

Exploration of the Cultivation System of College Students' Network Opinion Leaders from the Perspective of Micro Media

Na Xie

College of Chemistry and Chemical Engineering, Southwest Petroleum University, Chengdu, China

Email: naxie2018@163.com

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Abstract

The rapid development of micro media platforms has promoted the diversification of channels and ways for college students to express their opinions. As a result, the network opinion leaders of college students active in micro media platforms have risen rapidly and played an increasingly important role in the public opinion management of colleges and universities. It makes the college students' opinion leaders play a leading role in the thoughts of college students on the micro-media platform, helps construct media matrix based on the sound influence factors, and makes the classified cultivation of college students' network opinion leaders possible. It also makes students receive information, accept education independently and take over the baton actively to cope with the challenges brought by the transformation of network virtual and reality and create a harmonious campus environment.

Keywords

Micro Media, College Students Online Opinion Leaders, Media Matrix

1. Introduction

According to the Statistical Report on the Development of Internet in China, as of June 2017, the number of Internet users in China had reached 751 million, accounting for one fifth of the total number of Internet users in the world. At the same time, China's Internet penetration rate is 54.3%, more than 4.6 percentage points of the global average (Kannan & Li, 2017). The development of micro-media platforms has broken the traditional college students' worship of

young elite leaders in reality and made opinions of those with personality and active thinking to be recognized and followed easily by college students through the Internet. Then these people will gradually become the “spokesmen” and “discourse idols” of college students. After it develops to a certain degree, they will become the so-called “network opinion leader”. At the national conference on network security and informatization held on April 21, general secretary Xi Jinping stressed that innovation should be promoted in the online publicity of ideas, contents, forms, methods and means, and the ideal and belief education should be carried out in depth among youth groups such as college students, so as to cultivate and practice socialist core values (Miguel, 2012). Based on the popular network micro-media sound of college students, college students’ network opinion leaders make an important role. They tell mainstream stories, make a positive energy sound, let college students actively receive information and accept education, take over the sound baton and more actively grow into the inheritor, practitioner and disseminator of socialist core values.

2. The Research Status

As a new form of media medium brought by media technology revolution, the essence of micro media is the communication bridge between source and destination. In order to satisfy the public’s growing dependence on micro media, a convenient and flexible information medium, “opinion leaders” active in micro media platforms like Weibo, WeChat and APP have come into being (Guo & Zhao, 2005). Because of the lack of corresponding institutional constraints, the network opinion leaders and related comments point to the lack of social experience and the political distinction ability of college students has a strong attraction and motivational, greatly increase the complexity and difficulty of university ideological and political education work, the network ideological and political education of colleges and universities should quickly adapt to the current environment, college students’ network opinion leaders develop education actively, deal with the current challenges (Ng & Wakenshaw, 2017).

In the current research, Cao Xingping discussed the way of cultivating network opinion leaders based on new media platform from the mechanism level. Bao Zhongyi et al. analyzed the ways of online opinion leaders to guide the public. Wen Ping et al. explored the cultivation of network opinion leaders in universities from the incentive mechanism (Decker & Stummer, 2017). But based on micro media platform how to play the education of university students’ network opinion leaders guide function does not get concrete embodiment in related research, therefore, this study aims to explore university under the micro perspective of media system in the cultivation of college students’ network opinion leaders, result oriented, to carry out the study of the cultivation of the opinion leader, give full play to the students’ opinion leaders in university campus exemplary leading role, strengthen the consciousness of students take the initiative to grow and help students make the propagandist of socialist core values and practitioners (Park, Matsubara, & Li, 2007).

3. Education Training Method for College Students' Network Opinion Leaders

By receiving information, accepting education, and taking over the voice baton" step by step, education training method of college students' network opinion leaders is constructed on the basis of research, with micro media as the platform and evaluation as the positioning.

3.1. Collect the Influence Factors of Network Sound and Explore Effective Ways to Receive Information

According to Sohu hot spots to provide data, 2017 college students the most focus on hot topics include (Ehret & Wirtz, 2017): Hangzhou nanny arson, song jiang Japan was killed, the entertainment circle Wang Baoqiang, Chen Yufan marriage, lost KeJie alpha dog, female tourists lijiang was beaten disfigurement, Gu Yueting and music drama, Shaanxi Yulin maternal jump off a building, "2" the war Wolf at the box office of 5.68 billion yuan, Chongqing Wushan child bride events, Chinese hip hop. On campus, the online questionnaire activity launched by the workstation of easy class in the chemical engineering school of southwest petroleum university (the number of attention of easy class public number is 3500) was collected from 180 questionnaires as of June 10 (Wang & Chen, 2007). The results showed that the main ways for college students to obtain information through micro media were public number pushing (48.3%) and friends circle dynamic (47.5%). According to the background data of WeChat on the public account of shidahua language (with 4300 followers), "original songs for graduation" and "men's basketball champion" are the most frequent and the most clicked. In my friend circle, the most concerned topics are "night running" and "garbage sorting" (Wang, Kang, Viswanathan, & Robinson, 2010).

From this, it can be seen that the social hot spots and campus topics that college students pay attention to focus on social issues, times development, entertainment consumption and vital interests. Due to their young mentality and curiosity, college students are willing and easy to catch the latest social news, which reflects that students have both rational thinking and reasonable sharing of common aspirations on the topic related to personal interests, as well as ignoring the verification of the authenticity of events and putting too much emphasis on their own interests and feelings. This indicates that college students gradually change their role from passively receiving information to actively interpreting information through college learning, forming relatively independent thinking ability and strong ability to analyze problems, and at the same time have a stronger sense of social responsibility.

Terms of release, college students' dynamic circle of friends and the public, mainly through acquaintances and friends, micro information release media virtual big V two groups respectively mapping side focal point, the social hot spots, it shows that college students focus area wide, but is focused on the object is focused and consistent, is advantageous for the college students' network opinion leaders to boot.

Based on the above survey and analysis, the content is classified from the four aspects of students' highest attention: social problems, immediate interests, entertainment consumption and times development. The horizontal publishing network should be two kinds of micro media approaches, namely, public account and friend circle, to form media matrix. Vertical publishing should start from the two levels of big V and acquaintance to form a grid publishing model, so as to accurately locate the information acquisition needs of college students, and conduct targeted training on topics for college students' network opinion leaders.

3.2. Form the Acceptance Mode of Oriented Education

Based on the release channels of micro media platforms, information release can be divided into two categories: first, information release from the top down of the official micro media on campus. They are first responsible for the source of information, and second responsible for the audience. Secondly, the corresponding information release between "network talents" active in various micro media platforms and the audience may be neither responsible for the information source nor the audience, but only to improve their "popularity" and attention, so they should pay attention to the supervision of unofficial channels. In combination with the diversity of micro-media platform resources, the two types of micro-media resources are integrated to build a media matrix with two-way mutual promotion. Through the supervision of the voice through unofficial channels, the voice, rumor and listening in the official media are timely heard, and students are guided to receive information actively, carry out education, and form a guiding education receiving mode.

Ideological and it is not yet mature, strong personality but a herd mentality is stronger, emotional and thirst for recognition, prompted the college students in the micro media to spread information at a speed of more prominent, breadth and depth, scale, and formed a certain amount of public opinion in a relatively short time effect, therefore, in the matrix in the platform, to take advantage of the official authority of micro media platform, first focus on the social hot spots, relying on campus WeChat at all levels, microblogging public number each big media platform, through the graphic push, help push and release, timely, strengthen the sound effect, at the same time lock focus topic in schools, to social focus + education focus as vocal stress "dot", The research section focuses on the attention and attraction, aims at the topics that students are interested in, and publishes the correct information in a timely manner through the official micro media platform to seize the commanding position of discourse.

Because the network itself has secretiveness, to attract the attention of the wider community, to raise their profile, college students in micro media will unconsciously appropriate or inappropriate comments, cause certain influence to the surrounding community, so popular online media, such as Weibo, WeChat, Zhihu, Baidu community, watercress, Jane books, such as platform, high attention topic for students, organization network opinion leaders released rele-

vant information in time according to the different subject categories, completes the opinion; Offline, with the help of the “new media alliance” platform of southwest petroleum university, resources are integrated and mutual complementing mechanism is built. The voice channels, such as the topic comment field, message area and topic area, can play the role of opinion leaders + micro media matrix, help push synchronously and cooperate with education guidance.

Finally, based on the method of leading education based on the analysis of effective approaches, the model of interaction and sharing of information on the platform of public account and friend circle is coupled. Through the timely release of effective information by the network opinion leaders of college students in the media matrix, the students are guided to gradually form the habit of actively acquiring information, and they are able to receive education independently in the acquired information.

3.3. To Evaluate Reliability and Validity and Construct the Identification and Cultivation Mechanism of “Receiving Vocal Baton”

Based on sound influence factors for college students to build media matrix categories of network opinion leaders cultivate laid a good foundation, considering the college students knowledge structure is not strong, the ability of existing reserves cannot fully control the rapid development and the characteristics of high speed information society rhythm, explore “voices to take over the baton” recognition mechanism, negative identity oriented, effectively carry out the cultivation of college students’ network opinion leaders.

1) Evaluation of reliability and validity, result-oriented precision orientation of cultivation methods

Based on the influence factors and the media matrix, the network opinion leaders of college students are evaluated, and the targeted cultivation of the network opinion leaders of college students is carried out in reverse, which can better play the role of the network opinion leaders of college students. Based on the four first-level indicators of activity, influence, recognition and self-plasticity, the reliability of the indicators was measured through the internal consistency coefficient evaluation (evaluation index accuracy and stability). Based on the evaluation results and result guidance, carry out targeted cultivation activities and evaluate the effectiveness of the cultivation system. The reliability of the indicator system is evaluated and the validity is analyzed, the cultivation system is constructed, the effectiveness of the guidance is quantified, and the guidance is carried out through result-oriented feedback to carry out targeted and strengthened guidance.

2) Construct the cultivation mechanism of “take over sound relay stick”

Combining with index system, it can be seen that college students’ network opinion leaders is strongly to improve their ability, in order to meet the networking groups expect motive, therefore, to meet the needs of the college students’ network education opinion leader, integrate campus ideological and po-

litical education resources, such as “network opinion leaders hatch camp” series of activities, one is to strengthen the political quality, strengthen the jinping general secretary of the new era of socialist ideological education, the study of the theory of marxism related; Second, do a good job in the fact that, on a regular basis to carry out the school student representative conferences, briefings, detailed interpretation of the school policy, effectively clarify major public events, off the disputed event to restore the truth, depth analysis was carried out on the hot topic, let college students’ network opinion leaders in the “knowledge” on the basis of an “love”, to avoid the network spread false information; Third, we will carry out a special discussion to guide college students in different characteristics of network opinion leaders, and conduct targeted training on relevant topics and special events.

College students’ network opinion leaders, on the other hand, due to long-term active in the virtual world, easy to cause the reality the decay of interpersonal skills, must pay much attention to this part of the students’ mental health training, therefore, through the quality development, student worker commendation and reward for teachers certainly, such as series of positive evaluation activities, make college students’ network opinion leaders have sense of responsibility, for recognition, won a sense of achievement, not only power as opinion leaders of college students’ sound development and more guide students population growth, promote to build a good campus network environment.

4. Conclusion

The penetration depth and breadth of micro media platforms in college students’ life and study have been continuously enhanced. The special group of “college student network opinion leaders” active in micro media has gradually risen up and played an increasingly important role in guiding campus public opinion. Therefore, we should collect influential factors, build a media matrix, innovate the cultivation system, attract the attention and trust of college students, cultivate online opinion leaders of college students, and create a good atmosphere for college to guide public opinion and carry out ideological and political education:

1) In the “receiving information” stage, it focuses on horizontal release based on the grid model, and builds the media matrix from two kinds of micro media approaches, namely, public account and moments. It highlights the vertical release, starts from the two levels of big V and acquaintance, and accurately locates the information acquisition needs of college students, and conducts topic guidance in the four aspects of “social problems, vital interests, entertainment consumption and times development” that students pay the most attention to.

2) In the stage of “accept education”, integrate two types of micro-media resources and build a media matrix by combining the diversity of micro-media platforms. On the one hand, it focuses on the “hot + focus” matrix and locates the focal point through the official micro media; on the other hand, based on students’ “we media”, the “online + offline” matrix is expanded, and the “line” is

extended. In the process of students' active receiving of information, education is developed to form a guiding education receiving mode.

3) In the "take over the baton" stage, it reverses positioning requirements based on results, couples micro-media and opinion leader matrix to leverage the strengths of both sides, integrates those influence factors, comprehensively grasps the network factors that affect students' thoughts, behaviors, life, study and other aspects, reverses the network voice activities and constructs the cultivation system of college students' network opinion leaders based on micro-media platform.

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Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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