



Improvement of College Students' Office Ability Take Short Videos Combined with Office Software as an Example

Xunchen Liu, Changxian Gan, Lijuan Fu, Zeming Wang, Naijing Wang^(✉),
Xinyi Wang, and Yahui Li

Wuhan Institute of Technology, Wuhan, China
liuxunchen2021@163.com, 910210221@qq.com

Abstract. Short video in people's lives has become the mainstream entertainment method. It will be the main model of new media short video platform that combining short video with office software to create a short video platform for office software learning. In today's campus environment and employment environment, the demand for the ability of university students' using office software is becoming more and more urgent. In the future of office efficiency, the skillful use of office software has also become a necessity for work. Using campus scenes and the advantages of platforms, we will produce short video works that are de-homogenized and appropriate to campus life. Combining the skills teaching of college students with the field of short videos and improving the ability of college students to apply office software in a relaxed and pleasant and easy-to-accept mode can also provide good help for colleges and universities and society.

Keywords: college students · office software · new media · skills upgrading

1 Introduction

1.1 Online Education Industry

On April 13, 2018, the "Education Informatization 2.0 Action Plan" issued by the Ministry of Education officially proposed the "three all, two highs and one big", of which "one big" refers to the construction of the "Internet + education" platform [1–3].

Since 2019, Douyin has vigorously supported the creation of knowledge content. In March 2019, Douyin launched the "DOU Zhi Plan" and set up a science popularization advisory group composed of experts such as the Chinese Academy of Sciences and the Chinese Academy of Engineering for the platform. In September, the "Plan 2.0" was launched, which opened up the first batch of access to the collection function for knowledge creators, and served knowledge creators from the dimensions of platform resources, creator training, and commercial monetization [4–7] (Fig. 1).

The online education model has been greatly developed, and its portability diversity has also been favored by many users. In 2020, the number of online education users in China will reach 296 million. Due to the sudden epidemic in 2020, the Ministry of

The online education industry is growing in size
The scale and forecast of online education
users in China in 2016 2021

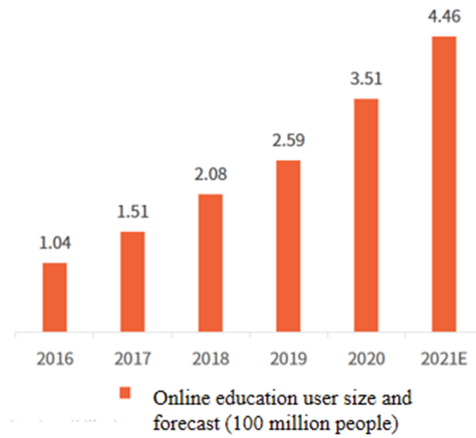


Fig. 1. Online education industry continues to grow [Owner-draw].

Education’s proposal of “suspension of classes without stopping learning” and “classes at home” have become popular topics known to everyone. According to this trend, the scale of online education users in China may exceed 300 million in 2020. At the same time, iMediaResearch shows that the size of China’s online education market is expected to reach 559.6 billion yuan in 2021.

1.2 Short Video Content

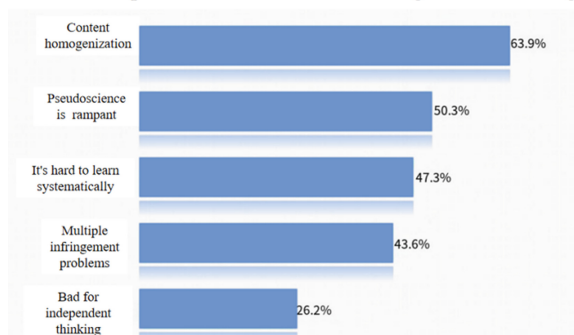
For the analysis of the content of various knowledge creator accounts, the main video content of each office skill platform is currently aimed at the skill of shortcomings of office software, and the user problem can be quickly solved through keyword search. The video content is rich and diverse, covering most of the tricks that office needs. As far as video production content is concerned, a large part of it has serious problems of homogenization, the same content and the same expression, a popular technique will cause a large number of remakes, and the quality of the video is uneven, which will bring a bad experience to the user’s perception.

2 Background

2.1 Employment Demand

For the analysis of the requirements of the recruitment website for the candidate, there are the following requirements for the use of office software by the college student recruitment unit for the college student, but not only the following requirements.

What are the problems with short videos of general knowledge?



Data source: Social Investigation Center of China Youth Daily

Fig. 2. Problems with short videos of knowledge. [Owner-draw].

1. Proficient in Word use, master the basic ability of input text, formatting adjustment, style board adjustment, table insertion.
2. Excel proficiency, can make statistical tables, reports and use basic formulas for table data processing. Know the principle and application of tabular data reference. Also should be able to use Data analysis statistics plug-ins and master format adjustments. Can use tables to make intuitive and good-looking statistical pictures.
3. Use PPT skillfully, can use PPT to make a concise and intuitive project introduction, have a certain level ability of typeset and text editing (Fig. 2).

2.2 Status Quo of College Students

The questionnaire survey method is used to design a questionnaire for the use of the basic functions of office software Word, Excel and PPT by college students, and the purpose of using the software.

63.57% of students will carry out Word or WPS word processing software operations, the operation ratio of other software is not more than 10%, of which 43.57% of students will operate to insert pictures or sounds in Word, 43% of college students will be in Excel data screening, college students only stay in the first stage of office software operations, in-depth typography, data perspective and function application are little understood, so in this aspect of the training, It should be more intensive in practice and application.

3 Account Content Analysis

3.1 Audience Scope

The main audience groups of knowledge short video accounts are office crowds and college students, combined with campus scenes, to create targeted accounts whose audience is college students, and college students, as the main body of NewStar Network surfing, have the following characteristics in contact with network media: Strong self-awareness

but no mature concept of discernment; Strong intellectual curiosity but no strong network discrimination; The hope of social participation is urgent, but the heart is closed and the ability is relatively insufficient. In view of this type of situation, fragmented online learning is in line with the learning style of contemporary college students, and it is gradually favored by college students.

Young people are more adapted to fragmented online learning, post-00 young people need plot + knowledge learning videos, research has drawn the office skill level of post-00 college students and the function of using the most scenarios, and grasps the pain points of college students, so as to create the most suitable office short video for college students.

3.2 Account Targeting

From 2019 to 2022, the project team carried out a number of video accounts and public accounts, focusing on campus life and the use of college students' office skills, and constantly launched WPS short videos on various topics to target college students' use of office software, shot and published tutorials which are interesting and combined with campus scenarios. They are as follows: Qingyu PPT short video, Qingyu Excel short video, Qingyu Word short video. Its plot features are as follows: interesting campus plot + knowledge teaching, the content is a campus practical case demonstration, and the structure is unit disassembly and fragmented content. Learning is from simple to difficult, the structure is clear, and the interesting campus scene is easy to resonate with students, and it has also achieved a good response in the school.

Countermeasures for the homogenization of office skill accounts: For the shooting of fixed skills, the skills should be taught in the most concise and clear way, supplemented by interesting workplace plot design, increasing the fun of the video and the stickiness of the user; For the construction of the office skill knowledge system, the office skills should be photographed from introducing easy skills to difficult, and different types of skills should be categorized to help users sort out and learn, and they can also find in time when they suddenly use skills.

3.3 Campus Staffing

In order to make the dramatized short video more interesting, there are currently four characters, handsome and charming E cousin, reserved and beautiful Word lady, handsome and gentle PPT brother, and a counsellor who is strict but looking for help from classmates, four people have cooperated to shoot a series of short videos of answering the troubles of office software, so that these short videos not only have knowledge connotations, but also have temperature, catering to users' preferences.

While watching the short video, users can empathize with Word lady, E cousin, and PPT brother, and work together to complete the problems assigned by the counsellor, which users not only can complete the counsellor's tasks but also get a lot of office software skills and become an office master (Fig. 3).

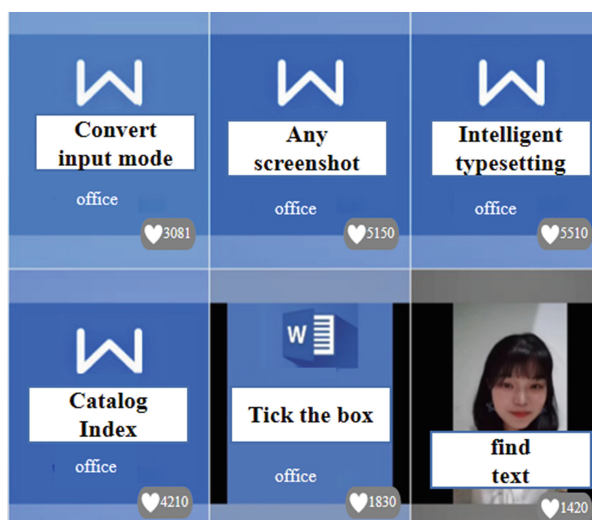


Fig. 3. Video accounts and public accounts [Owner-draw].

4 New Channels

4.1 Combined with the Campus

The content comes from interviews with students, or feedback from students around on the use of office software. These short videos combine the skills that students cannot master in daily use of office software with their use scenes, and at the same time, display the use scenes of skills with exaggerated performances, and then clearly show the steps of completing the whole skills. Combining the skill need scene and skill display organically, strong expression makes the resonance of the students strengthened, but also achieves the purpose of learning in entertainment.

4.2 Content and Benefits

Taking the Kuaishou app as an example, the video is updated regularly, and the video content with the plot + human setting + essential knowledge can receive an average of thousands of likes. The video account management cycle is two months, gaining more than 3000 fans, a total of 2 million likes, and the number of views and completion rates are steadily increasing. In addition, the short video shot in the campus environment has also been well promoted on campus, according to the feedback of classmates and teachers, students have stronger processing ability on text editing and table collation in the work, which can provide a good boost in school work [6].

4.3 Data Analysis

The team took Kuaishou, WeChat video as the primary platform in the early stage, and took the school as the main promotion. It is expected that each issue will be promoted

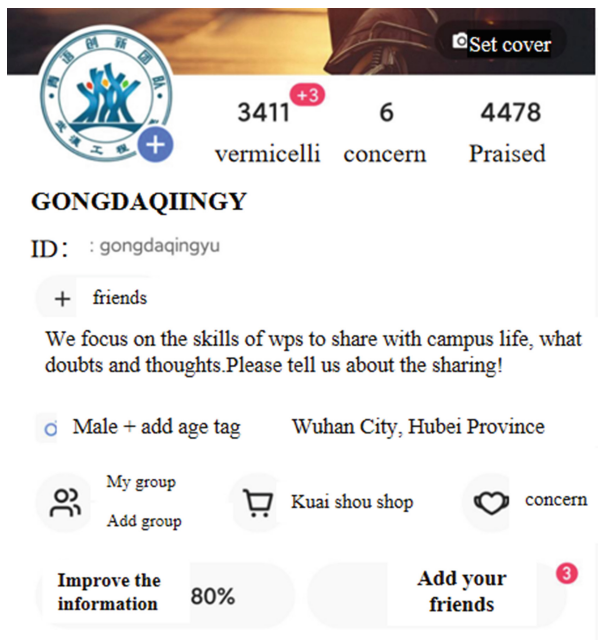


Fig. 4. Background data [Owner-draw].

by the school and the platform itself, and the minimum broadcast volume can reach more than 3w. After a period of experimentation, the team’s playback volume can reach 4–6w times, and through the background data of the platform, more than 80% of the population is 16–25 years old. Short video teaching combined with office software in the context of the campus has great potential (Fig. 4).

5 Conclusions

Take advantage of national policies and platforms. The short video is organically combined with the lives of the students, and the scene-based short video is launched. With a homogenized low, interesting video, it greatly attracted the students to watch. We’ve achieved what we wanted, and we can complete our studies in our spare time and can use them in our spare time. In today’s flood of short video entertainment. Let learning also become normalized with the help of short videos, and provide help for college students to work and employment. Maybe it’s the trend of future educational development. Combine short videos with education to create a better future.

Acknowledgements. The authors would like to thank the Innovation and Entrepreneurship Training Program for College students (S202110490075) for the support given to this research.

Authors’ Contributions Xunchen Liu was the experimental designer and executive of the experimental study, completing data analysis and writing the first draft of the paper; Lijuan Fu and Zeming Wang were involved in experimental design and analysis of experimental results. Changxian Gan

was the creator and lead of the project, Naijing Wang was in charge of the experimental design, Xinyi Wang completed the data analysis, and Yahui Li was responsible for the paper writing and revision. All authors read and agree with the final text.

References

1. Duan Y. 2017 Application of Office Automation Technology in Office [J]. China Market, 2017, 0(15):191-192.
2. Du F. A study on the optimization of the employability structure of college students from the perspective of supply and demand coupling in 2020: A case study of GIS major in Hebei Province [J]. Journal of Tangshan Normal University, 2020, 42(5):151-155160
3. GUO J, LI Q. 2021 College Student Competition and Independent Learning Ability Cultivation: A Case Study of Public Computer Teaching [J]. Journal of Minzu University of China: Natural Science Edition, 2021, 30(4):89-96.
4. Hong Y, He S. 2020 Employment-oriented Higher Vocational Office Software Application Course Teaching Reform Practice Research [J]. Computer Knowledge and Technology: Academic Edition, 2020(30):151-152.
5. Hu H. 2009 Investigation and Analysis of Comprehensive Application of Office Software [J]. Computer Learning, 2009(6):5-8
6. Huang Y. 2021 College Students' Teaching Exploration of "Computer Application Basics" [J]. Education and Teaching Forum, 2021(19):101-104
7. Xu Q. 2011 Research on the Practice of Entrepreneurship and Innovation Education with Office Software as the Carrier [J]. Career, 2011(35):13-13

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

