The Cultivation and Improvement of Young Students' Information Communication Literacy under the Background of Financial Media

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Abstract: Traditional education in colleges and universities is one of the important ways to measure and cultivate students' all-round development. It is an effective means for colleges and universities to effectively integrate traditional resources and multimedia network resources through the integration of media and promote media literacy into campus culture by virtue of its advantages. Through the research and analysis of the influence of multi-platform and cross-field media convergence on the news media literacy of contemporary young students, and makes a comprehensive evaluation of students' media literacy through the method of combining questionnaire survey and field experiment. At present, the new media quality of college journalists, especially young students, is still in the initial stage of development. With the rapid development of we-media platforms, it is necessary to further enhance the media literacy of contemporary young students. Based on the development characteristics of contemporary young students and the current situation of "we media", this paper puts forward some suggestions from the perspective of media literacy training methods for young students and application analysis of "we media" platform.

1. Introduction

University media fusion is the call of The Times, and it is an effective way to cultivate people. At present, young students, as the main component of new media users, are easily misled by bad information due to their lack of life experience and weak subjective judgment ability. Therefore, how to improve the information communication literacy of young students is particularly important for promoting the media integration of colleges and universities under the current background of integrated media, and effectively realizing the moral cultivation of colleges and universities.

2. Current situation of Information Communication Literacy of young students

2.1. Research Objects

This time, a university in Shandong Province 1000 cross-disciplinary sophomore students. Among them, 500 are boys and 500 are girls.

2.2. Research Methods

This study is carried out in the form of an online questionnaire, which consists of three parts: basic personal information, daily information acquisition and media literacy of news reports. Basic personal information includes gender, native place, age and major. Daily network information acquisition includes the name and frequency of instant messaging software, network news acquisition channels and daily information acquisition channels. Media literacy of news reporting includes 36 evaluation indexes, including news editors' professional skills, information acquisition and processing, information transmission channels, news value judgment and knowledge structure. According to the semantic difference scale, there are about 7-11 intervals between positive and negative meanings, and the reaction intensity can be reflected by the interval between the two opposite adjectives selected by the research object. Through Cronbach reliability analysis, CronBachα reliability coefficient is 0.867, indicating that the reliability quality of the survey results is high.

2.3. Results and Analysis

2.3.1. Routine Network Information Acquisition

According to the survey results, the average daily exposure time to information media is 1.6 hours for traditional media (newspapers, magazines, etc.), 0.7 hours for TV, 5.9 hours for instant messaging software, 3.2 hours for short video flat sets, and 0.6 hours for other media (Figure 1).
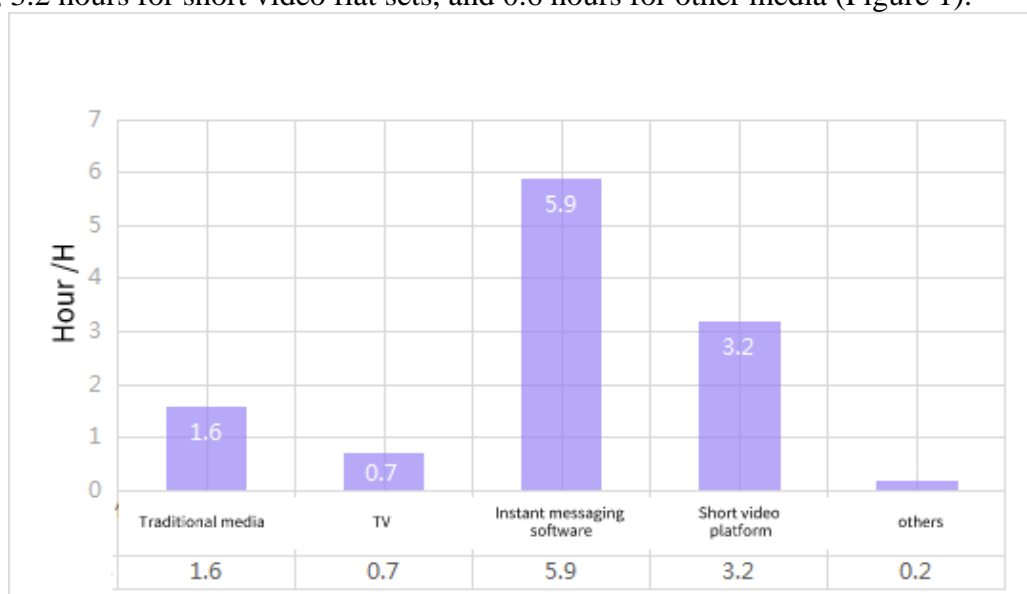

Figure 1: Daily media usage duration

2.3.2. Media Contact Motivation

In terms of the motivation of media contact, 89.6% of the students chose information sources as the main purpose of contact, 47.6% chose learning, 85.95% chose entertainment, 43.26% chose communication and making friends, and only 27.6% chose to kill time.

2.3.3. Ability to Interpret and Use Media

In the eyes of the surveyed students, the influence of not seeing news reports is mainly reference, with reference accounting for 85% and 9% of the respondents choosing indifferent, 4.7% choosing

decisive and 3.75% choosing no influence. When different media news reports have differences, 63.7% of students are more willing to trust television, followed by newspaper, 85.6% Internet and radio. Among college students, the credibility score is low, obtaining 4.3% and 3.7% of the respondents' trust. Television is more than the most favorite Internet of college students, becoming the most psychological group of college students.

Among the surveyed students, 14% think their ability to identify false news is very strong, 25% think it is relatively strong, 37% think it is not strong, 24% think it is not able to identify false news, 98% of the students are critical and accept the use of media to understand the society, fully believe and strongly do not believe 1%.

85% of the students take the initiative to learn the new technology and use the new functions of access control, 16% of the students can make full use of and explore the technology and advantages of the media, 87% of the ability of the general only 14% can not choose, 17% of the students are familiar with the rules of media operation and development, 60% of the students understand some 27% do not understand. Among the students surveyed, 50% of them think that media literacy should be targeted at the whole audience, 24% of them choose the existing staff of each class, and 26% choose the students in school. [1]

3. Problems In The Cultivation Of Young Students' Information Communication Literacy

In 2021, there will be a general increase in the number of individual Internet application users. The growth of basic applications is obvious. By December 2021, the number of instant messaging users in China reached 1.007 billion, an increase of 25.55 million compared with December 2020, accounting for 97.5% of the total Internet users. As shown in Table 1.

Table 1: User Size and Usage Rate of various Internet Applications in December 2020 and December 2021 [2]

Application	December 2020		December 2021		
	user Scale	User Usage Scale	User Scale	User Usage Scale	User usage growth rate
Instant Message	98111	0.992	100666	0.975	0.026
Network video (including short video)	92677	0.937	97471	0.945	0.052
Short video	87335	0.883	93415	0.905	0.07
Online payment	85434	0.864	90363	0.876	0.058
Online shopping	78241	0.791	84210	0.816	0.076
Search engine	76977	0.778	82884	0.803	0.077
Network News	74274	0.751	77109	0.747	0.038
Network music	65825	0.666	72946	0.707	0.108
Network broadcast	61685	0.624	70337	0.682	0.14
Online games	51793	0.524	55354	0.536	0.069
Network literature	46013	0.465	50159	0.486	0.09
Online take-out	41883	0.423	54416	0.527	0.299
Car-hailing service	36528	0.369	45261	0.439	0.239
Online office	34560	0.349	46884	0.454	0.357
Online travel booking	34244	0.346	39710	0.385	0.16
Online medical	21480	0.217	29788	0.289	0.387
Internet financial management	16988	0.172	19427	0.188	0.144

(Data source: China Internet Network Information Center)

3.1. The Rapid Development of the Internet is a Challenge to Young Students' Information Discrimination Ability

Information tends to the network, the young students through the Internet information query has become a normal way of information acquisition. The development of Internet technology and the infinite expansion of information lead to problems such as information overflow, information overload and information trek, which reduce the efficiency of users' information acquisition to a certain extent. While providing convenient information transmission for young students, the Internet weakens their ability to distinguish information.

3.2. The Rapid Development of the Internet has Raised the Difficulty of Cultivating Young Students' Information Communication Literacy

Relying on Internet technology, new media is popular among young students because of its fast and rapid characteristics. It brings a serious challenge to the cultivation of information communication literacy. The survey shows that the curriculum of information literacy education in colleges and universities is relatively simple, the teaching form is boring, the classroom teaching content and teaching form lack of innovation, which leads to the lack of interest in information literacy education of college students, and the information literacy education is relatively lagging. How to stimulate college students' enthusiasm for learning information literacy education courses is a problem that information literacy educators must think about under the new media environment, which requires them to improve their ability to use information technology and actively cope with the challenges brought by new media. [3]

3.3. The Rapid Development of the Internet has Changed the Ecological Environment for the Cultivation of Young Students' Information Literacy

Colleges and universities bear the task of cultivating college students' information literacy ability. With the emergence of new media, the training method is not limited to classroom teaching, but turns to the "online + offline" teaching method, thus reducing the appeal of traditional classroom teaching. [4] With its virtuality, interactivity and entertainment, new media has become a learning tool that college students rely on. [5]

4. Ways to Improve the Cultivation of Young Students' Information Communication Literacy

By December 2021, the number of online news users in China reached 771 million, an increase of 28.35 million compared with December 2020, accounting for 74.7% of the total netizens. In 2021, the integration of news media and Internet platforms will accelerate, and technological breakthroughs will be continuously promoted to further enhance user experience and improve communication effect. The integration of news media (including university news propaganda) and Internet platforms is accelerated to further improve the communication effect. [6] News media (including college news propaganda) enter social entertainment and information platforms such as Bilibili, Baidu, Weibo and continue to guide platform users to participate in the discussion of hot topics, further improve platform users' cognition of relevant topics, and achieve good communication effect. [4]

4.1. Improve Young Students' Ability to Judge the Value of News

In the era of integrated media, faced with the new media pattern in which everyone is a news creator, only through systematic curriculum system training can we ensure that the news

communication literacy education for young students is normalized, scientific and systematic.

4.2. Make Clear the Hot News and Direction that Young Students Pay Attention To

At present, the public is not only concerned about the speed of news transmission, but also the quality of news. Therefore, the cultivation of young students' information communication literacy can be carried out through the process of editing valuable news. [7] In this process, more communication channels can be used to carry out extensive and comprehensive communication and attract young students' attention. It is the most basic and key to look at the opportunity and grasp the current public demand for news. [8]

4.3. Expand the Diversified Knowledge Structure of Young Students

In the traditional news production process, the top technical personnel in each production link are needed to control and produce. With the rapid development of science and technology today, the compound technology of journalists is the demand of the media. Only with a clear understanding of the whole industry chain, can the editing work be better and more prominent. [9] Therefore, on the basis of their own knowledge, news editors should constantly learn new skills, understand contemporary people's needs for news media, discard those old-fashioned ideas, and make their knowledge structure more comprehensive and stable.[10]

4. Conclusions

With the deepening and development of the micro era, young students increasingly rely on the network media to expand their knowledge and broaden their horizons. Therefore, it is of great practical significance to improve their network media interelement cultivation. Cultivating the Internet media literacy of young students cannot be accomplished overnight. It requires the coordination and cooperation of all parties to form a joint force, correctly guide the interest direction of young students, consciously shield the superficial information, take the initiative to learn, help young students establish the correct concept and behavior model of using the Internet, and constantly stimulate the subjective initiative of young students. Let the network media truly become a tool for young people to learn and develop, and better serve to improve their own comprehensive quality.

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