initiated by micro-blog bloggers (university teachers) or by students, but there must be multiple classmates participating freely. Opinions are expressed by "raising your hand" in the comments, and it becomes convenient to "ask questions" by name in @. This is a change of another educational model. It is certain that micro-blog can form a more efficient, fast, wide coverage and more influential education platform and education benefits.

### **3.2 Interactive Service of Micro-blog**

In micro-blog, after the school's official micro-blog, department micro-blog, community micro-blog, class micro-blog, Youth League Committee micro-blog, Student Union micro-blog, and the personal micro-blog of the majority of students are gradually completed and enriched, the real world is fully represented and compared on micro-blog. By setting up a flat, fast and accurate communication platform between the school and the majority of young students, "Micro-blog Campus" will radiate and form an online education environment with the joint participation of school leaders, various organs, administrative departments at all levels, teachers, staff and young students. In the process of face-to-face communication with students on the front line of micro-blog, the functional departments of the school will solve the most direct, most concerned, and most realistic problems for students as the starting point and objective of their work, forming a distinctive style of "de-officialization" to actively serve students. The front-line managerial staff of student work have established a student-oriented work philosophy, and strive to become students' "insiders" in idea, "confidants" in mind, and "close friends" in life, which effectively enhances the action space for service growth. At the same time, in order to take serving students as the starting point and give full play to the main role of the student development and service center, colleges and universities can establish an all-weather and all-round micro-blog information monitoring system, and can assign special personnel to monitor campus network public opinion, timely collect and understand students' opinions and demands on learning, logistics, safety, and education management, and prevent minor problems from complicating and minor conflicts becoming intensified.

### **3.3 Interactive Drive of Micro-blog**

As an emerging media, micro-blog has developed into an important platform for young students to communicate, contact and gather, and it is an important window for college

counselors to understand the thoughts of young students. When faced with new opportunities and new challenges, by constructing the micro-blog system, closely following the goal of ideological leadership, and being based on the ideological trend of the micro-era, colleges and universities will actively respond, intervene early, and take the initiative to take action. Through correct, positive and healthy thinking, culture and information, colleges and universities can effectively occupy the network ideological position; through the micro-blogs of political cadres and professional teachers to publish work experience, life insights, inspirational information, etc., colleges and universities actively and positively guide the majority of students to distinguish between right and wrong, true and false, and real and unreal; by enriching the content of micro-blog and innovating the form of activities, colleges and universities integrate college education into the “micro” activities that young students love to see and hear, which effectively enhances the attractiveness and appeal of campus network culture, enhances the modernity, effectiveness and subjectivity of ideological education, and realizes the silence of moisturizing things by thought leadership. In addition, taking advantage of the agglomeration and magnification of the campus “micro” system, the relevant official website of the school can be linked to micro-blog and WeChat, so that information on students’ ideological education, mental health, employment and entrepreneurship can be released and shared simultaneously.

### **3.4 Interactive Teaching of Micro-blog**

Micro-blog can extend the first classroom and create a second classroom that is convenient and interactive. The free, open and multi-selective courses provided by micro-blog are the extension, supplement and development of the first classroom courses in colleges and universities, and have extensive and vivid educational effects. For example, science and engineering majors can launch “micro-lab” micro-learning activities based on professional needs, enhance a broad platform for teachers and students to communicate, and achieve extension inside and outside the laboratory; literature majors can set up micro-blog book recommendation activities of “The Beauty of Books”. Professional teachers recommend books to students. Teachers and students discuss their feelings after reading on micro-blog, forming an atmosphere of reading good books and loving to read books, promoting the construction of a good style of study. The first classroom and the online classroom complement each other. Teaching benefits teachers as well as students and interact with each other.

### **3.5 Interactive Public Relations Processing of Micro-blog**

Micro-blog connects the virtual world with the real world, forming a system of layer-by-layer coverage and level-by-level linkage, which has also become a window and platform for schools to understand emerging and potential student dynamics. For example, in the face of a large-scale “ridicule” after a misunderstanding of a university’s practice, the school’s official micro-blog should provide authoritative information as soon as possible, expressing positive opinions such as explanation, investigation, and apology. When college students have negative resistance to the campus policy system, the cadres of the campus group and community can also use the micro-blog system as a carrier

to guide the public opinion orientation of micro-blog with a positive voice, forming a convergence effect of positive thought leadership. In normal management, schools can also handle public relations well through friendly images such as micro-blog nicknames, micro-blog mascots, and micro-blog administrators (Mr. Homepage). The interactive public relations of micro-blog must be based on the conditions of sufficient interaction. The unilateral official announcement or keeping silence is no longer appropriate. It is necessary to fully interact, forward and publish on the micro-blog platform to let more students know the truth, eliminate misunderstandings, and gain the recognition and trust of the majority of students.

## **4 The Enlightenment of the Introduction of Micro-blog to Higher Education Practice**

### **4.1 Paying Attention to the Establishment and Improvement of Working System and Mechanism**

The establishment of a networked and matrix-based micro-blog system and an information-based working mechanism can ensure that the whole school's micro-blog system can achieve overall linkage in a short period of time, so as to achieve the effect of "a hundred responses to a single call". It is necessary to establish a channel for handling demands of micro-blog operator on duty to form a set of effective service procedures; it is needed to pay attention to the mechanism for receiving and handling problems, and strengthen micro-blog information supervision and network public opinion monitoring.

### **4.2 Paying Attention to the Organizational Staff Building of Micro-blog Management**

It is crucial to establish a strong organizational guarantee for the construction of the micro-blog system, which is composed of school leaders and heads of major functional departments. Micro-blog operators and technical experts can be invited to serve as business instructors to provide technical support for the construction of the micro-blog system. Measures can be taken to provide a fixed office space for the micro-blog management service center, which should be equipped with computers, cameras, wireless network cards and other equipment, to provide logistical support for the construction of the micro-blog system.

### **4.3 Paying Attention to the Authority of the Source, the Serviceability and the Educational Nature of Information**

The content of each organization's micro-blog should come from official websites and formal channels, and the content should be reviewed and published by special personnel, so as to provide young students with healthy, useful, colorful, and convenient information content for study, work, and life, and make micro-blog a new platform for disseminating healthy information and expressing opinions in a civilized and rational manner. Life services, campus information, theme activities, crisis public relations and other content

closely related to students should be released to improve service levels. At the same time, the published content should be educational and contain profound ideological and educational connotations.

#### **4.4 Paying Attention to the Two-Line Battle, Linkage and Teaching on Micro-blog Online and Offline**

It is necessary to attach importance to promoting the design of online and offline activities, and rely on new media platforms to carry out activities that are rich in ideological connotations, integrate fashion elements, and are popular with students. Emphasis should be put on two-way or even multi-directional communication and interaction, so that everyone can participate and easily participate. Online activities break the boundaries of time and space, and offline activities stimulate enthusiasm for participation. Online and offline linkage can expand the coverage and influence of the activity.

#### **4.5 Paying Attention to the Nurture and Construction of Micro-blog Culture**

With the help of micro-blog as a carrier, colleges and universities can set up micro-blog associations to carry out micro-activities such as “Thanksgiving for Teachers’ Day” and sharing of good books on micro-blog, provide micro-services such as micro-blog welcome, micro-blog lost and found, micro-blog rights protection, micro-blog information, etc., and hold micro-forums to promote the formation of a good micro-culture on campus. If you have questions, find micro-blog to answer them; if you have difficulties, find micro-blog to solve them; if you have ideas, find micro-blog to exchange them; if you have problems, find micro-blog to report them; if you have initiatives, find micro-blog to forward them, etc. In this way, the good micro-culture will be formed.

## **5 Conclusion**

Micro-media completely wraps human society in the environment of new media. Updating micro-blog through mobile phone, WeChat and webpage is related to each other, affecting people’s vision and footsteps all the time. Judging from the current path of colleges and universities relying on micro-blog for education, schools can serve students through micro-blog channels, organize online activities to form a good network environment, and organize offline activities to prosper campus culture and vividly display work results. Micro-blog can also be used to deal with crisis public relations and establish a good public image of the university. Colleges and universities should make full use of the new carrier of official micro-blog, give full play to its role in the construction of harmonious campus culture, strive to build a campus culture that reflects the characteristics of the “micro-blog era” and school characteristics, and continuously promote the healthy and sustainable development of campus culture. At the same time, colleges and universities must also look at the various characteristics of the “micro-era” as comprehensively and objectively as possible, learn from each other, and explore the behavior patterns and thinking patterns of micro-media to make it a new joint force in higher education.

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