

# Challenges Brought by College Students' Self-organization of Network and Measures in the Era of We-Media

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**Abstract:** In the era of We-Media, the rapid development of college students' self-organization of network has a great impact on the college students and also brought new challenges to the educational management in colleges. Colleges should actively respond to challenges and explore practical measures to promote the healthy and benign development of college students' self-organization of network: First, innovate teaching concepts, upgrade new media technologies, and build a modern teaching team; Second, actively occupy the online platforms, impart high-quality resources, and develop flexible, guiding education with clear classification; Third, develop reasonable rules and regulations, related management departments and teams, and carry out efficient and comprehensive management.

**Keywords:** College students; Self-organization of network; Challenges; Guiding education

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## 1 Introduction

Self-media was originally proposed by the American

scholars Shayne Bownan and Chris Willis in the research report of We-Media published by the American Press Association Media Center in July 2003. It is a way for the public to strengthen their digital technology and connect with the global knowledge system, helping understand how the public provides and shares their facts and news. Under the We-media, the majority of netizen express their thoughts and emotions on BBS, blog, Weibo, WeChat, *etc.*

## 2 The connotation and trend of developing college students' self-organization of network

We-media can expand civilian right of speech, civilian right of using media, civilian freedom and influence of telling public opinions. As intellectuals with distinctive personalities and active thinking, college students have more extensive participation and more constant use of We-media. The college students' self-organization is informally formed by the college students according to different needs and themes, based on the virtual network, various forms of We-media carriers, spontaneous establishment, independent operation, independent development and the use of online media. The college students' self-organization is autonomous, participatory, quick in spreading, fast in mobilization

and assembly, flexible in management, highly virtual and un-controllable. According to the characteristics of network technology, the types of college students' self-organization can be divided into: group (such as QQ, WeChat, *etc.*), guest (such as Blog, Weibo, *etc.*), forum (various topics of BBS, such as Baidu PostBar, Tianya Forum, *etc.*), game (such as all kinds of online gaming platforms, *etc.*); according to the themes of the activities, the college students' self-organization can be divided into making friends, exchanging information, learning from seminars, doing what I like, public service. Among them, the carriers are mainly QQ group, WeChat group, blog, forum.

China Internet Network Information Center (CNNIC) published the 44th statistical report on Internet development in China in August 2019. On June 2019, the number of Internet citizen in China reached 854 million, accounting for 61.2%, and the number of mobile Internet citizen in China reached 847 million; 99.1% of netizen use mobile phones to access the internet. There is no doubt that young college students are the main groups of using Internet. The results of a random interview conducted by this research group on college students in Guangdong showed that the college students' rate of using network is nearly 100%. With the popularity of mobile Internet, the daily use of the Internet to develop a rich network life has become an important part in the students' lives. Most of the students who participated in the random interview said that they spend more than 5 hours on the Internet, mainly on mobile phones and computers, and the content covers almost every aspect of life, including learning, information acquisition, exchanging ideas, making friends, and entertainment, *etc.*; Nearly 99% of college students said that they have their own WeChat group, QQ group, QQ space, blog, *etc.* The vast majority of students said that they participated in more than two self-organizations of different topics, feeling that there are rich types and themes that can meet their different needs. There is no doubt that the self-organization of network is widely engaged and loved by college students.

### **3 New challenges brought by college students' self-organization of network**

The vigorous development of college students' self-organization of network has a great impact on the young college students. At the same time, it also brings certain challenges to college education and management.

#### **3.1 Challenge traditional educational concepts and models, and propose changes to concepts in educational management and more demands to We-media technologies**

In the We-media era, college students are actively living a rich online life through self-organization of network carriers with various themes. The network is virtual and free. It is deeply loved by the college students and is widely participated by them. As a result, young college students can use online media, adapt to new technologies and learn, and participate in online life. It challenges the status and model of traditional leading education, which in turn requires more attention and guidance from educators. It demands college educators to use new media technology, and upgrades the concepts of new media management.

#### **3.2 Challenge the dominant status of value-oriented education and put forward higher requirements for the value-oriented education**

The online platform is rich in content and the information transmission is instantaneous and efficient. The young college students browse information extensively through various networks, efficiently communicate, receive, and publish information, and talk freely on the network. This is conducive to enhancing their subjective awareness, independent thinking ability, social and political participation. But at the same time, a large amount of information on the Internet are difficult to tell true or false, and even many bad guys use the network to spread all kinds of terrible information, and use the virtual network to contort college students' faith, cultural quality, ideological awareness, and values. A large amount of bad and irrational information brought great challenges to the dominant status of college-oriented education on values, educational penetration and influence.

#### **3.3 Challenge the capabilities of supervision on information of new media in colleges, and put forward higher requirements for the construction of supervision system and the intervention on online crisis**

In the era of We-media, mobile Internet has been highly popularized, and development in technology is rapid. However, the corresponding management system, monitoring system, and mechanism of crisis response have not been developed in time, and regulatory and legal flaws have appeared. The self-organization of

college students' network is rapidly mobilized, secret, energetic, loose in management, *etc.*, and new problems may arise at any time, such as improper network behavior, lack of morality, and irrational aggregation, *etc.* In the survey conducted by this research group, we learned that many colleges have fewer corresponding management rules and systems, and a considerable number of colleges do not have specific management departments and teams with clear responsibilities and powers.

## **4 Challenges for college students' self-organization of network**

Important issues such as efficiently responding to the new challenges brought by the self-organization of college students in the era of We-media, taking advantage of it, giving reasonable and effective guidance and education, and promoting its healthy and sustainable development need to be paid attention to.

### **4.1 Innovate educational concepts, improve literacy of new media, and cultivate a modern teaching team**

In the era of We-media, college students' self-organization has become an irresistible trend, and has become an important part in the life of college students. College educators should pay enough attention to it, correctly understand the necessity and vigorous development of the self-organization of networks, and innovate educational concepts in time. Colleges should stick to respecting, understanding, and communicating positively, fully affirming the positive factors on strengthening the college students' awareness. Being fully aware of the vigorous development of the self-organization of college students' network is a good complement to the traditional campus organization and traditional platform for campus activities. It can conduct the cooperative activities of formal organization and self-organization on the campus, integrating the physical community and network virtual community, who jointly promote the construction of campus culture, fully recognize college students' self-organization of network as a new extension of traditional classroom education. It can expand traditional education space and enrich educational channels; meanwhile, college educators should actively participate in the corresponding training, technical training, and constantly strengthen their knowledge and practice, cultivate themselves into a modern college teacher with high literacy of media,

ability of solving online problems and proficiency in their profession.

### **4.2 Actively occupy the network platform, disseminate resources of high quality, and conduct flexible, diverse, and guiding education**

Browsing network information, publishing information, and conveying information through a self-organized platform with various themes and diverse forms has become important in college students' life and has a great impact on the college students. So college educators should actively grasp the opportunities brought by the new online media with an open attitude, take the initiative to occupy the new online platform with high-quality resources, and use the social core values to guide the young college students to organize the network by themselves and strengthen the orientation of correct value to achieve college students' sustainable and healthy development. At the same time, college educators can fully understand and grasp the characteristics and functions of the new media of self-organization, and can use the advantages of the self-organization of network to develop the carrier of ideological and political education in colleges. In the process of political education, ideological and political educators choose and use educational intermediaries carrying certain ideological and political information to achieve certain goals, which innovates the channels of ideological and political education, expands the space of ideological and political education, promotes the transmission of social core values, and strengthens the penetration and influence of the leading values.

First of all, colleges can combine the self-organized forms of network that college students like, such as WeChat group, public account, *etc.* With the rich information on the Internet, solid information dissemination on new media, *etc.* Webpages, red websites, college educational WeChat public accounts, theme QQ groups, and political forums with ideological and service-oriented educational themes should be developed to conduct value-oriented educational activities and online educational circles. Secondly, teachers should deeply understand the nature of leading education, such as respecting the equal status of each other, building a democratic and harmonious relationship, creating conditions for educated persons to fully express their views, and combining the students' ideological situation, guiding them according to the requirements of the law of ideological and political

education. For example, with the help of self-organized forms such as WeChat group, public account, forum, QQ group, we can always pay attention to students' thinking dynamics, emotional characteristics, and behavioral characteristics at any time, and carry out communication and interaction, questioning and answering, emotional encouragement, and value education through the online platform to lead a two-way interaction between teachers and students. At the same time, college administrators should be firm in management and service, fully understand the real needs of the college students, respect the characteristics and operation rules of the self-organization of the college students' network, and provide an equal and open communication method that promotes the healthy development of college students' self-organization of network. In addition, we should maintain the sensitivity of educators' guidance, such as giving more incentives and support to positive self-organization of network towards public opinion-oriented, and using high-quality educational resources and flexible guidance methods to promote its development in a positive way. High attention and supervision for the relatively negative self-organization of public opinion-oriented and behavior-oriented networks should be paid to, especially relevant laws and regulations. Timely help, intervention and resolve are deserved when there exists a problem. Finally, college educators should focus on guiding college students' self-organization of network to strengthen their capabilities and motivation of self-education and self-management. At the same time, college teachers should strengthen the impart of social core values and lead the self-organized public opinion. When strengthening guidance on public opinions, the banner clearly shows what is right and what is wrong and enhances college students' analytical ability and judging ability to improve their thinking and moral ability. The awareness of online morality and law, and the knowledge of morality and law should be enhanced

to improve college students' ethical qualities towards network.

### **4.3 Develop reasonable rules and regulations, corresponding management departments and teams, and carry out efficient and solid comprehensive management**

To deal with the new challenges brought by the self-organization of college students' network, such as being quick in spreading, fast in mobilization and assembly, flexible in management, colleges need to carry out comprehensive channels of management and monitoring work. First, colleges can develop laws according to national laws and regulations on online security, so that college students can organize the supervision of the network in accordance with rules and regulations. Secondly, colleges should train professional teams for network management such as network administrators for information security and network commentators; at the same time, they can train a management team mainly composed of self-organized core figures on networks to enhance the affinity and effectiveness of supervision. Finally, colleges can integrate the overall resources of the society and the strength of all parties, and connect the corresponding departments and agencies of the society to form a social comprehensive supervision system of multiple channels and multiple levels to form a powerful joint force for the effective management and guidance for the college students' self-organization of network.

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