

Research on the Implementation Dilemma of Knowledge Payment Platform in Colleges and Universities in the Era of Sharing Economy

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Abstract. In the era of "sharing economy", college students often play the role of consumers to pay for the knowledge they want, but they have little sense to become providers or creators of knowledge. In addition, many students in campus do not have effective ways to obtain excellent experience of their peers. Therefore, this paper is dedicated to studying the feasibility of the implementation of the "knowledge payment" platform in universities, so that students can become the "creator" and "beneficiary" of knowledge at the same time. In the end, both parties of the transaction can get what they need and benefit together.

Keywords: Sharing economy; Knowledge payment platform; Universities.

1. Introduction

The state information center pointed out in the China's Sharing Economy Development Report (2018) that China's sharing economy continues to maintain a high growth rate, among which in 2017, the trade volume in knowledge and skills fields grew the fastest, as high as 126.60%. In addition, data from the social survey center of China youth daily show that 63.6% of respondents support paying for knowledge, and 73.9% would pay for an answer to a certain question [1]. According to the research report on knowledge payment app of aurora big data, users of knowledge payment app are mainly 20-24 years old. It means that college students are the main force of knowledge payment. Therefore, in the context of sharing economy, the construction and implementation of knowledge payment platform in colleges and universities is extremely important and urgent.

Shuli Shi pointed out that China's economic development continues to optimize the structure. Sharing economic model has become an optimized revolutionary army. The concept of paying for knowledge is changing. [2]; Li Wu believes that to achieve sustainable development of online knowledge payment platform, service providers need to define product positioning and have a clear understanding of users' behavior and attitude [3]. Using SWOT analysis, Zhang Wen pointed out that knowledge payment platform should integrate and innovate existing knowledge payment resources to create a sustainable mode of knowledge sharing [4]. Based on the technology acceptance model, Wang Tingting conducted a research on the willingness of young people to use the online platform of knowledge payment [5]. Bai Lu analyzed the development context of knowledge payment and predicted the future of knowledge payment [6]. Zhang Huiminwen explored the mechanism of cultivating compound innovative talents in the era of "knowledge payment", thinking that the era of "knowledge payment" is both an opportunity and a challenge [7].

At present, the knowledge payment platform specially serving students has not been set up in colleges. Based on this background, this paper tries to discuss the implementation of "knowledge payment" platform in colleges and universities under the background of sharing economy, so as to explore its implementation difficulties and solutions.

2. Sharing Economy and the Rise of Knowledge Payment Platforms

The term "sharing economy" was first proposed by Marcus Felson, a sociology professor at the university of Texas, and Joel Spaeth, a sociology professor at the university of Illinois, in a paper (Community Structure and Collaborative Consumption: A Routine Activity Approach) published in 1978. Its main features include an information technology-based marketing platform created by a third party. Individuals use these platforms to exchange idle goods, share their knowledge and

experience, or raise funds from enterprises or an innovative project [8]. The essence of knowledge payment is to turn knowledge into products or services to realize business value. Paying for knowledge helps people select information efficiently, and at the same time encourages the production of high-quality content.

Sharing economy and the rise of knowledge payment benefit from: 1. Rapid development of information technology. The vigorous development of computer, Internet and other modern information technology and new media has provided a platform for information sharing and laid a foundation for knowledge payment. 2. The rapid popularization of mobile payment. People can browse the web quickly and easily through mobile devices and get the knowledge they want through online payment. 3. Change of consumption concept. People subconsciously think that the resources of the Internet are Shared, accessible to everyone and free. However, when the state issued regulations on intellectual property protection, the concept of paying for knowledge began to emerge. The public's willingness to pay for access to Internet resources has increased. In this environment, the generation born after 1995 has gradually become the main force of Internet payment, which brings a broad market prospect to the payment industry.

3. Necessity of Implementing Knowledge Payment Platform in Colleges and Universities

3.1 Effectively Integrate Campus Resources

With the popularization of Internet technology, information on the Internet are difficult to distinguish between true and false, and it is more and more difficult to obtain useful knowledge. As a gathering place of knowledge, universities have a large number of learning resources. The knowledge and experience possessed by senior students are exactly what the junior students lack and urgently need. The emergence of the platform provides a place for both sides to exchange resources and maximize the effectiveness and value of knowledge.

3.2 Benefit Both Supplier and Demander

Students can upload valuable learning materials or provide paid consulting services through the platform, and the corresponding knowledge demander can also find the knowledge and services they need on the platform. In this way, time is saved and personalized needs are met. Knowledge on the platform is often formed by experts in related fields based on in-depth research or their own experience, which is more valuable. If consumers acquire knowledge through payment, they will cherish it more.

3.3 Provide Personalized Services

There are both suppliers and demanders of knowledge in the campus. Although some universities will hold some free resources sharing activities, but the process is cumbersome and popular experience is difficult to accurately meet the needs of college students. Meanwhile, Some students don't attach enough importance to free resources. Due to the time cost, excellent knowledge creators tend to realize the reward of sharing knowledge and experience through the platform of "one-to-one" paid sharing of learning resources, meeting the professional needs of the recipient.

4. The Implementation Dilemma of Knowledge Payment Platform in Colleges and Universities

4.1 Copyright Issues

The campus is a small group gathering place with frequent information exchange among students. When someone pays for a certain amount of knowledge, it is very easy to spread among the student groups, leading to people's decreased willingness to repurchase. At the same time, it infringes the intellectual property of others and damages the interests of the party providing knowledge.

4.2 The Price Standard

In terms of economy, college students have no income. If the price of the platform is too high, students are limited by funds and will not frequently use the platform to acquire knowledge. If the price of the platform is low, users will doubt the value of acquired knowledge and do not cherish it. At present, there are two kinds of pricing for knowledge payment platforms: independent pricing by knowledge producers or joint pricing by platforms and producers. However, the mechanism of such pricing need to be improved.

4.3 Supervision

At present, the knowledge payment platform is still in its infancy in China, and there is no corresponding regulatory system. Moreover, there is no precedent for the implementation of knowledge payment platform in universities. Therefore, if there is a conflict or private transaction between consumers and producers, the platform has no relevant mechanism to deal with it timely and fairly.

5. Suggestions on the Implementation of Knowledge Payment Platform in Colleges and Universities

5.1 Build Brand Products

In the implementation of knowledge platform in colleges and universities, it is necessary to combine the needs of students and launch brand services conforming to the characteristics of college students, such as providing one-to-one pre-exam tutoring, which can take the form of text communication, voice call or face-to-face consultation. In addition, we can also open a special area for sharing subject materials to provide targeted guidance and teaching information. In other words, it needs to have core competitiveness superior to other similar products.

5.2 Improve the Platform Mechanism

Strictly supervise the service quality provided by knowledge producers and improve the screening and evaluation mechanism of knowledge producers [9], ensuring that consumers can obtain the expected service level and quality. In addition, the service evaluation of knowledge producers is supervised, and relevant punishment regulations are issued to enhance consumers' trust and maintain the credibility and image of the platform. In order to improve the efficiency of knowledge acquisition by consumers, users' demand analysis and targeted product recommendation mechanism can be adopted. At the same time, it can also improve the service satisfaction of the platform by detailing product classification and formulating platform modules according to customers' requirements.

5.3 Introduction of Third-party Supervision

The producers and consumers of the knowledge payment platform in universities are mostly college students. In order to prevent disputes, it is necessary to supervise them. Firstly, it can protect the interests of knowledge producers and prevent others from copying or spreading knowledge maliciously. Secondly, if consumers have complaints, they can submit their applications to third-party platforms, which will handle them fairly and impartially. Finally, third parties can supervise and review the content of knowledge to prevent improper information spread on the platform, which will damage the campus system.

6. Summary

From the current form, the implementation of knowledge payment in colleges and universities is a sea of opportunities and crises, but its rapid development reflects the masses, especially the young generation's recognition and support of knowledge payment. The implementation of knowledge payment platform on campus not only meets the demand of consumers for knowledge, but also

enables producers to create economic value through knowledge and realize the optimal allocation of information. At present, the development of knowledge payment platform is booming. Colleges and universities need to understand their own particularity and characteristics of consumer groups to build the platform, define product positioning and development strategy, so that knowledge payment platform can be integrated into colleges and universities, and students can fully benefit from the sharing economy.

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