

# Discussion on the Ways to Improve the Quality of College Students in the Context of Network New Media\*

Hui Wei

Xi'an Medical University  
Xi'an, China 710021

**Abstract**—The network new media provides new opportunities for college students' quality education. As an important form in this context, the application of "E-Class" in the quality education of college students meets the needs of many parties, which not only meets the needs of the development of quality education in colleges, but also meets the needs of educators to carry out quality education. In response to the current situation of "E-Class" blocked promotion, the article proposes to improve the working mechanism, integrate information resources with students as the major, emphasize user thinking and support with big data technology, so that it can achieve a better upgrade of the quality of college students in the context of network new media.

**Keywords**—network new media; "E-Class"; university students' quality education

## I. INTRODUCTION

In recent years, the state has advocated the concept of "three-all education", which is "all-out, all-thorough, and all-round education", with the core of cultivating high-quality talents and improving the quality of personnel training. In this context, the importance of strengthening the quality education of college students is self-evident. In essence, the quality education of college students is based on the optimization of the knowledge structure of college students, takes the cultivation of comprehensive ability as the key point and regards the improvement of comprehensive quality as the core [1]. College students are the hope and future of a country. Quality education is a systematic project. It is necessary to integrate educational resources and form an educational synergy. This is not only the inner need for the improvement of quality education for college students, but also the call for educators in a complex and volatile situation [2]. Since entering the network new media era, people's learning and daily life have undergone great changes. New media has given people more freedom to protect their rights and choices. Learning resources are more abundant, the use of learning resources is more convenient, and life is getting more and more convenient. Compared with the past, this is a significant progress in human society, and it is undoubtedly a

great opportunity for the quality education work in colleges and universities [3]. As a form of network new media, "E-Class" provides a network interactive community for college students. It plays an important role in the communication between teachers and students. It is a new exploration of cohesive services and education students. This article carried out corresponding research on "E-Class" and further explored the path and method of improving the quality of college students based on "E-Class".

## II. THE ESSENCE OF "E-CLASS" AND THE NECESSITY OF ITS APPLICATION TO COLLEGE STUDENTS' QUALITY EDUCATION

### A. The Essence of "E-Class"

"E-Class" is a network virtual community for college teachers and students. It integrates many functions such as forum, social network, blog, microblog, email, network disk and mobile phone application, providing interactive communication for teachers and students, exchanging learning and living information resources, understanding current hot news, and participating in campus activities. From the perspective of functional structure, "E-Class" involves the main page, the school-level webpage, the class homepage, and the personal homepage, and each structure has corresponding modules and functions [4]. The class function is the most important content of "E-Class". Students can find their own class as long as they enter "E-Class". The counselor can serve as the class administrator. Teachers and students can post notifications, ask for help, and conduct activities through the "Topic" section of "E-Class".

As a non-commercial platform that unites people's minds and grasps correct orientation under the network new media environment, "E-Class" contains connotation of connotation. It is not a simple network tool or website. In fact, it is more like new trends and new forms to develop the quality education work for college students, suggesting the direction, roads and destinations of quality education in the context of network new media. It is undeniable that "E-Class" is a form of mass communication carrier that carries out the quality education work of college students. Through the "E-Class", the quality education subject can spread the content of quality education to college students, so that college students

\*Project: Research on the ideological and political education mode of college students based on "E-Class", subject number: 2018KFT40  
CLC number: G40-012 Document code: A

can accept social information and quality education at the same time and realize the comprehensive improvement of their own moral literacy and scientific and cultural literacy [5]. For the development of quality education in colleges and universities in the context of network new media, "E-Class" is both an opportunity and a challenge. It needs to grasp the law and form of quality education for college students in the process of information dissemination, guide the correct production and transmission of education, living and entertainment information, actively organize and guide teachers, and use the identity of the builders of their own quality education environment to influence teachers and students in the "hidden" state, and enhances the influence of quality education for college students.

#### B. The Necessity of Applying "E-Class" to College Students' Quality Education

1) *It is necessary for the development of quality education for college students in the era of network new media:* The scattered situation of the classed is very common in colleges and universities. For the quality education personnel of students, it is difficult to carry out the education work with the class as the carrier. "E-Class" has a powerful class function, which can effectively supplement the weakening of the traditional class concept and harmonious class atmosphere. At this stage, although some colleges have carried out the construction of BBS, the content is relatively scarce and the form is relatively simple. It is difficult to provide an online platform for the quality education of college students, and it is impossible to grasp and guide the comprehensive quality of students. This requires colleges and universities to take the initiative to carry out the construction of a network of college students with strong appeal. The emergence and application of "E-Class" opens up new opportunities for the quality education of college students. The applicability, efficiency and security of the platform are in line with the many demands of the university and the quality education platform of college students, which can promote the development of teaching in information, network, and intelligence.

2) *It caters to the needs of educators to carry out quality education work:* The Opinions on Further Strengthening the Network Construction and Management of Colleges and Universities clearly pointed out that "E-Class" should be built into a network interactive demonstration area for college students that integrate education, teaching, life services and culture and entertainment [6]. In order to further optimize the level of education and improve the overall quality of college students, college educators should always pursue advancing with the times in an ideological way, based on reality, taking advantage of the trend, abandoning the backward indoctrinated education methods and following new interactive education ideas to improve the traditional quality education model. The emergence of "E-Class" just provides a good opportunity to promote the improvement of quality education methods and complete

education improvement. By using the class function of "E-Class", teachers can combine the situation of their own classes to set up network classes, give full play to the advantages of the network, and adapt to current conditions. By inviting capable famous teachers to join the "E-Class", the celebrity effect can also be played out and let many students be willing to participate in the class, which they will exchange and interact regularly or irregularly on the topic of learning and life. In addition, "E-Class" can help college quality educators to explore new content of cultivation of people and quality education, make educators be in line with the trend of the network new media era to capture the "new ingredients" at the forefront of the times, and supply the nutrition of "protein", "mineral" and "calcium" for college students.

#### III. THE PROMOTION SITUATION OF "E-CLASS" IN COLLEGE STUDENTS' QUALITY EDUCATION

"E-Class" has been born for 11 years. In these 11 years, the Internet world has changed dramatically. Among them, the changes of BAT (Baidu, Ali, Tencent), China's three major internet giants, are the most obvious. In comparison, the "E-Class" has been steadily adopted in a pilot manner, and its development speed is obviously unsatisfactory. Its promotion in the quality education of college students has not been smooth sailing. To a certain extent, it has been hindered, mainly because the students' voices are not ideal and the teachers' relatives are relatively lacking. "E-Class" is still a relatively new platform. The validity of its information and the practicality of its functions are not well known. Some teachers hold a wait-and-see attitude and even doubt. After trying to use "E-Class", some students have a bad feeling of using it and then discard it. These negative attitudes are a reflection of the impediment to the promotion of "E-Class". To eliminate these negative attitudes, it is necessary to base on the premise that "E-Class" has matured and accepted widely. However, in a short period of time, this contradiction is difficult to solve.

Under the impetus of administrative power, "E-Class" has accumulated the earliest batch of users, and the results achieved are remarkable. However, since this is not the instinctive drive of the students, they grew more or less resistance against the "E-Class", and the students' consciousness of using "easy class" was irresistibly reduced. The promotion of "E-Class" was blocked. The quality education of college students based on "E-Class" became the source of no water. Therefore, the obstruction of "E-Class" is the roadblock for quality education. Only overcome it can ensure the quality of education for teachers and students can continue on.

#### IV. RELYING ON "E-CLASS", REALIZING THE BETTER QUALITY OF COLLEGE STUDENTS UNDER THE NETWORK NEW MEDIA CONTEXT

##### A. *Designing the Top-level Platform, Improving the Working Mechanism of "E-Class"*

After years of exploration, it is known that the smooth development of quality education for college students is premised on the high priority and unified thinking of the management of the university, which ideology is more important. Therefore, colleges and universities should put the "E-Class" platform in the overall design of college students' quality education and informatization construction, set up a special work leading group, and the school leaders should serve as the team leader. The other leading group members serve as the heads of publicity, academic work, youth league committees, educational affairs, and network management. When designing the organizational structure, the Leading Group Office and the "E-Class" Development Center can be separately set up in the Party Committee Propaganda Department in charge of the network culture and the Student Work Department. The school group committee will guide the affairs of the "E-Class" student workstation. When conditions permit, the "E-Class" Development Center and the Student Workstation will be set up in each college. The secretary in charge of student work will serve as the first responsible person for the construction of "E-Class". The Student Work Department will be concluded in the content of the "E-Class" construction in the work assessment of the college, class and counselor students. Based on this organizational structure, optimize and improve the management mechanism of the school, the college and the class. As a major innovation in the education mode in the internet era and network new media context, "E-Class" reconstructs the traditional quality education of college students with the internet and new media thinking and forms, and establishes various connections within the real campus life. It is a big platform and a big system of "Internet + quality education". The information release, activity organization and education and teaching about students of all departments of colleges and universities should take "E-Class" as the basis for pursuing network synchronization, truly enhance the effectiveness of educating people and improve the quality of college students while facilitating management.

##### B. *Integrating Information Resources to Highlight Student Subject Status*

Colleges and universities should pay high attention to the students' initiative, carry out quality education with students as the main body, and use questionnaires, student representatives and other forums to explore the needs of students on the campus network platform and new media in a timely manner, selecting outstanding students who are keen on network new media technology, with service spirit and innovative ability. Colleges and universities should work at the "E-Class" student workstations, optimize the working environment, and fully exert the creativity and initiative of students, truly build "E-Class" as a new online media platform that students need to build for their own [7], for

example, providing support and encouragement for students' technological innovation relying on the "Easy Class" platform, recruiting APP creative and technology development programs for all students, and supporting technical teams. Based on the "E-Class", the development of application products such as "resource sharing system", "campus real-life navigation", and "name system" will meet the needs of students and realize the cultivation of technical backbone.

##### C. *Emphasizing User Thinking, Improving Students' Participation in "E-Class"*

At this stage, when colleges and universities are carrying out quality education for college students, the existence of "focusing on feelings instead of light experience" and "focusing on leading instead of subjects" [8] leads to less participation in weak strength and narrow breadth of students, which restricts the improvement of the quality of college students to a certain extent. Under the network new media environment, college students have strong self-awareness and performance desire. It is fully embodiment of user thinking to mobilize their "E-Class participation". The participation of quality education for college students is reflected in three aspects: First, with the support of network new media technology, the education work is carried out in the most intensive way of college students. The "E-Class" platform should integrate fun and knowledge. The initiatives of the students need to be fully mobilized. For example, the literacy simulation game module can be set up, the role-playing games can be utilized, and the purpose of the quality education of the college students can be combined to set the clearance level, which can stimulate the students' interest and makes them happy to participate actively. Students can improve the quality of themselves through the game; Second, based on the teacher's guidance, the students participate in the quality education design, grasp the most direct and real needs of the students, cultivate their innovative and creative thinking, and improve the creative practice ability. Third, it is important to let students participate in the process of comprehensive quality education communication, as well as let them use the corresponding incentive mechanism to guide students, so that they can spread the concept of college students' quality through "E-Class" and improve the "media literacy" in network new media skills to form a "fan education".

##### D. *Embracing with "Big Data", Discovering the Real Situation of All Students*

In this age, it is necessary to incorporate big data concepts and technologies into the construction of "E-Class", and understand the influence of data collection, management, analysis and effective use on quality education and improvement of college students. On the "E-Class" platform, with the support of big data technology, it is also very important to analyze and mine unstructured data such as college students' learning behavior, professional ability and specialty hobbies to help teachers to make predictions and adjust decisions in a timely manner. To set up a visual student quality digital file module, through the "E-Class" background to carry out the true record of the student literacy

growth trajectory, form a full-dimensional, all-time, all-field and full-cycle quality capability digital files also need to be paid attention on. It will be important to let students have an intuitive understanding of their own quality level and stage, and stimulate their appeal and interest in further improving their quality, help teachers to grasp the quality changes of individual and overall students in a timely manner, take targeted measures to optimize the quality of education; and let the school have a macro-ideal dynamic on the students. It's also what it requires to let the school have a comprehensive and objective understanding of the macro-information dynamics of the students, and provide reference for their decision-making.

## V. CONCLUSION

Under the advocacy of the concept of "three-all education", it is very important to strengthen the quality education of college students. As a new situation of the network media, "E-class" provides a new form for the quality education of college students, and puts the quality education of colleges and universities in the context of the new network media under the coexistence of opportunities and challenges. In view of the current situation of the popularization of "E-class" in the quality education of college students, corresponding countermeasures should be formulated to enhance the comprehensive quality of college students in the context of new media on the basis of "E-class", so as to truly meet the needs of quality education of college students and the development of quality education in the era of new media on the Internet.

## REFERENCES

- [1] Xu Yongjin, Zheng Lei, Research on the Effective Path of College Students' Quality Development Education [J]. Journal of Higher Education Management, 2014, 8 (3): 105-108. (in Chinese)
- [2] Fan Xiaofeng, On the Moral Education Model of "Three-all Education" in Colleges and Universities in the New Era and Its Operating Mechanism [D]. East China Normal University, 2011 (in Chinese)
- [3] Guo Mingfei, Chen Lanlan, On the Management of College Ideology in the Background of Network New Media [J]. Guizhou Social Sciences, 2016(5): 29-33. (in Chinese)
- [4] Li Hongli, Research on College Students' Network Behavior in the Process of "E-Class" Promotion [J] Ideological & Theoretical Education 2011(13): 89-91 (in Chinese)
- [5] Liang Zhengke, Research on the Ideological and Political Education for University Students Based "E-Class" Platform [D]. Xihua University, 015 (in Chinese)
- [6] Huang Hui-huang, Based on the "E-Class" Research of Ideological and Political Education for College Students [D] Minnan Normal University, 2017 (in Chinese)
- [7] Bian Huimin, Wang Xiaolin, Zhang Li, Innovation to Develop Network Ideological and Political Education in the New Period Relying on "E-Class" [J] China Higher Education, 2015 (24): 20-23. (in Chinese)
- [8] Huang Xiaoxiao, Rebuilding Vocational Quality Education with Internet Thinking [J] Chinese Vocational and Technical Education, 2016 (4): 80-83. (in Chinese)