



Research on the Dissemination Path of Social Science Knowledge in Dalian Under the New Media Environment

Based on We Media and Social Science Popularization Demonstration Base

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Abstract. This study analyzes the communication mechanism of social science popularization. While discussing the opportunities that digital communication brings to the development of social science popularization, it focuses on the development countermeasures that should be taken by the digital communication mode of social science popularization under the impact and challenge of new media. Combined with the actual situation of Dalian, the research puts forward countermeasures and suggestions on the communication path of social science knowledge in Dalian under the new media environment from five aspects: the determination of communication subject, the analysis of communication object, the construction of communication content, the setting of communication channels and the analysis of communication effect.

Keywords: Dalian Social Science Knowledge · Dissemination Path · We Media · Social Science Popularization Demonstration Base

1 Introduction

The 18th CPC National Congress proposed that China should basically complete the construction of public cultural service system by 2020. Scholars from social sciences related majors in Colleges and universities also carry out research on the popularization of social sciences [1]. In the views of these scholars, it is mainly from the traditional popularization of social sciences to the modernization and informatization of the popularization of Social Sciences, from the application of traditional media to the introduction of various new media [2]. As one of the representatives of new media, the rapid development of Internet provides a more convenient and effective communication platform for the popularization of social sciences. Compared with social science popularization websites, app, wechat public platform and microblog are more convenient and fast in disseminating social science information, and can better adapt to the public groups who obtain social science information in the information age [3]. However, there is less research on the specific communication methods and paths, and there is less research on the communication paths of social science knowledge in Dalian.

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2 Empirical Research on the Dissemination of Social Science Knowledge in the New Media Environment

2.1 Take Tiktok “@ Infinite Xiaoliang Science Popularization Daily” as an Example

Tiktok: @ infinite Xiaoliang Popular Science Daily (Tiktok certified high-quality popular science we media) 2189.9w fans. The blogger is the deputy editor in chief of the museum magazine, the director of the financial media center of China National Geographic, the former operator of microblog @ Museum magazine, the member of the ecological special committee of China Popular Science Writers Association, the eighth director of Beijing Science and technology popularization and Creation Association, the master of Entomology of China Agricultural University, and the top ten science communication figures of China Association for science and technology in 2017 [4]. The main content of the video is popular science and some popular creatures on the Internet, which has aroused a learning enthusiasm of netizens for unknown creatures, driven other popular science bloggers, and gave a strong template content for popular science videos. It belongs to well-known professionals, which drives the dissemination of social science knowledge.

2.2 Take Sina Weibo @ Social Sciences Online as an Example

The main operation and release content of “social science online” is micro courses of Social Sciences, as well as the analysis of current hot issues, or the popularization of current social phenomena and industry prospects, such as the rectification of e-commerce. It is the official microblog of Henan Federation of Social Sciences, and it is also the most successful local account with the highest publishing frequency [5].

Creative, authoritative and knowledgeable popular science content, they are more likely to win their favor.

2.3 Take Wechat Official Account “@ Sociology Bar” as an Example

Sociology bar (ID: Sociology bar), as a comprehensive platform for sociological thought and professional service of sociology, was first founded in 2004 [6]. We adhere to the purpose of promoting the development of Chinese group studies and serve the majority of sociological teachers, students and lovers. We push you information, theories, observations, scholars, research, methods, resources and other contents about sociology every day, serious but affectionate, professional and fun! Lead everyone to understand society, interpret society and build society. The official account includes many offline topics such as politics, law, economics, current affairs and hot spots, and the number of active fans is as high as 131881. The content of the article is relatively rich, so that readers will have more sense of gain after browsing.

3 Countermeasures and Suggestions on the Dissemination Path of Social Science Knowledge in Dalian Under the Environment of New Media

3.1 Communication Subject: Multi-party Cooperation, Mainly from the Media and Dalian Social Science Popularization Demonstration Base

Take Dalian Federation of social sciences as the organization to organize self media people (Internet Celebrities) on various new media platforms. With the growth of mobile Internet users, the epidemic began in 2019, short video users expanded rapidly, and the industry entered a mature stage of multi-dimensional development and multi strength parallelism. In recent years, the short video platform has been constantly exploring its business model [7]. On the one hand, it has become an innovative new media marketing platform. On the other hand, it has ushered in new growth points in combination with live broadcasting. The innovation of the short video industry also gives a new hint to the popularization of social sciences. The combination of the short video industry and social sciences will inevitably bring a new breakthrough to the development of social sciences.

Build Dalian social science demonstration and popularization base. The activity construction of Dalian social science popularization base should be strengthened, and the popularization of social science base should be professional. The newly added science popularization base basically depends on the establishment of school laboratories, research and learning bases, enterprise R & D centers, science and technology education pavilions, sightseeing places, etc. At present, the construction of Dalian Science Popularization base has made great progress, which plays an important role in broadening the popularization scope of Social Sciences, realizing the popularization of Social Sciences, serving the grass-roots level, playing an exemplary role and building a long-term mechanism.

3.2 Communication Object: Participate in the Construction of Communication Content and Promote Secondary Communication

Take Dalian citizens as the main communication object, and cover netizens in other provinces and cities at the same time; Pay attention to the initiative of Internet users and organize activities to promote the content construction and secondary communication of communication objects [8].

Strengthen contact with netizens in other provinces. In 2022, Dalian was once again rated as the first tier city. At the same time, Dalian is also the city with the highest resident happiness index in the country, which is closely related to the local customs, cultural atmosphere and beautiful environment of Dalian. To strengthen the communication with Internet users in other provinces and cities, we need to strengthen publicity and actively use the fresh things around us to spread social science knowledge.

From the perspective of communication object, there is a trend of youth and popularization. With the improvement of Chinese cultural self-confidence and Chinese education level, a new generation of young people can better understand and understand science,

and are using science imperceptibly. At the same time, the older generation is also gradually influenced and edified by new ideas. Because our communication objects tend to be popular, we should be closer to the small things in life to underestimate the big, which should play a subtle role in the dissemination of social science knowledge in Dalian.

3.3 Pay Attention to the Initiative of Internet Users and Organize Activities to Promote the Content Construction and Secondary Communication of Communication Objects

In life, competition can be seen everywhere. Companies need to compete for market share, the number of commodity sales, and individuals need to compete in the workplace. Competition is everywhere. We can also use competition in the process of social science publicity. Therefore, we should use the ranking mechanism and competitive activities to increase the competitive heart of Internet users, and use the competition mode to drive the active communication of Internet users. The competition is organized in a team mode, which can be social team, school team, community team and enterprise team. People of different ages can participate in it and stimulate more different collision sparks [9].

Spreading valuable information or interests can help netizens establish a good image in others' hearts. Therefore, many people are willing to forward this activity. Just like my treat, you pay the bill. Just move your fingers, you can spread the content to more people and attract more people's attention and participation. It can not only help others, but also help build your own image. Create a communication mode similar to youth learning. After watching the learning video and forwarding it to the circle of friends with one click, you can become the "second channel for transmitting social science knowledge". It is an honor to make the learning of social science knowledge a habit.

3.4 Communication Content: History, Tourism, Culture, Culture and Expo

The communication content mainly covers the social science knowledge fields such as Dalian history, tourism, culture, culture and health. The content format should be combined with the selected specific new media channels to produce corresponding words, photos or videos.

We should cultivate bigger and stronger cultural media groups, speed up the listing of media enterprises, and do a good job in the basic innovation project of media. At present, Dalian, as a demonstration city of cultural system reform in the whole province, has basically completed major reform tasks. Second, strengthen the group of radio stations. Actively develop Dalian Radio and television station and many of its industries to create brand effect.

Develop cultural innovation and design industry. Make full use of the geographical advantages of Dalian, combine the eastern and Western cultures, cultivate the popular trend culture, and create a new creative pilot city.

3.5 Communication Channels: The Expansion of Multiple Channels Such as the Two Micro Enterprises, Headlines and Tiktok, with Tiktok as the Pilot

In terms of communication channels, due to the difficulty of obtaining traffic through new media communication, it is not recommended to set up an official account [10].

Instead, with the help of the already popular online celebrity account and we media account, we can expand in the two wechat, headline, Tiktok, comment app and other multi-channel development. We can start with one or two of these channels as the pilot. We should actively cultivate and develop bloggers with fan base in the field of short video, and carry out irregular cooperation to publicize social science culture.

We media preselected Tiktok account: @ representative Dong. The theme of social science communication in Dalian needs to correspond to local customs and facts. Representative Dong comes from Fushun, Liaoning and now lives in Shenyang, Liaoning. He has attracted a large number of fans with humorous and close to life jokes. He has a strong fan base. At present, he has a clear positioning style and route. The account is mainly divided into three sections: Fan feedback, different employees' words and ever-changing representative Dong. It is a Tiktok big V with a clear self style. According to incomplete statistics from netizens, representative Dong has tested 19 characters. Each character and occupation is different.

3.6 Communication Effect: Quantitative and Qualitative Combination (Communication Volume, Number of Fans, etc. and Social Effect)

When measuring the communication effect, the quantitative data such as the actual reading volume, hits and likes of the communication content are combined with the actual social effect of promoting people's social science knowledge growth and literacy improvement to drive the integration of new media and social science knowledge. Today, the two sessions mentioned that building a cultural power is still the strongest voice of the times, and the development of cultural industry is still "the largest country". The cultural industry will still gradually transform to digital, so the integration of new media and contemporary cultural development and social science development is an inevitable trend. However, the new media industry lacks high-end compound talents, so we should continue to strengthen the education of high-end compound talents.

When trying to combine new media with the dissemination of social science knowledge, we use the method of combining quantitative and qualitative methods. On the one hand, we aim at the amount of reading, clicks, likes and creation of bloggers who want to cooperate.

4 Conclusions

The overall development of Social Science in Dalian is good, but most people still have no deep impression on social science. Therefore, we will use the fragmented time of Dalian people to present it in the form of short video stories, and use celebrities or institutions to promote the secondary dissemination of social science culture and mobilize the enthusiasm of the audience. This study has certain research limitations, and it needs to continue to adjust the specific measures for the development of Social Sciences, actively find the cases in life, and make reasonable and systematic improvements.

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