Research on College Student Innovation Mode based on wechat platform

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Abstract

New media and the student work in colleges and universities is still an emerging research field, it is also in the initial stage. WeChat provide convenience for college student life and learning at the same time, also to let students work provides a new thought way. This paper introduced the wechat platform for the development and function of the characteristics, analyzes the advantages when used it to college students work, finally it has proved college student applies wechat is feasible.

Keywords: WeChat; Innovation mode; higher education ; students work;

1. INTRODUCTION

New media is promoting the human society entered the era of information technology, new media technology has been widely applied in the fields of politics, economy, culture and life, for social development and human development produced an unprecedented and profound influence. The new media technology and its application, created a new human life environment, the new human survival status and communication space, forming a new information era network environment. With the progress of China's economic construction and life, advanced management model is gradually promotion and use of new media technology applications has been rapid development and wide application in various industries. In this era, the rapid development of information technology has become the trend of the world, human beings have gradually moved to the information society.

In the current era of rapid science and technology, computer networks and mobile media are widely used in universities and teaching process management, throughout all aspects of college teaching and management. Use of educational technology students to carry out work in institutions of higher learning, is an innovative mode of university students, it is new ideas, new models, new height, new methods of College Student Work. In this era, new media has become the trend of world development, mankind has begun to gradually move towards the information society. Therefore, the network of new media at the University Students' work is widely used in practice. Therefore, the new media in the university students work in the practice of widely used. The rapid development of the new media network has brought new opportunities to the students in Colleges and universities. To enable university students to work more optimized management tools, all colleges and universities spent considerable human, material and financial resources dedicated to the design of the school student management information system as well as campus networks and a variety of management information systems construction, on the positive effective promote student work of colleges and universities to realize the management informationization. Therefore, the students work in colleges and universities should be based on the

students work platform which can realize the powerful network function..

2. Wechat Technology Development and Features

2.1. Development of Wechat Technology

wechat, Tencent launched a based on smart phones can send voice, image, video and text, and supports group chat, through pictures, text, video, voice message to their friends, wechat was born from 2011 up to now, only a short four years time, it has a rapid development of the mobile phone users are affected. According to the survey, wechat registered users reached six hundred million by 2014,it has became the largest mobile instant messaging software for Asian users group. Since the August 20, 2012, the Tencent Inc in the micro channel to increase the wechat public platform function. Wechat public platform is a Web platform ,in order to allow users to apply for and manage, and the operation management of micro channel public accounts also in this platform.

Micro channel public platform account based on a number of relationships, and wechat based on the point of the relationship between the points. Micro channel public account of the arrival rate is more privacy and higher, focus on customer management.Wechat is a communication tool and a closed social networking platform, which is based on the relationship between the user and require a two-way concern, peer exchange between users.

2.2. WeChat Technical Characteristics

(1) low application rates

WeChat completely free, users can use WeChat all functions for free. WeChat applicable phone network includes network traffic may be produced by the network operator. WeChat is not the first "free" mobile instant messaging applications, such as fetion, bubble with the banner of "free", but in the process of practical application fetion on this client does not support free SMS, bubbles are exhausted after a certain integral cannot

be used, not completely free. For WeChat really did no other fees in addition to the cost of network traffic. With the progress of technology and competition for college students users from the three major communication operators, communications rates decrease, and the general plan of all contain certain traffic, combined with the hot spot of generalization, mobile phone flow fraction in the mobile phone charges. Combined with WeChat unique image speech compression technology, makes the user to send as much information as possible with the least traffic come true.

(2) diversified means of communication

Traditional mobile instant messaging applications mostly by word or symbol for information communication and transmission, such as mobile phone text messages. The "cold" means of communication to convey the communication on both sides of the context, the tone and mood, poor communication effect, it is easy to produce unnecessary misunderstanding. WeChat support sending voice messages, video, text (including expression) and images, which is a kind of chat software, and support for multiple people to chat, it can not only guarantee the immediacy of communication, but also to the user scene sense of reality and telepresence. WeChat like trying new things, so it has great appeal for college students who have individual characters.

(3) personalized user experience

Traditional mobile instant messaging applications can only achieve relatively single communication function, but WeChat gives users more play and imaginary space, it can meet the personalized requirements of different users. Users can chat with his familiar people by one-to-one, one-to-many, many-to-many; they can select text, voice or video. Users even can through the "shake", "bottle", "view", "scan qr code" functions chat with strangers and make a connection. The user also can through the "friends", set up your own photo album, background, publish their pictures and share the mood. These features meet the user personalized demand and college students' curiosity.

3. University Students Work Opportunities Based on Wechat Platform

With the rapid development of mobile communication technology, digital technology, network technology, micro-channel is changing gradually and affect college students study life, ways of thinking, behavior and values. In the micro-channel is a typical representative of the new media environment analysis to explore ways of college students work, methods, rules, in order to further strengthen and improve the work of college students, it has become an important content of the education in colleges and universities.

WeChat environment in colleges and universities student information refers to the colleges and universities in WeChat environment using modern information technology and network technology, modern management methods for students in colleges and universities, scientific and effective management, so that the students not the management of the subordinate, but they are the direct participants, in order to achieve real-time interactive of student work, which is a win-win way between teachers and students , and to make the students enjoy a higher quality service.

3.1. Breaking the Time and Space Barriers of Students Work

Wechat real-time transmission of information, breaking the shackles of time and space for college students work, it made multi-dimensional, all-weather, seamless system of college students work become possible. Wechat relying on cell phones and other portable mobile terminal, as long as the hot or telecom operators network covering area can achieve real-time text, voice and video communications, it will no longer be limitation of traditional classrooms, dormitories, offices and other students in the workplace. At the same time, the use of the instant information, especially the use of the voice and video, provides a good exchange experience for both parties.Even in the work time, students can still communicate with the students through wechat, greatly extending the time to carry out students work. Many

people voice group chat function is introduced, so the virtual class, virtual group will become possible.

3.2. Enrich the Contents and Means of University Students Work

First, the wechat user experience personalized features to meet the students' pursuit of personality, to show the psychological needs of the self. Wechat 实行 real name system, virtual and acquaintances based privacy is easier to make college students put down the heart, active communicate with circle of friends and relatives, drying out their emotions, express their dissatisfaction and confusion, issue their thought and sentiment. College student workers can through wechat understand the student's thinking, to equal status of peer and their communication, timely answers to their confusion. The characteristic of wechat data can help university students to find out the commonness of students' thought and behavior, and make students work more closely to reality.

Second, wechat supports sending voice messages, video, text (including expression) and images such as a variety of information carrier, at the same time support one-to-one, one-to-many, many-to-many voice chat,it can not only guarantee the immediacy of communication, but also to the user scene sense of reality and telepresence. These will give college teachers provide more choices. They can take advantage of the multimedia properties, open "mirco-classrooms", enhance the appeal of publicity and coverage, to effectively combine with the original theoretical study carrier, achieve the full range of online education and guidance.

3.3. Mobilize the Enthusiasm of Students in College Students Work

Firstly, virtual and privacy of wechat enable social micro channel is comparable with the social reality of reality and telepresence, but to avoid the face expression of surface tension. Thus, the students in the wechat circle more easily open heart, courage to express their true ideas. In addition, the convenience of the communication between the wechat and the ease of operation reduces the

cost of feedback and communication, and makes the students more active.

Secondly, relying on micro channel attribute of multimedia, college student workers can create a variety of fun, entertainment, education in various educational products, give students more choices, increase student participation of passion and enthusiasm.

4. Wechat Becomes Feasible to Carry Out the Work of College Students

Micro Focus letter by its own unique properties spread to achieve a "people groups" virtual space, bear the campus subcultures build, drift, functional integration and deconstruction. On the one hand, thanks to the current social and cultural context of the country open, public entertainment and cultural formation and spread of consumerism, mass culture, mass production has brought standardization, symbolic resources can be transformed for the campus' silence Most "creates an opportunity for self-expression and improve communication and accelerate the expansion of the campus subculture groups. Meanwhile, the micro-channel relative isolation and self-isolation between virtual community groups to provide technical convenience, indirect alienation exacerbated campus between the subcultures. On the other hand, by absorbing the mainstream campus culture, assimilation and remodeling, cultural identity campus subcultures showing a trend of constant flow and change. With micro-channel public universities account settled,diverse subcultures and the corresponding identity are united in a healthy and positive mainstream campus culture, showing a "one dollar-driven, pluralistic coexistence" pattern. "Build, rheology, fracture, deconstruction" process subcultures will continue to unfold.

Traditional media college students to carry out work contains all the media for the first change before and after, still belongs to the category of mass communication. Its characteristics are dependent on oral language, graphic media and non-discriminatory network, covering a wide spread of information. The micro letter to

the representative of the mobile media with its spread of interactivity, immediacy and precision, to achieve a differentiation of information, personalized communication. The latter is not to abandon the former and negative, but a useful supplement. The two have in common in the dissemination of content, with the ideological and political education, students and college routine management development guidance services, but separated from each other in the message format and the propagation path, complement each other.

Campus has been an open, liberal attitude to accept the envy of the world, the media campus also uphold the times, inclusive tradition. Colleges campus spread media has undergone several significant changes. Campus Voice and writing on the blackboard is the most basic media, voice covers the classroom professor, talk talk, campus radio and other dependency "word of mouth" means of communication, and contains a blackboard blackboard blackboard, textbooks, propaganda blackboard newspaper and other print media. With advances in computer technology, campus media usher in a revolution, multimedia teaching and enrich the campus network application mode of transmission choice. This change is not to abandon the former, but a fusion and sublimation, is an extension of the two-dimensional plane to multidimensional extension from the line to line. With the popularity of mobile phones and other mobile terminals, micro letter to the representative of the mobile medium depth campus, reconstruction of media in the university campus, campus media to help realize the transition from mass media to spread the Focus. Media diversity, more selective information richness and audience become the main features of the propagation of Focus.

5. Conclusion

College Students' working platform, effectively expand the student work in Colleges and universities of time and space, make college students work means more rich, promote college students change from passive initiative to promote the interaction between college

students and educators in Colleges and universities, student work in Colleges and universities greatly enhance the timeliness, communicate more convenient. To construct the platform of student work in universities under such a background, improving teaching methods, enhancing the efficiency of education, in order to open up the new position of the network ideological and political education has very important theory significance and the practical significance is placed one of the most important subject in front of our current college student workers.

The new media technology and university school work together, so that the application of education technology to the specific work of college students, stressed the effectiveness of the application, practicality and feasibility. The network platform takes the existing emerging media as the tool, for the student workers, it reduces the technical difficulty, and improves the feasibility of the platform. As the emerging mobile media and instant messaging application software, it is irresistible to change people's lifestyles and social habits. High efficiency of the wechat communication, facility for the abundance of the content, the characteristics of the work for college student workers opened a new field..

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